

Subjective Answers — Lead Scoring

Subjective Questions — Lead Scoring Case Study

- 1) Top three variables contributing most to conversion probability • Total Visits — Positive: more repeat visits signal stronger intent. • Total Time Spent on Website — Positive: deeper on-site engagement correlates with conversion. • Lead Source — Specific high-intent sources (e.g., Olark Chat, Welingak Website, Referrals) tend to convert better.
- 2) Top three categorical/dummy variables to focus on • Lead Origin — Lead Add Form (opt-in signal worth prioritizing). • Lead Source — Olark Chat (real-time engagement, strong buying intent). • Last Activity — Had a Phone Conversation (high-signal interaction to fast-track).
- 3) Strategy during the 2nd month intern period (aggressive calling; maximize conversions of predicted 1 leads) • Lower the decision threshold (e.g., ~0.35–0.45) to maximize recall and capture more potential converters. • Rank by lead score and recent engagement (Email Opened/SMS Sent) and assign call queues to interns. • Use a multi-touch cadence: SMS/email nudge → call within 24 hours → follow-up within 48–72 hours. • Track objections (budget, timing, fit) and route qualified prospects to senior advisors for closing.
- 4) Strategy after quarterly target is met (minimize unnecessary calls) • Raise the decision threshold (e.g., ~0.60–0.75) to prioritize precision and reduce low-yield outreach. • Call only top-decile scores with strong behavioral signals (high Time Spent, multiple Visits). • Shift remaining leads to automated nurture (emails, webinars, drip content) and re-score weekly; call only on positive re-engagement.