



LEAD ATTRIBUTION SCORECARD



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Attribute is a 360° lead attribution software proprietary AI distribution and built-in functionality, enabling companies to integrate their plug-and-play marketplaces.

The greatest concern and focus for inbound marketers is the worry of not getting enough leads into the funnel. However, you can determine which one of your leads is interested in your content and products with the right scorecard.

In fact, by doing so, you can focus your energy on the particular service prospects you seem drawn to.

Using a lead scorecard enables you to generate a lead score using a series of calculations to increase sales and expand your customer base. Therefore, if you're looking for a solid lead scoring card you can use to assess which leads are worth following, this guide is for you.

Before introducing our lead scoring system, it's crucial to understand a few things about marketing attribution.

Read on to get **started!**



What Is a **Lead Score**?

Let's start with the basics. That is getting to grips with what lead scoring is. If you're a savvy marketer, you're likely already familiar with the term. Possibly you even have used an attribution model before.

Essentially, lead scoring is assigning a numerical value to each lead that you generate for the business. While scoring your leads, multiple attributes can be used, such as the professional information prospects submitted to you and how they've interacted with your website and brand.



Lead scoring facilitates the process of prioritizing leads, responding to them appropriately, and increasing the chances of said leads turning into customers.

Each company employs a different scoring model. That said, using data from past leads is commonly used to determine a value system.

For a start, see if there are any similarities between the contacts who have become customers. Next, examine the characteristics of your non-customers.

After reviewing both sides' historical data, decide which attributes are likely to indicate a good fit for your product based on how likely prospects will interact with it.

Marketing attribution models make it easier to target leads and source new customers that will continue to shop for your product or service.



Different **Lead Scoring** Models

As mentioned before, different sales and marketing teams use their own lead score models. With that said, there are six main types of lead score models commonly used to generate lead scores.

Assigning a score to each lead reflects the actual compatibility they have with your product. Typically, lead scores are assigned from 0 to 100, but they also reflect your core consumer base attributes.

Below, find 6 models you can use to create your own lead scoring model based on your business needs and whether you run online and offline campaigns:

1 Demographics

If you're only selling your product or service to a particular demographic, this could be the model for you.

By asking demographic questions via forms available on your landing page, for instance, you can acquire valuable information about how well your leads fit in with a target audience.

So, with this data, you can strategically remove outliers from your sales team's queue by subtracting points from leads who fall into a category you'll not likely be selling to.

Think: If you could only sell to a specific geographical area, you can give a negative score to those who aren't based in the city or state your business operates.

For some of the optional fields, such as contact details, you could also add more points for the leads that provide such information.





2 Companies

As a B2B organization, do you prefer to sell to organizations of a particular size, type, or industry? Would you choose B2B or B2C organizations?

Such questions can be included on your landing page forms, so you can award points to leads who are in your target audience while taking points away from leads who aren't ideal.

When following this type of lead scoring model, you have the option to really identify the kinds of companies you want to concentrate your marketing efforts into, which is great and efficient.

3 Online Behavior

You can tell a lot about how interested a lead is in buying from you by how they interact with your website.

What offers did your leads download when they became customers? How many did they download? What pages of your site did they visit before becoming customers?

Take a moment and consider these questions well because it's essential to keep both the number of forms and the type of pages in mind. For example, you might give higher lead scores to leads who visited high-value pages (like pricing pages) or filled out high-value forms (like demo requests).

Similarly, you might award higher scores to leads who have viewed 30 pages on your site rather than 3.



But, is it possible for leads to change their behavior over time?

When a lead stops visiting your website or downloading your offers, they're probably no longer interested in your services.

Leads who stop engaging with your website after a certain period lose points. However, that depends on your typical sales cycle, whether 10 days, 30 days, or 90 days.

4 Engagement via Email

Even if someone's opting in to receive emails from your company, you cannot speculate how interested that person is in buying from you. In contrast, gauge the level of interest via the open and clickthrough rates.

Your sales team will want to know who opened every email in your lead nurturing series or in the offer promotion emails. As a result, they can pay attention to people who seem to be the most engaged.

If a lead clicks through on a high-value email, like a demo offer, you can boost the lead score within your digital marketing attribution model.



5 Spam Detection

Lastly, consider giving a negative score to leads who filled out landing page forms in suspicious ways.

For example, you might have to award negative points to leads using different email addresses than your existing customers. In fact, you even might deduct points from leads with non-business emails (i.e., Gmail) if you exclusively sell to companies.



6 Engagement via Socials

Engagement on social networks also tells you whether or not a lead is interested in your brand. How many times did they click through to your company's tweets and Facebook posts?

Did they retweet or share posts many times? Perhaps you should award points to leads with specific Klout scores or numbers of followers if your target buyers are active on social networks.

The above information is extremely valuable for assessing how you should move forward and carry out lead scoring.

