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Account Fit Scoring with MadKudu

Account Likelihood to Buy

Account Fit Scoring with MadKudu

Rafikah Halim  
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The Account Fit model helps you identify your best accounts based on firmographic and technographic data. Whether you are starting a Sales outbound motion or looking to improve your account prioritization for ABM, this product is for you!

Prerequisites

- Use **Salesforce** as a CRM
  - Currently, MadKudu can only push the Account Fit score to the Salesforce Account object.
  - The Account records must have a clean website or domain field available to score off of it.

What is the Account Fit model for?

Like many companies, you may have an account-level go-to-market motion. You need visibility on how good of a fit your target accounts are, and how good of a fit the accounts brought in through your inbound processes are.

This account-level MadKudu Fit score can be critical to give you that extra edge over your competitors in paying more attention to the high-fit accounts.

Some uses cases for Marketing and Sales includes:

- Marketing campaign segmentation:** identifying your best accounts to programmatically market in your ABM campaigns.
- Sales cold inbound or outbound account prioritization:** identifying which account to prioritize for research and outreach.

What is the Account Fit model?

The Account Fit model scores accounts based on the DNA of the company (firmographic and technographic data). MadKudu uses **the domain of the account to perform identity resolution**.

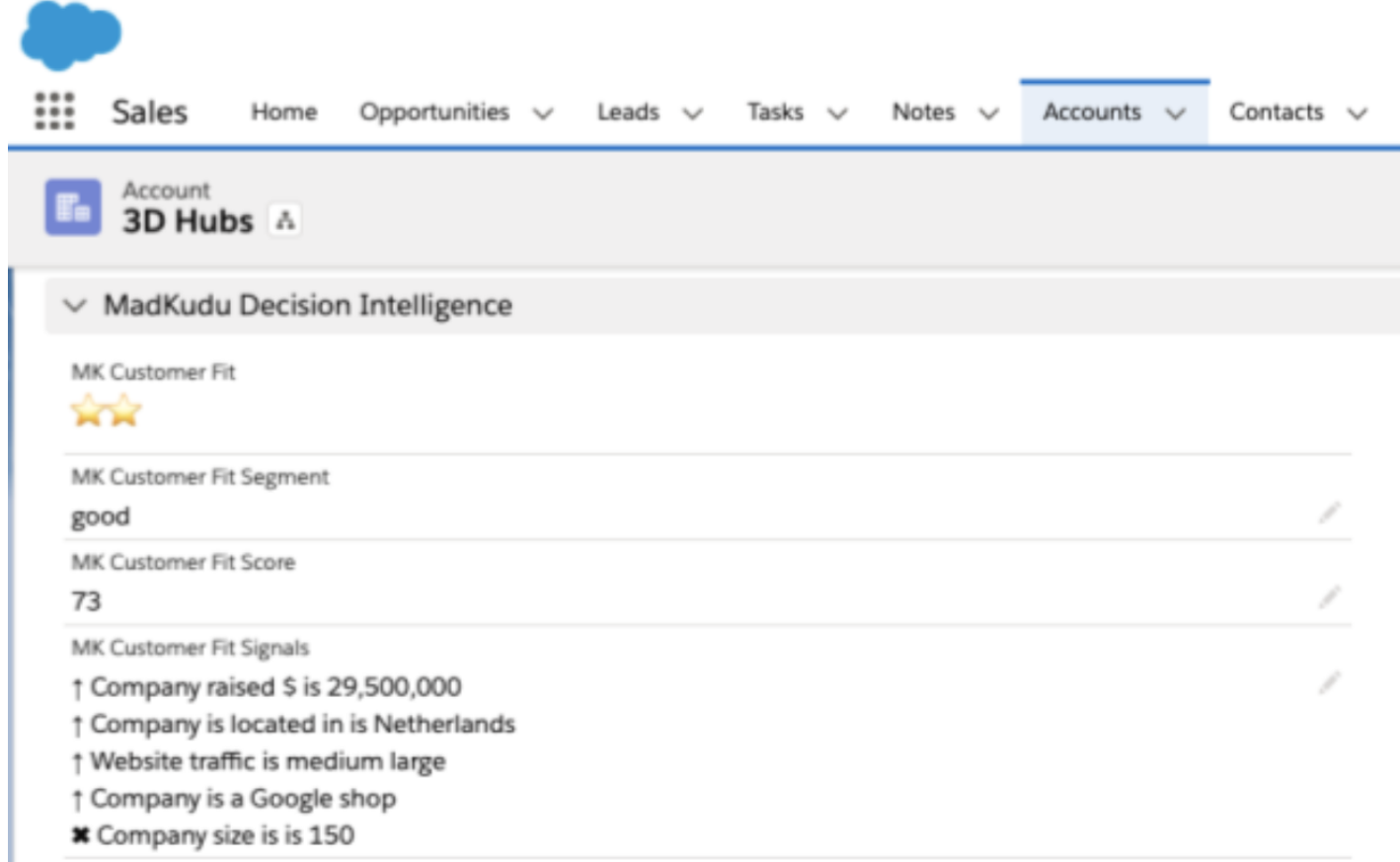
The model learns from your past conversions to identify which accounts in your database look like your current or past customers.

