

Contact & Company Score

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Users will now instantly know if a contact or company matches their Ideal Customer Profile (ICP). We just launched two new columns in the data table:

 **Company Score**  **Contact Score**

These scores **automatically classify contacts and companies** based on the user's ICP, replacing the **Job Title** and **Company Review** AI Variables.

Users no longer need to manually evaluate each entry—the platform does it for them! 🚀

How does scoring work?

Company Score:

Each company is classified as **High**, **Medium**, **Low**, or **Disqualified** based on how closely they match your **Ideal Customer Profile (ICP)** from the AI Playbook.

You'll see the score in the table, and hovering over it will show you the **specific reasons**.

** – The company meets all three key ICP criteria:

- **Company size** – Company size approximately matches the target size. (e.g., ICP = 50–200 employees, Company = 120 employees)
- **Industry** – Industry is an exact or very close match. (e.g., ICP = SaaS, Company = Software Development)
- **Location** – Location is within the desired target region. *(e.g., ICP = United States, Company = New York)*

🟡 **Medium Score (Good fit)** – The company meets some but not all ICP criteria:

- **Company size** – Company size is equal or larger than target. *(e.g., ICP = 50 employees, Company = 300 employees)*
- **Industry** – Industry is broadly related but not an exact match. (e.g., Tech-related but not exactly Software Development, like IT Services)
- **Location** – Country matches even if the city doesn't. *(e.g., ICP = Germany, Company = Berlin)*

🟠 **Low Score (Possible fit)** – The company is somewhat relevant but has notable differences:

- **Company size** – Company size is lower than target. *(e.g., ICP = 100 employees, Company = 40 employees).*
- **Industry** – Industry doesn't closely match. *(e.g., ICP = SaaS, Company = Financial Services).*
- **Location** – Company is outside the target countries but might still be relevant. *(e.g., ICP = North America, Company = Brazil).*

❌ **Disqualified (Not a fit)** – The company is completely outside the ICP criteria:

- **Disqualifying Factors** – Matches disqualifying traits. *(e.g., B2C if B2C is disqualified).*
- **Industry** – Industry is clearly irrelevant. *(e.g., Agriculture company when targeting Tech companies)*
- **Missing Information** – No sufficient data to confidently score. *(e.g., Company lacks industry or employee size information).*

Contact Score:

Each contact is classified as **High**, **Medium**, **Low**, or **Disqualified** based on their job title, location, and associated company score.

You'll find the score directly in the data table — and just like with companies, you can hover over the score to see the **specific reasons** behind the rating.

** – The contact strongly matches the ICP criteria:

- **Job Title** – Same or very similar job title to target ICP titles. (e.g., ICP = Sales Manager, Contact = Business Development Manager).
- **Location** – Location is within the desired target region. *(e.g., ICP= United Kingdom, Contact = London).*
- **Company Score** – Company Score is High.

● **Medium Score (Good fit)** – The contact partially matches the ICP criteria:

- **Job Title** – Same or similar job title, located in the same country, and Company Score is Medium. (e.g., ICP = Marketing Director, Contact = Marketing Manager).
- **Job Title** – Same department but different seniority, located in the same country, and Company Score is High. (e.g., ICP = VP of Sales, Contact = Sales Coordinator)
- **Location** – Same or similar job title, different country, and Company Score is High.

● **Low Score (Possible fit)**– The contact is less aligned but still potentially relevant:

- **Job Title** – Same or similar job title, same country, but Company Score is Low.
- **Job Title** – Same department but different seniority and Company Score is Medium.
- **Job Title** – Same department but different country, and Company Score is High.

✗ **Disqualified (Not a fit)** – The contact should be excluded:

- **Disqualifying Factors** – Contact meets any disqualifying factor. *(e.g., Freelancer if freelancers are disqualified).*
- **Company Score** – Company Score is Disqualified.
- **Job title** – Job title belongs to a different department. *(e.g., ICP= Sales, Contact = Finance)*
- **Location** – Contact is in a different country, and Company Score is Medium, Low, or Disqualified.

⚡ What users need to do:

ℹ To access these insights, users must **complete their ICP** in the AI Playbook page. They can fill it in manually or use **Fill with AI** for quick setup.

ℹ **Not enriched status:**

- If a **company** or **contact** is missing any of the **critical fields** listed below, the status will be marked as **NOT ENRICHED**. To fill in the missing information, users must **Enrich Data from LinkedIn**.

Required fields for enrichment:

- **Company:** Company name, industry, description, employee range, number of employees, country and city.
- **Contact:** Job Title, company and location.
- If after enrichment the required fields are still missing (e.g., because LinkedIn didn't have the data either), the status will **remain as NOT ENRICHED**.

ℹ Job title comparisons are flexible — synonyms, role equivalents, and translations are considered.

ℹ If a contact's information is updated (e.g., job promotion or job change), the score will automatically update as well.