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Lead Grade



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Lead Grade

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Pre-requisite

- Product available to customers on a **Pro plan or more**

Introduction

The Lead Grade is the combination of the **Customer Fit** and the **Likelihood to Buy** of a person in your CRM. It enables your team to surface the most qualified and active people in your database with just one metric. This means the Lead Grade represents a score based on both a person's firmographic/demographic enrichment and their level of engagement.

The possible values of the Lead Grade are:

- A
- B
- C
- D
- E

Leads with an A-grade represent your most qualified and engaged prospects.

Main Use Cases

Once you have prioritized your hand-raisers to your Sales team based on the Customer Fit, you may want to use the Lead Grade to route to Sales *only the leads with the best combination of fit and engagement*.

Learn more in this detailed article: <https://www.madkudu.com/blog/one-lead-score-to-rule-them-all>

How is it computed?

The Lead Grade is the result of a matrix combining **Fit** and **Likelihood to Buy (LTB)**, which can be configured in the Data Studio. It is usually configured by default as follow:

Lead Grade		Customer Fit			
		Very Good	Good	Medium	Low
Likelihood to Buy	Very High	A	A	B	B
	High	A	B	C	D
	Medium	B	C	D	E
	Low	C	D	E	E

This means that a Lead with a Very High LTB and a Very Good or Good Fit would be scored A, while a Lead with a Low LTB and Medium or Low Fit would be scored E.

The Lead Grade is first computed with this matrix. Then, for each Grade, a score is computed to distinguish within a same Grade leads with a higher Fit or a higher engagement for prioritization purposes. In other words, how do you know among all your grade A leads which ones should be prioritized to be sent to sales?

There are several options:

- look at the Fit and the LTB separately. This means training your team on using 3 different scores/segments between the fit, the LTB and the lead grade.
- look at the Lead Grade **score**

Each Grade (A, B, C, D or E) is associated with a score range:

- 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

The associated score of the lead is calculated based on a **weighted average of the Fit and Likelihood to Buy (LTB)**.

For example, if the **Lead Grade = 2x Fit + 1x LTB**, this means that in within the grade A, leads with a very good Fit and high LTB will be scored higher than the leads with a good Fit but very high LTB.

This result of this formula allows you to distinguish between leads with the same grade that should be prioritized based on Fit or LTB.

F.A.Q

Can I edit the definition of an A, B, C, D, E lead?

Absolutely! You are able to edit the Lead Grade matrix yourself [in our Data Studio](#).

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