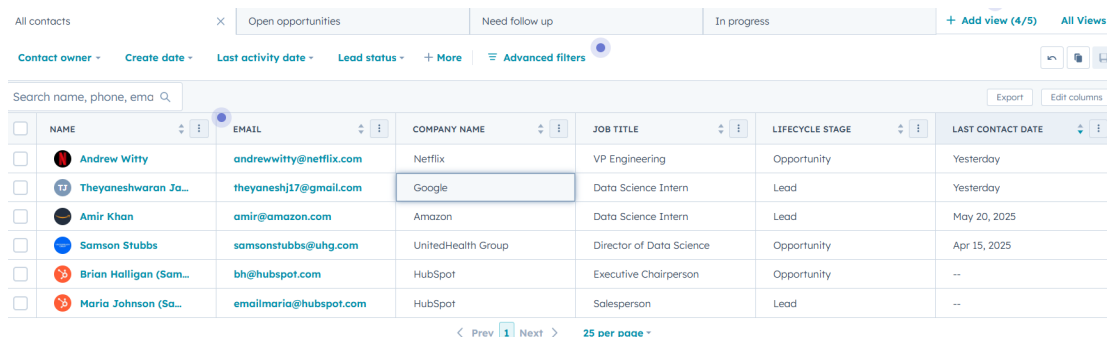# Lead Scoring Workflow Report: n8n + MCP Integration

Jayaprakash Theyaneshwaran

Overview

- Developed a lead motivation scoring system using the n8n platform combined with MCP (Model Context Protocol).

- The system retrieves contact and company data from HubSpot and public APIs to calculate a lead score.

- The final output includes a numerical score, ranking category, and an explanation of the score.

CRM and Data Integration

- Created test contacts manually in HubSpot CRM with fields such as name, email, job title, lifecycle stage, and last contact date.

Figure 1: HubSpot CRM Entries

- Exposed HubSpot data via MCP (Pipedream) to enable programmatic access through n8n.

- Retrieved company name from the contact, then used the BigPicture API to:
  - Fetch the company domain.
  - Get detailed metadata including number of employees, industry, and company type.

- Queried the Adzuna public API using the domain to retrieve the number of open job roles at the company.
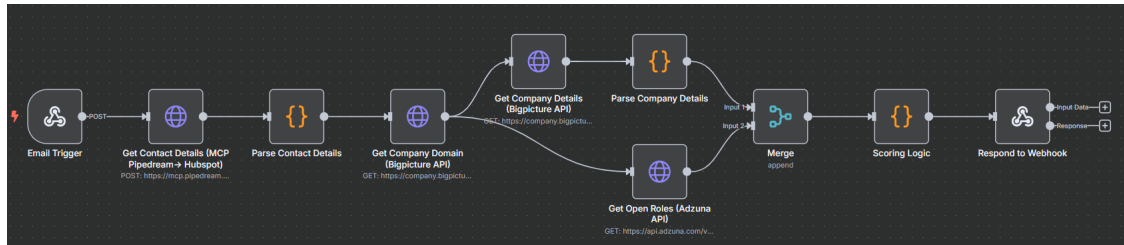
Workflow Structure

Figure 2: n8n Workflow Structure

- The workflow begins with an Email Trigger receiving an input email address.

- Data is fetched from MCP for the contact's HubSpot record.

- The company domain is fetched using BigPicture, and open roles are retrieved from Adzuna.

- Parsed data from multiple sources is merged.

- A JavaScript function applies scoring logic based on the parsed contact and company data.

- Final results are returned via a Webhook Response node.

Scoring Logic

- **+3 points** if job title includes "VP" or "Director".

- **+2 points** if company size (from BigPicture) is greater than 100 employees.

- **+1 point** if the last contact date is within the last 7 days.

- **-1 point** if lifecycle stage is still marked as "Lead".

- The final score ranges from **minimum -1 to maximum 7**.

- Score thresholds determine ranking:

  - 5 or more: High Priority
  - 2–4: Medium Priority
  - 0–1: Low Priority
  - Below 0: Very Low Priority
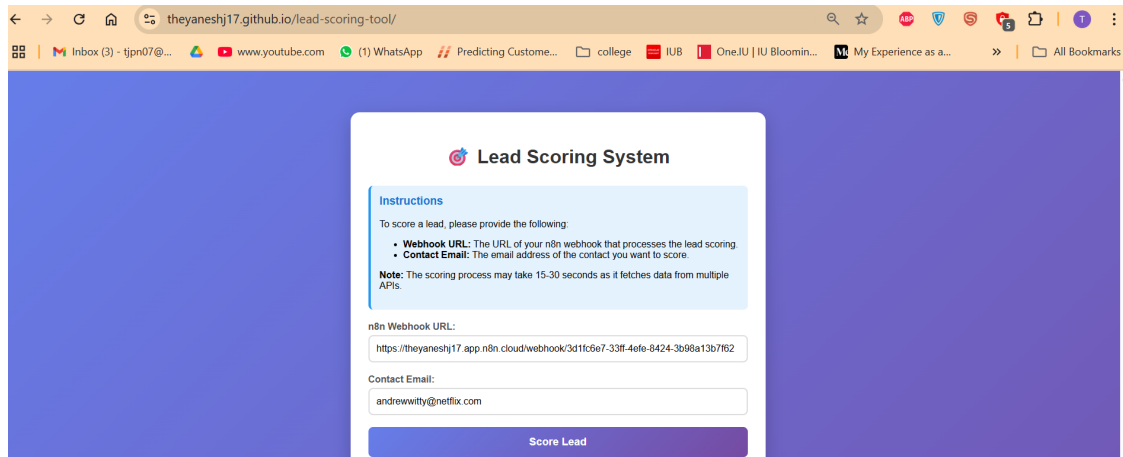
Results