Of course, there's not a right or wrong way of putting together lead scoring models. As long as you focus on prioritizing valuable leads within your targeted audience, you're on the path to success.



Calculating Your Lead Score

Next, we move onto the more complex aspect of lead scoring, which is calculating a lead score based on your attribution model.

The type of lead scorecard you've created should lay the foundation for how you will carry out your lead scoring and transfer data to the sales team.

Marketing attribute modeling requires a systematic approach though you can train your team to get to grips with scoring leads quickly and effortlessly.

To help you out, we've outlined how you can score your leads in the simplest manner. Besides, who wants to complicate linear Attribution any further?

Read below to find a manual lead scoring methodology you can employ to source scores:



STEP 1

Calculate the Lead-to-Customer Conversion Rate of Your Leads

Divide the number of new customers you acquire by the number of leads you generate to determine your lead-to-customer conversion rate. This conversion rate should serve as your benchmark.

STEP 2

Pick Different Characteristics Based on High Quality

These attributes could be the number of times a customer has requested a free trial, the number of times a customer is in the finance industry, or the number of employees at a company.

Choosing which attributes to include in your model is crucial but requires practice.

What's more, choosing attributes is a judgment call based on your sales team's conversations, your analytics, and so on. Five different people could do the same exercise, and they could come up with five other models. However, as long as previous data is used to calculate your score, you'll be making informed and accurate decisions.

STEP 3

Calculate the Individual Close Rates for Each of Those Attributes

You must calculate the close rates of each type of action a person takes on your website or the kind of person taking that action because it determines how you'll respond.

Figure out how many leads (and eventually, customers) you can get from people's actions or the relationship they have with your core customer. As you'll see in the following step, you'll score them based on these closing rates.



STEP 4

Calculate Point Values for Each Attribute by Comparing Their Close Rates to Your Overall Close Rate

Focus on the attributes that have a significantly higher close rate than your overall close rate. After doing this, take a moment and decide which attributes you'll give points to. And don't forget to consider the close rate of each attribute when assigning a point value.

As much as possible, try to be consistent with the values assigned to each point. For example, if your overall close rate is 1% and your requested demo attribute close rate is 20%, you could award 20 points to leads with the requested demo attribute.

Other Types of Lead Scoring Methods

In addition to the manual lead scoring technique outlined above, you can take other types of lead scoring approaches, too, such as Logistic Regression Lead Scoring, and Predictive Lead Scoring.

Both are excellent if you're looking to conduct a more in-depth analysis of your leads using data mining techniques. While certainly more complex in nature, these approaches to marketing attribution relate mathematical methods closer to your actual close rates.

Let's take a closer look:

1 Logistic Regression Lead Scoring

In logistic regression, an Excel formula calculates the probability that a lead will become a customer. Unlike the technique we've outlined above, Logistic Regression Lead Scoring takes an integrated approach, considering how all the customer attributes, such as industry, company size, and whether someone requested a trial interact with one another.

As a result, you'll yield greater data for converting leads further down the funnel. You'll also gain a deeper insight into online behavior and how this affects marketing return on investment (ROI), as well.



2 Predictive Lead Scoring

To identify your best leads, predictive scoring parses through thousands of valid data points using machine learning.

Predictive scoring looks at what information your customers have in common as well as what information your leads that didn't close have in common. It uses that information to create a formula that sorts your contacts by importance based on their potential to become customers.

By prioritizing leads, your sales team can stop harassing those who aren't (yet) interested in your services or products and engage those who are interested.

With Predictive Lead Scoring, you'll have a better sense of direction for your digital marketing team and even be able to deliver your marketing campaigns to an international audience with success.



3 How Attribution Software Can Help

At Attribution, we help marketers and salespeople come together. Whether lead Attribution through AI distribution or targeted sales representatives, we offer an end-to-end tracking and compliance solution that works seamlessly for a range of marketing activities.

Our in-depth experience and innovative technological approach provide you with software to gain deeper insights into attribution data. From identifying leads to pushing through with sales efforts, Attribution AI is a powerful tool to deploy.

As a result, you'll gain better control of your leads and focus your energy on the marketing campaigns that bring the results you want to see.



How **Attribute** Scores Leads

Field-based Scoring

Lets the account owner tell Attribute which fields should be used to score leads, and how the values of those fields should affect it (e.g.: DQ is credit score < 650, newer roof (<3yrs) => better lead than older roof (>3yrs). Supports using both standard and custom fields

Project Sunroof (SunScore™)

Looks at AVG potential for electricity generation from solar and capacity for new panels in the Zip Code of the lead

A



US Census Data

looks at data points like number of single family homes and average income in Zip Code of the lead



B



Engagement Score

Does sentiment analysis on the conversation, looks at how engaged the lead is (response time, willingness to provide info, objections raised, etc)



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