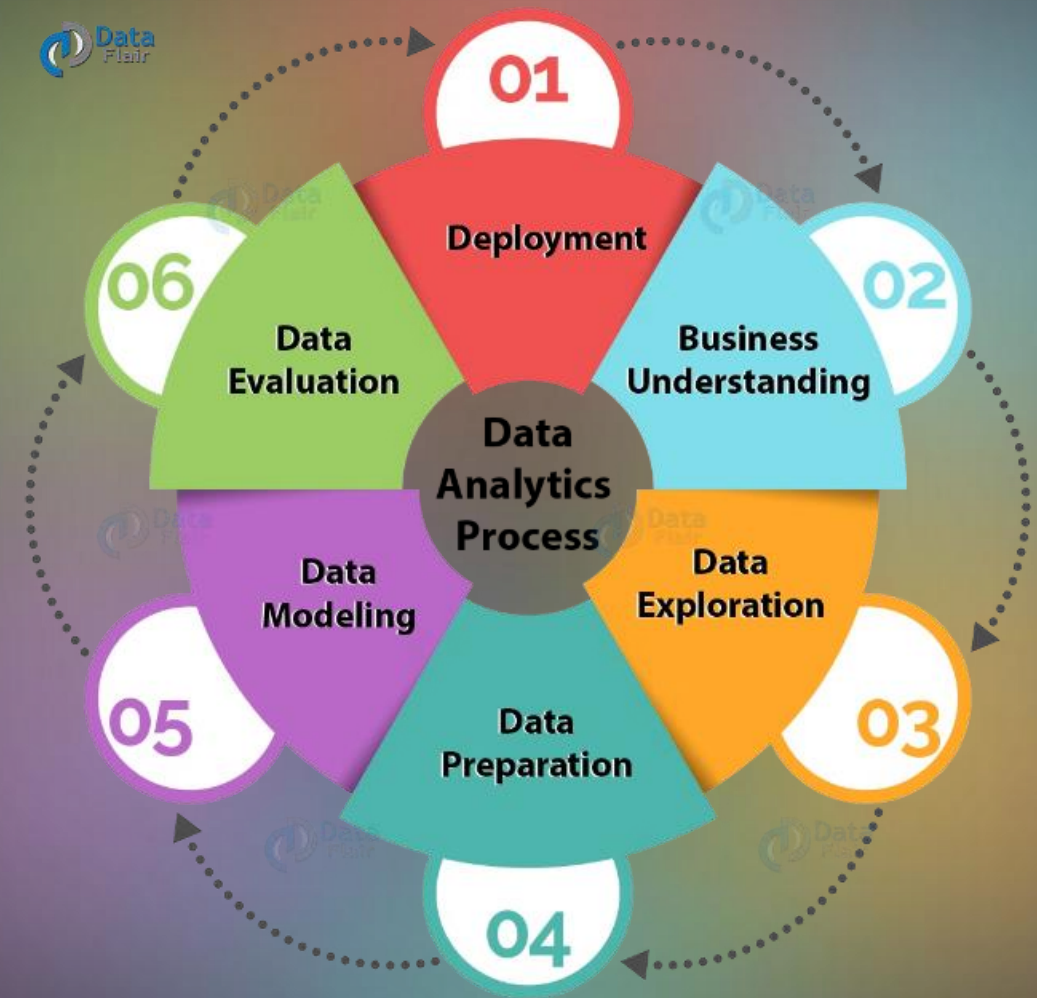


# Lead Scoring Analysis

Lead scoring is a powerful marketing technique that helps sales teams prioritize and focus their efforts on the most promising leads. By analyzing various data points, lead scoring assigns a numerical value to each lead, indicating their likelihood of converting into a customer.

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## LEAD SCORING



# What is Lead Scoring?

Lead scoring is a system that evaluates leads based on their level of interest, engagement, and fit with a company's ideal customer profile. It assigns a numerical score to each lead, allowing sales teams to focus their efforts on the most promising prospects and increase conversion rates.

# Benefits of Lead Scoring



1

## Improved Lead Prioritization

Lead scoring helps sales teams focus on the most promising leads, ensuring they allocate their time and resources effectively.

2

## Increased Conversion Conversion Rates

By targeting the right leads, sales teams can improve their conversion rates and generate more revenue for the business.