What is the output of the Account Fit model?

The Account fit model is the same as the Customer Fit model but at the Account level.

It updates Accounts with a score from 0 to 100, segments from Low to Very good, and displays Signals as well to provide explainability and information to your Sales team.

Segment	Score
very good	85 to 100
good	70 to 84
medium	50 to 69
low	0 to 49



How does the score of an account compare to the score of its contacts?

For better maintainability and explainability of the Account Fit score, MadKudu recommends basing the Account scoring on the **firmographic and technographic attributes** of your Customer Fit model.

Your **Account score will be similar to its Contacts' scores**, apart from the demographic attributes which impact only your person-level scores and not your company-level scores.

MadKudu fields

We currently push the following **fields**:

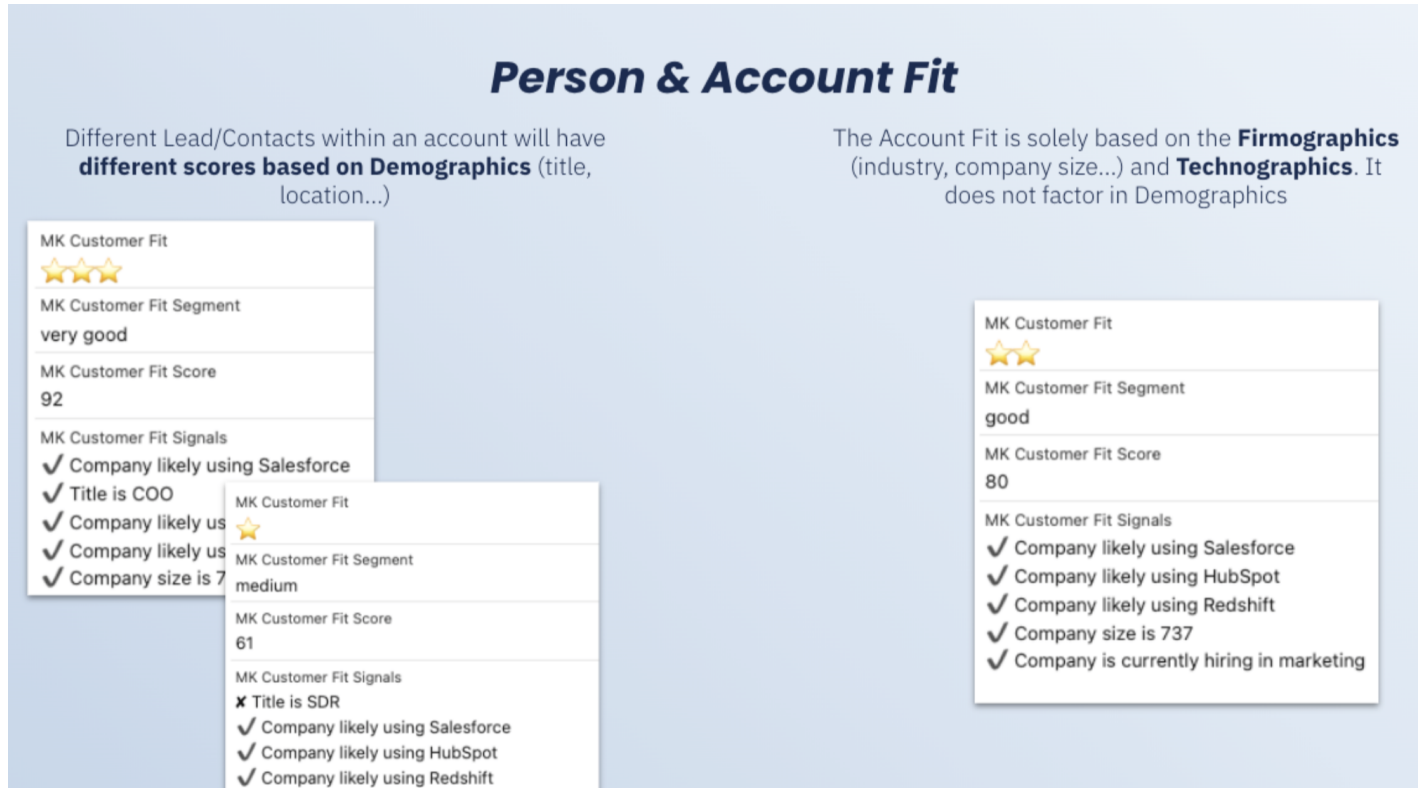
Field Label	Field API Name
MK Customer Fit Segment	mk_customer_fit_segment__c
MK Customer Fit Score	mk_customer_fit_score__c
MK Customer Fit Signals	mk_customer_fit_signals__c

How often is the Customer Fit score of an Account updated?

The Account scoring works in batch only (no real-time scoring) and would update scores of the accounts in the scoring audience **if there is any new firmographic or technographic information** at every [Sync process](#) (every 4h to 24h depending on the volume of data and numbers of models running on the MadKudu platform). This applies to newly created accounts as well -- they will get scored at the next Sync process.

