

Rapport de Qualification des Leads

lead2

- ICP Match: 44.0/100
- GPCT Score: 76.0/100
- Final Score: 53.6/100
- Classification: COLD

Justification: The lead was classified as Cold due to significant gaps in industry and geographic alignment, combined with an intermediate digital maturity level that suggests a need for targeted support. Despite a medium level of urgency and strategic alignment with digital transformation objectives, the overall compatibility score and qualification insights indicate that the lead is not yet ready for immediate engagement. The company's medium decision-maker engagement and recent hiring activity also contribute to its Cold classification. This suggests that further nurturing is required to bring the lead closer to a potential sales opportunity.

lead_report_example

- ICP Match: 87.5/100
- GPCT Score: 92.0/100
- Final Score: 88.8/100
- Classification: HOT

Justification: The lead was classified as Hot due to its strong alignment with our Ideal Customer Profile and strategic objectives, driven by a sense of urgency to address technology gaps and operational pain points. Advanced digital maturity and engagement from key decision-makers further support this classification. The company's recent hiring activity and partnerships underscore its commitment to digital transformation. This combination of factors indicates a high potential for a successful sales engagement.