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MadKudu Glossary

What are the different scores?



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We push several fields to your CRM, let's summarize what they are.

How do I see MadKudu Intelligence?

If you are on a **Pro Plan**, you have **3 Lead/Contact level models** (more details about the models [here](#)).

- the Customer Fit model
- the Likelihood to Buy model
- the Lead Grade

If you are on a **Growth Plan**, you will have one model, the Customer Fit model at the Lead/Contact level.

You may also **upgrade** your subscription with **Account level scoring (for Salesforce only)**

- The Account Fit (Customer Fit)
- The Account Engagement (Likelihood to Buy) + Most Likely Persona

For each model, we push 3-4 fields to your CRM:

- a **segment**
- a **score**: integer from 0 to 100 in case you need more granularity than the segment
- some **emojis** (nicer than words to display to your SDRs - Salesforce only)
- some **signals** : these are a list of positive and negative reasons that explain why the lead has been scored this way. These reasons are not exclusive but they give the Sales team some visibility and context.

Name of the model	Data used by the model	Segment	Score <small>More granular than the segment</small>	Emojis <small>More user friendly</small>	Signals <small>List of reasons explaining the scoring</small>
Customer Fit	Firmographics & demographics	Very good Good Medium Low	Integer from 0 to 100	★★★★ ★★★ ★★ ★	✔ Customer Fit signals ✔ Company industry is Software ✔ Company raised \$ 350200000 ✔ Company is located in United States ✔ Company size is 700 ✔ Company is a Google shop <small>Unlinked to Buy Signals</small> 2019-07-13: Spent 7 minutes on website 2019-07-13: Watched demo video (2 times) 2019-07-08: Visited pricing page (Enterprise plan) 2019-07-07: Clicked on email (2 times) 2019-07-04: Registered for webinar
Likelihood to Buy	Behavioral	Very high High Medium Low	Integer from 0 to 100	🔥🔥🔥 🔥🔥 🔥 🔥❄️	<small>Lead Grade inherits the signals from the Customer Fit Model and the Likelihood to Buy Model</small>
Lead Grade	Both	A B C D E	Integer from 0 to 100	A B C D E	

What are the names of these fields?

To find the exact standard name in each system, please [refer to this documentation](#).

What's the link between the segments and the scores?

Customer Fit model

- ★★★★ **Very good** segment: scores from **85 to 100**
- ★★★ **Good** segment: scores from **70 to 84**
- ★★ **Medium** segment: scores from **50 to 69**
- ★ **Low** segment: scores from **0 to 49**

Likelihood to Buy model

- 🔥🔥🔥 **Very high** segment: scores from **85 to 100**
- 🔥🔥 **High** segment: scores from **70 to 84**
- 🔥 **Medium** segment: scores from **50 to 69**
- 🔥❄️ **Low** segment: scores from **0 to 49**

Lead Grade

- A**: scores from **90 to 100**
- B**: scores from **75 to 89**
- C**: scores from **50 to 74**
- D**: scores from **25 to 49**
- E**: scores from **1 to 24**

What does it look like in my CRM?

Here is an example of what the fields can look like in Salesforce.

MadKudu Intelligence			
Lead Grade	A		
✔ MK Lead Score	89		
✔ Unlinked to Buy		✔ MK Customer Fit	
✔ Likelihood to Buy Score	75	✔ MK Customer Fit Score	85
✔ Unlinked to Buy Signals		✔ MK Customer Fit Signal	
2019-07-13: Spent 7 minutes on website		✔ Company industry is Software	
2019-07-13: Watched demo video (2 times)		✔ Company raised \$ 350200000	
2019-07-08: Visited pricing page (Enterprise plan)		✔ Company is located in United States	
2019-07-07: Clicked on email (2 times)		✔ Company size is 700	
2019-07-04: Registered for webinar		✔ Company is a Google shop	

What are the MadKudu field type requirements?

For exact specifications of the fields to create, please refer to [these field specifications](#).

Do I have to display all these fields?

You can decide which fields you would like to display for your CRM users, based on the level of information you want to provide and the usage you make of the models.

Very often, customers use the Customer Fit model to make a first filter and then the Lead Grade to prioritize, among the qualified leads, the ones that are the most engaged.

Can I rename the standard MadKudu attributes?

This is possible only if you are on the Enterprise plan. We strongly recommend the use of the “mk_ prefix” naming convention. It allows you to always know which fields are populated by MadKudu and which are not.

Can I add aggregated behavioral attributes?

Yes, this is possible if you are on the Enterprise plan. MadKudu syncs a wide variety of attributes into your CRM. For example, you can create a “number of users invited” aggregation that calculates how many users were invited. This aggregation is then synced to your salesforce lead profile.

Can the MadKudu team help with adding these Salesforce fields?

Yes - this is a key step in your onboarding and will be discussed with your Customer Success team.

Where do I set up the mapping of MadKudu Intelligence to my Salesforce fields?

You can do this in MadKudu's App, under Settings > Push

More details here >> [How to push MadKudu Intelligence to your integrations?](#)

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