User Interface

Figure 3: UI Interface

- Built a minimal HTML page hosted on GitHub Pages: `https://theyaneshj17.github.io/lead-scoring-tool/`

- The UI accepts an email as input and triggers the n8n webhook to fetch real-time lead scoring results.

- Scoring is computed based on contact data from HubSpot and company data via public APIs, and is rendered interactively on screen.

Result 1: Andrew Witty (VP at Netflix)

- **Contact Name:** Andrew Witty

- **Job Title:** VP Engineering

- **Company:** Netflix

- **Company Size:** 10,000 employees

- **Open Roles:** 106

- **Last Contact Date:** 2025-06-04

- **Lifecycle Stage:** Opportunity

- **Score: 6/6**   *(High Priority)*
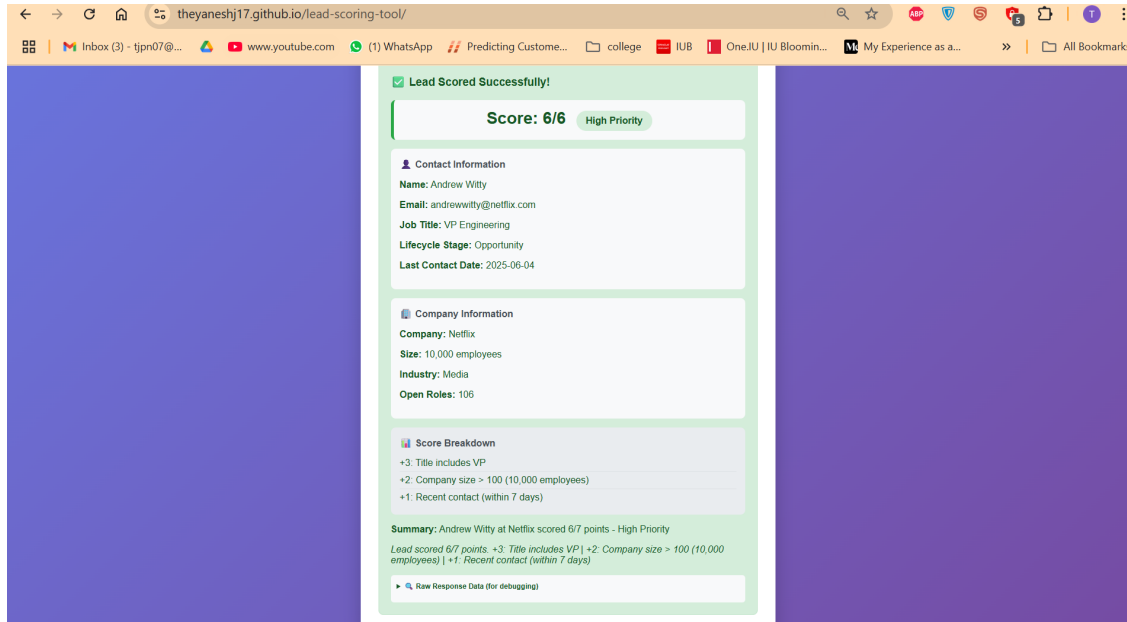
- **Score Breakdown:**

Figure 4: Lead Scoring Result for Andrew Witty (VP Engineering, Netflix)

- −3: Title includes VP
- +2: Company size > 100
- +1: Recent contact (within 7 days)
- **Summary:** Strong profile with executive role, recent contact, and enterprise-scale hiring potential.

Result 2: Samson Stubbs (Director at UnitedHealth)