3

## Better Alignment between Sales and Marketing

Lead scoring creates a common language and understanding between sales and marketing teams, leading to more effective collaboration.

# Key Factors in Lead Scoring

## Demographic Data

This includes information such as job title, industry, company size, and location, which can help determine the lead's fit with the target market.

## Behavioral Data

Tracking a lead's interactions with your website, email campaigns, and other marketing materials can provide insights into their level of interest and engagement.

## Firmographic Data

Information about the lead's company, such as revenue, growth rate, and industry, can help assess their potential value as a customer.

## Lead Scoring Example

● Lead A subscribed to your emails: **+20 points**

● Lead B opens all of your email newsletters: **+10 points**

● Lead C clicks through your email offering a sales demo: **+50 points**

● Lead D marked your account executive's email as spam: **-50 points**

# Lead Scoring Models

## Rules-based Model

This model assigns points based on pre-defined rules, such as website behavior, job title, or industry.

## Predictive Model

This data-driven approach uses machine learning algorithms to analyze historical data and predict the likelihood of a lead converting.

## Hybrid Model

A combination of rules-based and predictive models, leveraging the strengths of both approaches.

# Implementing Lead Scoring

1

## Define Scoring Criteria

Identify the key factors that indicate a lead's likelihood of conversion and assign point values to each.

2

## Implement in CRM

Integrate the lead scoring model into your customer relationship management (CRM) system to automate the scoring process.

3

## Continuously Refine

Monitor the performance of your lead scoring model and make adjustments as needed based on feedback and new data.







# Monitoring and Adjusting Lead Scoring



## Track Metrics

Monitor key performance indicators, such as conversion rates and lead response times, to evaluate the effectiveness of your lead scoring model.



## Gather Feedback

Regularly solicit input from sales and marketing teams to understand the strengths and weaknesses of the lead scoring system.



## Optimize Scoring

Use the insights gained from tracking metrics and gathering feedback to refine your lead scoring model and improve its accuracy.



# Integrating Lead Scoring with CRM

1

## Data Collection

Gather relevant data about leads from various sources, such as website interactions, marketing campaigns, and sales conversations.

2

## Lead Scoring

Analyze the collected data and apply the lead scoring model to assign a numerical value to each lead.

3

## CRM Integration

Integrate the lead scoring data into your CRM system, allowing sales teams to prioritize and follow up with the most promising leads.



### Lead Scoring Example

● Lead A followed your company's Instagram account:	+10 points
● Lead B sent you a message on Facebook asking about your services:	+100 points
● Lead C unfollowed your company's account on Twitter:	-10 points
● Lead D shared your company's LinkedIn post on B2B outreach campaigns:	+25 points

# Top Contributing Variables

## 1. Job Title

Lead's job title is a strong indicator of their decision-making power and fit with the target market.

## 2. Website Engagement

Tracking a lead's interactions with the website, such as time spent, spent, pages visited, and content downloaded, can reveal their level their level of interest.

## 3. Industry

The lead's industry can provide insights into their specific needs and needs and challenges, as well as the potential value they represent as represent as a customer.

# Top Categorical Variables

## 1. Lead Source

The channel through which a lead is acquired (e.g., website, referral, trade show) can impact their likelihood of conversion.

## 2. Customer Lifecycle Stage

The lead's current stage in the customer lifecycle (e.g., awareness, consideration, decision) can inform the appropriate sales and marketing approach.

## 3. Company Size

The size of the lead's company, measured by factors like revenue or number of employees, can indicate their potential value as a customer.

## SAMPLE LEAD SCORING MODEL

### DEMOGRAPHICS

Job Title =  
VP or Higher



+20  
points

Company Industry  
= Real Estate



+10  
points

Company Size >  
100 Employees



+5  
points

Company Revenue  
< \$1 Million



-10  
points

### BEHAVIORS

Visited  
Pricing Page



+25  
points

Watched  
Product Video



+20  
points

Opened  
Marketing Email



+5  
points

Unsubscribed  
From Emails



-15  
points

Selling Signals

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting

The top three variables that typically contribute the most towards the probability of a lead getting converted can vary based on the specific context and industry. However, in a general sales or customer relationship management (CRM) model, the following variables are often significant:

**1. Lead Source:** Where the lead came from, such as organic search, paid advertisements, referrals, or social media. Different sources tend to have varying conversion rates, with some being more reliable predictors of conversion.

