

SUMMARY

Lead scoring is a method used by businesses to prioritize leads based on their likelihood of converting to customers. It involves assigning a numerical score to each lead based on their demographic information, behavior, and engagement with the business.

The lead score is calculated using a combination of factors, such as the lead's job title, company size, website activity, email opens and clicks, social media activity, and more. Each factor is weighted based on its relevance and importance to the business.

By assigning a lead score, businesses can focus their resources and attention on leads that are most likely to convert and generate revenue. This allows them to make informed decisions about which leads to target and which marketing strategies to use.

Lead scoring can be automated using machine learning algorithms, such as logistic regression, which can identify the key factors that contribute to lead conversion and create a predictive model. This model can then be used to score leads in real-time and adjust the score based on new data.

Overall, lead scoring can help businesses optimize their sales and marketing efforts, improve their lead quality, and increase their revenue.