

The following step-by-step example defines a [score](#) on the sample Corporate site and demonstrates how the system adds score points for contacts that match the rules.

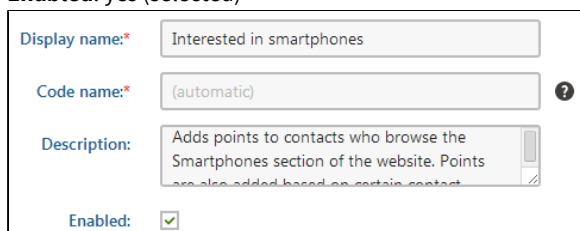
#### Prerequisites:

- [Logging of activities is enabled](#) for the website.

### Creating sample scores

1. Open the **Scoring** application.
2. Click **New score**.
3. Enter the following details in the **New score** dialog:

- **Display name:** Interested in smartphones
- **Description:** enter text describing the score
- **Enabled:** yes (selected)




4. Click **Save**.


- The system creates the score and opens the **General** tab of the score's editing interface.

5. Switch to the **Rules** tab and click **New rule**.
6. Specify the following configuration options in the **New rule** dialog:

- **Rule name:** Browsed smartphones
- **Score value:** 1
- **Rule type:** Activity
- **Activity:** Page visit
- **Activity URL:** Starts with <http://www.mysite.com/Products/Smartphones>


 Enter your URL of the *Products/Smartphones* section. The URL must be absolute.

- **Recurring rule:** yes (checked)

 This rule adds one score point to contacts who view any page in the *Products/Smartphones* section of the website (i.e. the list of available smartphone products and individual smartphone detail pages). The rule is recurring, which means that points are added even for repeated visits of the pages.


7. Leave the remaining options blank or with their default values and click **Save**.
8. Click **New rule** next to the **Save** button and enter the following configuration:

- **Rule name:** Works as manager
- **Score value:** 5
- **Rule type:** Attribute
- **Attribute:** Job title
- **Condition:** *Contains* manager







 This attribute rule adds 5 score points to contacts who have the word *manager* in their job title (such contacts are likely to need smartphones in their job).

9. **Save** the rule and repeat the procedure one more time to create the final rule:

- **Rule name:** Has business phone
- **Value:** 5
- **Rule type:** Attribute
- **Attribute:** Business phone
- **Condition:** *Is not empty*

 This rule adds 5 score points to contacts who have a business phone number (such contacts can also be considered as potential smartphone buyers).


If you switch back to the score's **Rules** tab, you can see a list of the defined rules.



Actions	Rule name	Score value	Validity	Is recurring	Rule type
  ...	Browsed smartphones	1		Yes	Activity
  ...	Has business phone	5		No	Attribute
  ...	Works as a Manager	5		No	Attribute


## Trying out the scoring functionality

Now that you have defined the rules for the score, you can test how the system adds points to contacts.





This example uses two new contacts, which the system creates automatically when you access the website as a public visitor from two different browsers. If you already have contact information stored in your browsers, your contact data may be different, but the scoring functionality still works as demonstrated in the example.

1. Sign out of the administration interface, navigate to the **/Products/Smartphones** section of the Corporate site and view several product detail pages of smartphones.
2. Sign in to the administration interface and open the **Scoring** application.
3. **Edit** () the **Interested in smartphones** score.
4. Open the **Contacts** tab.
  - You should see a new contact with a score that matches the number of pages that you viewed in the Smartphones section.

<input type="checkbox"/> Actions	Full name	Contact status	Score
<input type="checkbox"/>  	Anonymous - 2014-03-04 13:44:54.623		11

5. Open a different web browser and access the website's **/Products/Smartphones** section as an anonymous visitor again. This time, only view the list of smartphones once.
6. Switch back to the first browser and refresh the **Contacts** tab.
  - You should see another contact, with only one point added for viewing the list of smartphones.
7. Click **View contact details** () next to the second contact.
  - A contact profile opens on the **Profile** tab.
  - Click **Edit** to modify the properties of the given contact. The options are the same as in the contact editing interface (see the [Working with contacts](#) for details).
8. In the **Contact details** category, fill in a **Business phone** number and a **Job title** containing the word *manager*.
9. Click **Save** and **Close** the dialog.

- Back on the **Contacts** tab, you should see that the second contact now has 11 points (you may need to refresh the tab). The system added 5 points because the contact has a business phone and another 5 due to the word *manager* in the contact's job title.

<input type="checkbox"/> Actions	<u>Full name</u>	<u>Contact status</u>	<u>Score</u>
<input type="checkbox"/>  	Kenny Cobblestone		11
<input type="checkbox"/>  	Anonymous - 2014-03-04 13:44:54.623		11

10. Click **View score details** () next to the contact.

- The score details dialog shows exactly which rules have contributed to the contact's total score.

 <u>Scoring rule</u> ▲	<u>Score value</u>	<u>Quantity</u>	<u>Total value</u>
Browsed smartphones	1	1	1
Has business phone	5	1	5
Works as a Manager	5	1	5