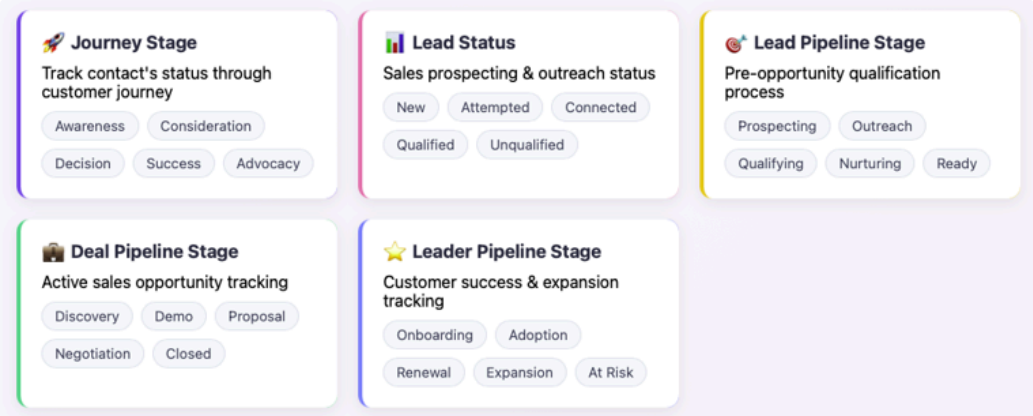
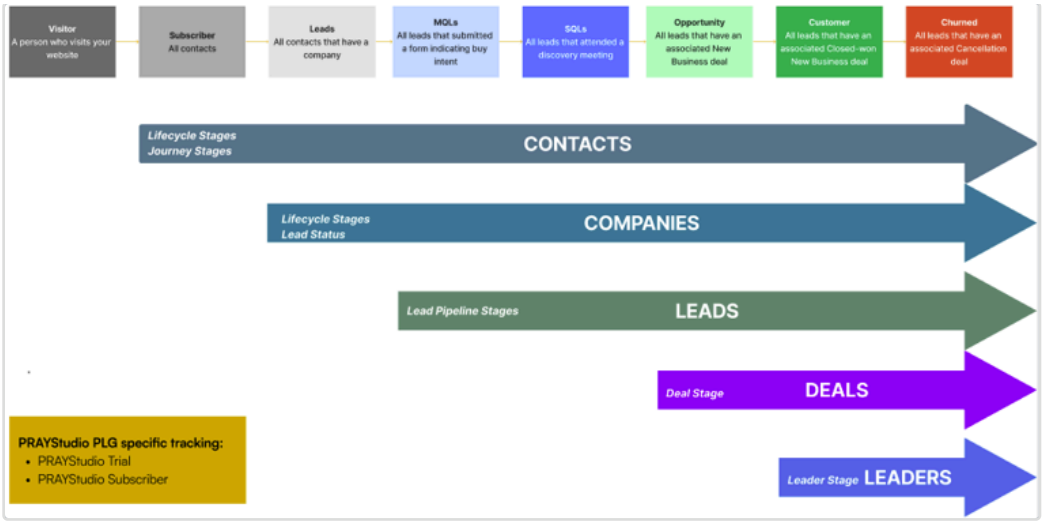
🗺️ Acquisition Journey Matrix

Stage Mapping for Growth Operations
Lifecycle Stage Definitions & HubSpot Rules
Journey Stage Definitions & HubSpot Rules
🔗 How Journey Stages Align
Lead Status Definitions & HubSpot Rules
🔗 How These Three Dimensions Work Together
How All Stages Work Together

Stage Mapping for Growth Operations



1. **Lifecycle Stage:** Indicates the overall relationship of a contact or company with your business. Categorizes contacts or companies broadly based on their stage in your marketing-sales-customer journey.
2. **Journey Stage:** Track a contact's status through a customer journey. This can be set through journeys, manually per contact, or other tools.
3. **Lead Status:** the company's sales, prospecting, or outreach status.
4. **Lead Pipeline Stage:** Reflects where individual prospecting opportunities (leads) specifically stand in your sales qualification or nurturing process. Helps sales teams identify, track, and nurture leads before they become qualified deals.
5. **Deal Pipeline Stage:** This stage shows where active opportunities (deals) stand in the sales process or pipeline. It allows tracking of specific sales opportunities from initial conversation through to closing.
6. **Leader Pipeline Stage:** This stage shows where current customers stand on their client journey. It allows the leader's success team to track its efforts to retain and expand recurrent revenue from existing customers.