**2. Lead Engagement:** This includes metrics like the number of interactions a lead has had with your brand (e.g., website visits, email opens, clicks, etc.). Higher engagement levels often indicate a greater likelihood of conversion.

**3. Demographic Information:** Information such as the lead's industry, company size, job title, or geographic location. Certain demographics may align better with your product or service, increasing the probability of conversion.

These variables are typically identified through model training and analysis, such as feature importance in machine learning models or regression analysis in statistical models. The exact top variables may differ depending on the specifics of your model and the data it uses.

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

The image seems to contain a question about the top three categorical or dummy variables in a model that should be focused on to increase the probability of lead conversion. Without access to specific data, I'll provide a general answer that applies to many lead conversion models:

**Lead Source:** The origin of the lead (e.g., organic search, referral, paid ads) is often one of the most critical factors. Different sources have different conversion potentials, so understanding and optimizing the lead sources can significantly impact conversion rates.

**Industry Type:** Certain industries may have higher conversion rates due to better product-market fit. For example, if the leads are segmented by industry, focusing on industries that historically have higher conversion rates can be crucial.

3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at employ at this stage.

To make lead conversion more aggressive during the 2-month period when X Education hires interns for their sales team, here is a strategy they can employ:

**1. Segmentation and Prioritization:**

•**Segment Leads Based on Propensity Scores:** Use the lead scoring model to segment the leads into high, medium, and low priority based on their propensity to convert. Focus the efforts of the sales team and interns primarily on high-priority leads, ensuring that the most promising prospects are contacted first.

**2. Intern Training and Specialization:**

•**Comprehensive Onboarding:** Provide intensive training to the interns on the product, sales pitch, objection handling, and the CRM tools they'll be using. This helps them hit the ground running and contribute to lead conversion efforts effectively.

**3. Use a Multi-Touchpoint Approach:**

•**Email and SMS Campaigns:** Before making calls, send personalized emails or SMS messages to the leads to warm them up. This will increase the chances of a positive response when the sales team or interns make the calls.

**4. Leverage Data Analytics and Automation:**

•**Automate Task Assignments:** Use CRM or lead management software to automatically assign leads to interns based on availability and past performance. This reduces downtime and ensures that all leads are contacted promptly.

**5. Incentivize Performance:**

•**Set Clear Targets:** Define clear conversion targets for the interns, aligned with the overall team goals. This will motivate them to be proactive in their outreach.

**6. Collaboration and Feedback Loop:**

•**Daily Standups:** Hold daily or weekly standup meetings to review progress, share best practices, and discuss any challenges faced by the interns. This helps in maintaining momentum and making quick adjustments.

4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

When a company has already reached its sales target for the quarter and aims to minimize unnecessary phone calls while focusing on new work, the following strategy can be employed:

**1. Focus on High-Quality Leads:**

- Prioritize High-Value Accounts:** Only make calls to leads that have a high potential for upselling, cross-selling, or are from high-value accounts that could bring significant future business.

**2. Shift to Nurturing Strategies:**

- Email Campaigns:** Instead of phone calls, use personalized email campaigns to nurture leads and existing clients. Provide valuable content, updates, or offers that keep the brand top of mind without being intrusive

**3. Engage in Market Research and Data Gathering:**

- Conduct Surveys:** Use the time to gather customer feedback through surveys, which can help in understanding customer needs and improving future sales strategies. Surveys can be distributed via email or social media, reducing the need for phone calls.

**4. Training and Development:**

- Skill Enhancement:** Use this time to invest in training and development for the sales team. Focus on areas like advanced negotiation techniques, product knowledge, or using new sales tools. This helps in improving team performance without direct customer interaction.

**5. Strategic Planning for the Next Quarter:**

**Pipeline Building:** Start building the pipeline for the next quarter by focusing on lead generation activities that don't involve phone calls, such as content marketing, webinars, or networking events.

**6. Cross-Department Collaboration:**

- Work with Marketing:** Collaborate with the marketing team to align sales and marketing strategies, ensuring that the messaging and content used in outreach are consistent and effective.