- Contact Name: **Samson Stubbs**
- Job Title: **Director of Data Science**
- Company: **UnitedHealth Group**
- Company Size: **10,000 employees**
- Open Roles: **4,218**
- Last Contact Date: **2025-04-15**
- Lifecycle Stage: **Opportunity**
- **Score: 5/6**   *(High Priority)*
- **Score Breakdown:**
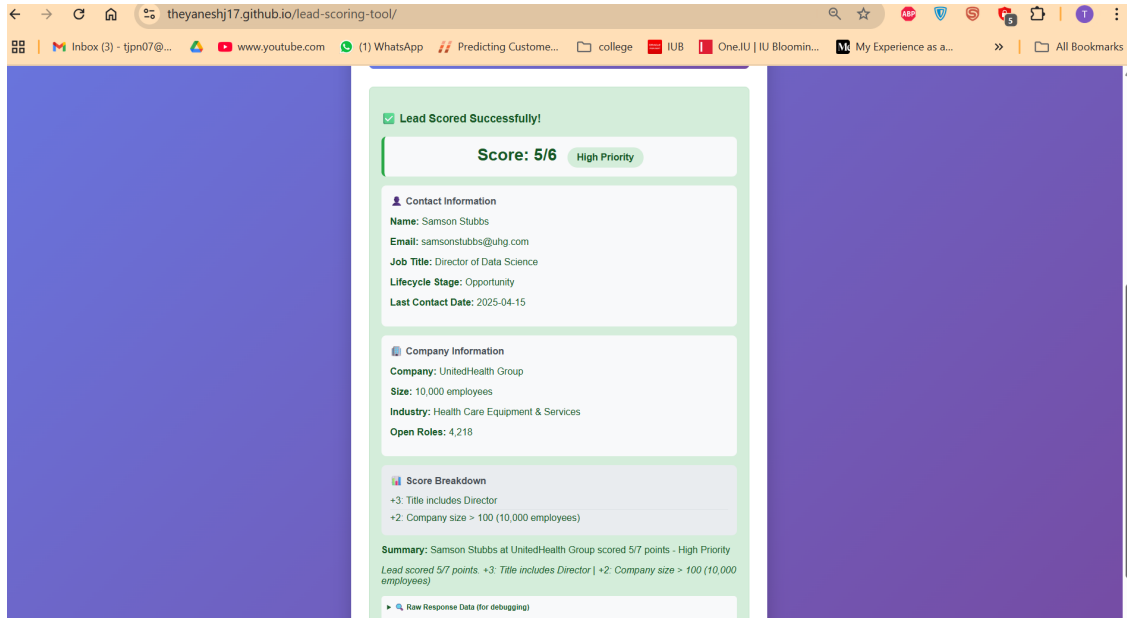 - +3: Title includes Director

Figure 5: Lead Scoring Result for Samson Stubbs (Director of Data Science, UnitedHealth)

  - +2: Company size > 100

- Summary: High-priority lead with executive role and enterprise-scale hiring.

Result 3: Theyaneshwaran Jayaprakash (Intern at Google)

- Contact Name: **Theyaneshwaran Jayaprakash**

- Job Title: **Data Science Intern**

- Company: **Google**

- Company Size: **10,000 employees**

- Open Roles: **2,693**

- Last Contact Date: **2025-06-04**

- Lifecycle Stage: **Lead**

- Score: **2/6**   *(Medium Priority)*

- **Score Breakdown:**

  - +2: Company size > 100
  - +1: Recent contact (within 7 days)
  - -1: Lifecycle stage is Lead

- Summary: Medium-priority due to junior role and early funnel stage despite strong company.
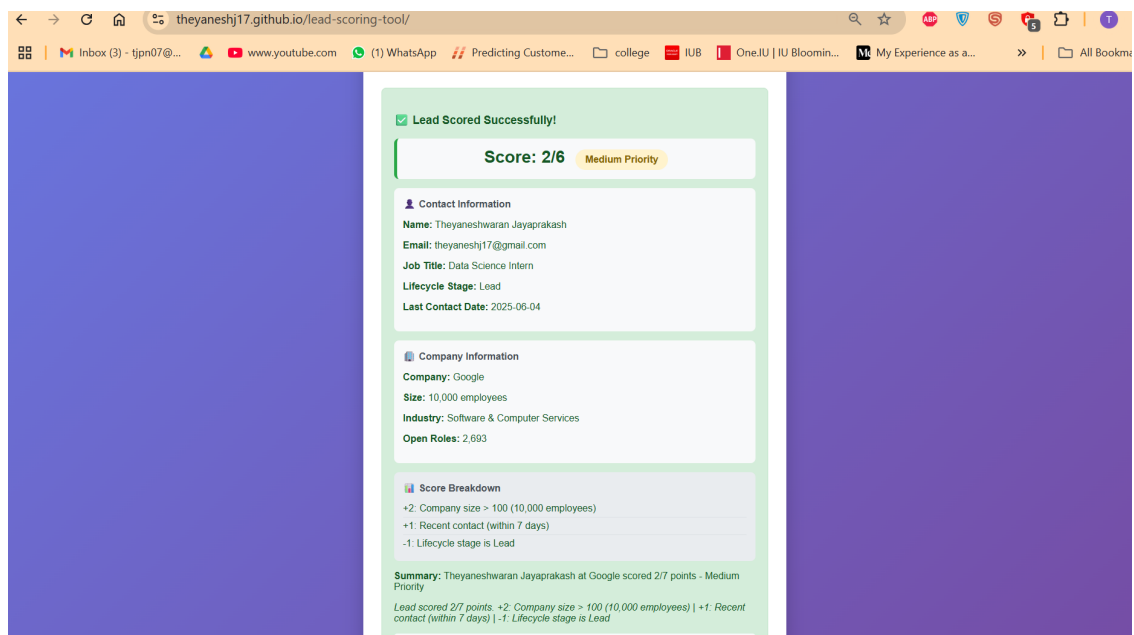
Figure 6: Lead Scoring Result for Theyaneshwaran Jayaprakash (Data Science Intern, Google)