🎯 Journey Stage Intent-Based Progression

New Contact → In Nurturing → Low-Intent → Mid-Intent → High-Intent → Qualified / Unqualified

⏱ Timing & Activity Rules:

- **New Contact:** No engagement OR >365 days inactive
- **In Nurturing:** ToFu event within last 90 days
- **Low-Intent:** ToFu <30 days AND MoFu 60-90 days ago
- **Mid-Intent:** MoFu <30 days AND BoFu 30-90 days ago
- **High-Intent:** BoFu activity within last 30 days
- **Qualified:** Has active deal or leader association

📊 Lead Status Sales Engagement Tracking

New → Attempting → Connected → Qualified / Disqualified

⏱ Status Definitions:

- **New:** Never contacted, no activity or unknown last contact
- **Attempting:** Outreach started by sales team
- **Connected:** Contact has replied/responded
- **Qualified:** Sales validated fit (BANT confirmed)
- **Disqualified:** Marked unfit or lost due to BANT

🚀 Lead Pipeline Stage — Pre-Opportunity Qualification

New → Attempting → Connected → Qualified / Disqualified

Mirrors Lead Status but focused on pipeline progression. Closes once deal is created.

💼 Deal Pipeline Stage — Active Opportunity Management

Discovery → Proposal → Negotiation → Closed Won / Closed Lost

Deal Types: Net New Business • Retention • Renewal • Expansion • Downgrade/Churn
Activation: Begins at SQL stage when meeting is completed

⭐ Leader Pipeline Stage — Customer Success & Retention

Onboarding → Adoption → Healthy ⚠️ At Risk → Churned

Activation: Begins when deal is Closed Won OR Leader is associated
Purpose: Manages post-sale lifecycle for retention and expansion

🔄 Workflow Automation Triggers

- **Subscriber → Lead:** Triggered when company is associated with contact
- **Lead → MQL:** Triggered when ≥1 form submission is logged
- **MQL → SQL:** Triggered when sales meeting is completed
- **SQL → Opportunity:** HubSpot auto-assigns when deal is associated
- **Opportunity → Customer:** Triggered when deal = Closed Won OR Leader linked
- **Customer → Churned:** Triggered when deal = Closed Lost OR Leader churned
- **Any → Other:** Triggered if pray.com domain detected or manually set
- **PRAYStudio Events:** Custom events trigger trial and subscription stages

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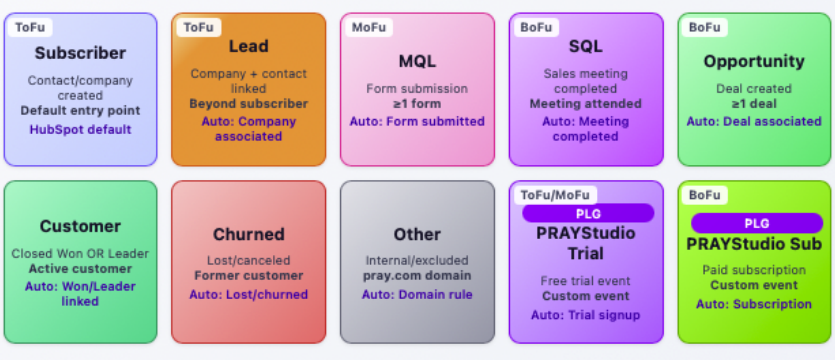
Lifecycle Stage Definitions & HubSpot Rules