F.A.Q

How does this differ from the Person level Customer Fit Model?



What is the pricing like?

This will be an add-on to your MadKudu plan that includes a variable component according to your volume of leads. Contact your Customer Success Manager for more details.

How to enable this?

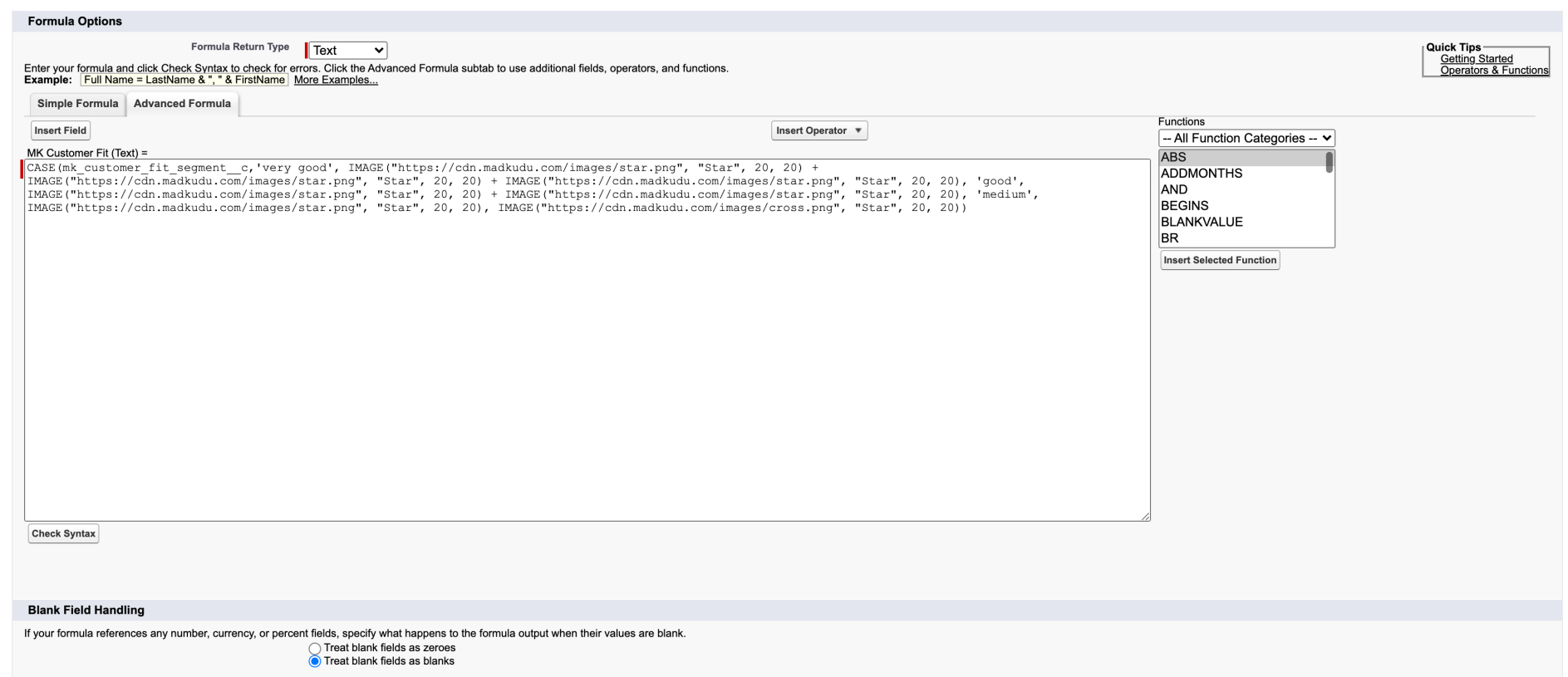
Submit a support ticket [here](#) to enable this add-on.

What fields do we need to create in Salesforce?

In the Salesforce account object:

- mk\_customer\_fit\_score\_\_c: Type: Number, Precision: 18, Scale: 0
- mk\_customer\_fit\_segment\_\_c: Type: "Text", Length: 255
- mk\_customer\_fit\_signals\_\_c: Type: LongTextArea, Length: 1024, VisibleLines: 10
- mk\_customer\_fit\_\_c: Type: **Formula** (then select Text at the next step)

```
CASE(mk_customer_fit_segment__c,
'very good', IMAGE("https://cdn.madkudu.com/images/star.png", "Star", 20, 20) +
IMAGE("https://cdn.madkudu.com/images/star.png", "Star", 20, 20) +
IMAGE("https://cdn.madkudu.com/images/star.png", "Star", 20, 20),
'good', IMAGE("https://cdn.madkudu.com/images/star.png", "Star", 20, 20) +
IMAGE("https://cdn.madkudu.com/images/star.png", "Star", 20, 20),
'medium', IMAGE("https://cdn.madkudu.com/images/star.png", "Star", 20, 20),
IMAGE("https://cdn.madkudu.com/images/cross.png", "Star", 20, 20))
```



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