📊 Lifecycle Stages Flow — WORKFLOW AUTOMATED



- **Subscriber →** Hubspot Calculation set lifecycle stage when a contact or company is created
- **Lead →** Workflow sets the lifecycle stage when a company is created, and the associated contact is a subscriber.
- **Marketing Qualified Lead→** Workflow sets the lifecycle stage when a company has an associated contact with a form submission and is not at an advanced stage of the journey.
- **Sales Qualified Lead→** Workflow sets the lifecycle stage when a company completes an associated meeting and is not at an advanced stage of the journey.
- **Opportunity →** Hubspot Calculation sets a stage for associated contacts and companies when a deal is created or newly associated.
- **Customer →** Establish related contacts and companies when a deal is won | A workflow also designates companies as customers when a Leader is associated with them.
- **PRAYStudio Subscriber →** A workflow designates this stage when the custom event is triggered on an associated contact.
- **PRAYStudio Subscriber →**A workflow designates this stage when the custom event is triggered on an associated contact.
- **Other→** A Workflow designates this stage when the company domain is pray.com or any contact is manually set as a lifecycle stage other.
- **Churned→** A workflow designates this stage when the company has a lost deal or a leader in the churned stage.

Journey Stage Definitions & HubSpot Rules

New Contact→ Last engagement date is unknown or is more than 365 days

In Nurturing→ Tofu events are less than 90 days

High, Mid, and Low-Intent:

Events	High-Intent	Mid-Intent	Low-Intent
BoFu Events • Bofu Form Submission • Sales Email Opened • Call Completed • Meeting Booked	less than 30 days. Timeline for a solution: 1-6 months	Between 30 and 90 days. Timeline for a solution: 1-6 months	Timeline for a solution: Just researching

• PRAYStudio Trial or Subscription • Deal Created			
MoFu Events • Marketing Email Opened • MoFu Form Submission • SMS Delivered	N/A	less than 30 days	Between 60 and 90 days.
ToFu Events • SaaS Pages Visited • AD Interaction	N/A	N/A	less than 30 days

Qualified/Unqualified→

Qualification events

- Deal association
- Closed-won deal association
- Leader association

Disqualification events

- Lead disqualification in the last 365 days
- Closed-lost churned deal
- Leader pipeline stage churned

🔗 **How Journey Stages Align**

- **Lifecycle Stage = "relationship status"** (where they are in the funnel).
- **Journey Stage = "engagement/intent status"** (how interested they are).
- They work **together**: Lifecycle gives a structural stage, and Journey fine-tunes are based on engagement scoring.

Lead Status Definitions & HubSpot Rules

New→ These are companies with which we have never established a connection.

- Company Lifecycle Stage: Lead, Marketing Qualified Lead
- Last activity date: is unknown
- Last contacted: is unknown

Attempted to Contact→ We have been contacting these companies, but haven't succeeded.

- Company Lifecycle Stage: Lead, Marketing Qualified Lead
- Last activity date: is known
- Last contacted: is unknown

Connected→ We've contacted these companies but have not yet met to explore sales opportunities.

- Company Lifecycle Stage: Lead, Marketing Qualified Lead
- Last activity date: is known
- Last contacted: is known

In Progress → We have met with these companies, but haven't created a sales deal or disqualified them yet.

- Company Lifecycle Stage: Sales Qualified Lead
- Number of Associated Deals is less than 1
- Is associated with a meeting that happened less than 30 days ago

Open Deal→ These are leads that have expressed interest in buying your product or service. We've already opened a deal with them.

- Company Lifecycle Stage: Opportunity
- Is associated with an Open New Business deal

Unqualified→ Companies become unqualified due to insufficient budget, authority, or need criteria.

- Company Lifecycle Stage: Opportunity
- The number of open deals is less than 1
- It is associated with a New Business Closed-Lost deal; the lost reason is any of Feature Gap, Budget, or Not Qualified.

OR

- Company Lifecycle Stage: Sales Qualified Lead

- It is associated with a disqualified Lead, and the Disqualification Reason is any of the following: Budget Constraints, Product not a Good Fit, Lack of functionality, smaller than Deer, Wrong Data, or Prior Negative Experience.

Bad Timing→ These companies become unqualified because they lack specific timing criteria, even if they meet other BANT criteria, such as budget, authority, or need.

- Company Lifecycle Stage: Opportunity
- The number of open deals is less than 1
- It is associated with a New Business Closed-Lost deal; the lost reason is not Feature Gap, Budget, or Not Qualified.

OR

- Company Lifecycle Stage: Sales Qualified Lead
- It is associated with a disqualified Lead, and the Disqualification Reason is not of the following: Budget Constraints, Product not a Good Fit, Lack of functionality, smaller than Deer, Wrong Data, or Prior Negative Experience.

Re-attempting→ These are companies we have previously tried to connect with unsuccessfully. We are now attempting to reach out to them again.

- Company Lifecycle Stage: Lead, Marketing Qualified Lead, Lead, or Sales Qualified Lead
- Last activity date was less than 30 days ago.
- It is associated with a lead who was disqualified more than 60 days ago.

OR

- Company Lifecycle Stage: Opportunity
- Last activity date was less than 30 days ago
- It is associated with a new business deal that was disqualified over 60 days ago.

🔗 How These Three Dimensions Work Together

- **Lifecycle Stage** = “where they are” structurally (funnel position).

- **Journey Stage** = “how engaged they are” (intent signals).
- **Lead Status** = “what sales has done” (action/status of outreach).

Example Flow:

- New Subscriber → Journey Stage = New Contact → Lead Status = New
- Moves to Lead → Journey Stage = Low-Intent → Lead Status = Attempting → Connected
- Becomes MQL → Journey Stage = Mid-Intent → Lead Status = Connected → Qualified
- SQL → Journey Stage = High-Intent → Lead Status = Qualified → Deal created (Opportunity)

🔑 **Why Decay Rules Matter**

- **Journey Stage Decay** → prevents old signals (like a demo form from 1 year ago) from keeping contacts in High-Intent forever.
- **Lead Status Decay** → ensures outreach attempts don’t sit indefinitely without being recycled or disqualified.
- Keeps your CRM **fresh, clean, and action-oriented**, reducing false positives in reporting.

How All Stages Work Together

Property / Stage	Subscriber	Lead	MQL	SQL	Opportunity	Customer	Churned	Other	Trial (PLG)	Sub (PLG)
Journey Stage	New Contact / In Nurturing	Low-Intent	Mid-Intent	High-Intent → Qualified	Qualified	Qualified	Unqualified	Unqualified	In Nurturing → Low/Mid	Mid/High → Qualified
Lead Status	New	Attempting / Connected / Disqualified	Connected / Qualified	Qualified	Qualified	N/A	Disqualified	Disqualified	New / Connected	Qualified
Lead Pipeline	New	Attempting / Connected / Disqualified	Connected / Qualified	Qualified	N/A (Closes)	N/A	Disqualified	Disqualified	New / Connected	Qualified
Deal Pipeline	N/A	N/A	N/A	Begins: Discovery	In Progress (All types)	Closed Won	Closed Lost - Churn	Non-Contracted Services	May not be in pipeline	Renewal / Expansion
Leader Pipeline	N/A	N/A	N/A	N/A	N/A	Begins: Onboarding	Churned	N/A	N/A	N/A

Active: Primary in use **Partial:** Conditional **N/A:** Not applicable **Automated:** Workflow trigger **PLG:** Product-led

🔑 **How to Read This Matrix**

- **Lifecycle Stage** → “Structural funnel” (default + workflows + HubSpot calculation).
- **Journey Stage** → “Engagement intent” (driven by ToFu/MoFu/BoFu recency rules).
- **Lead Status** → “Sales motion label” (activity + contact status).
- **Lead Pipeline Stage** → “Pre-deal funnel stage” (parallel to Lead Status).
- **Deal Pipeline Stage** → “Active opportunity stage” (HubSpot pipeline).
- **Leader Pipeline Stage** → “Customer success journey” (post-sale lifecycle).

Click here to see the complete matrix on Google Sheets

✅ **This matrix lets you segment in HubSpot with clarity:**

- Use **Lifecycle Stage** for high-level reporting.
- Layer **Journey Stage** for intent segmentation.
- Add **Lead Status + Pipeline** for sales outreach workflow.
- Map **Deal + Leader Pipelines** for revenue tracking.