Video 1: Why is lead scoring important to an inbound business?

Hello there, it's Courtney from HubSpot Academy.

When you're growing your business, you're concerned and focused on getting enough new leads into your database to start nurturing and developing relationships with them.

But how do you determine who is interested in developing that relationship with you and your business?

This is an important question. You know that in your inbound business, it's about the quality of the conversations and relationships, not the quantity. And determining who's interested can be a process that takes a lot of your time.

This is where lead scoring comes in. The definition of lead scoring is the process of assigning a value to each lead to prioritize outreach.

Lead scoring helps your teams prioritize leads and increase productivity and efficiency with your outreach.

So how does lead scoring work for your business?

First, determine the lead-to-customer conversion rate for all your leads. Then examine different attributes to determine what makes someone more likely to become a customer, such as behavioral data, location, and company size. And lastly, compare the close rate of customers with each attribute.

So there's a lot that goes into lead scoring. While it can be extremely valuable to your teams for identifying the leads that you want to prioritize outreach for, it can also be time consuming.

You have to figure out all the criteria that goes into a lead score. What information do you have about the contacts in your database that makes them more likely or less likely to become a customer? It may not be every single piece of information they've given to you, but there are definitely some details that are more important than others.

Once you identify this information, you need to figure out how much to weigh each piece of criteria. But if you're trying to grow your business, you need to save time.

So to help you remain productive and efficient, there are marketing and sales tools that will help you automate your lead scoring. This type of lead scoring is called predictive lead scoring.

Predictive lead scoring is defined as a tool that uses an algorithm to predict which contacts in your database is qualified or not qualified.

With the help of machine learning and artificial intelligence, predictive lead scoring can find patterns based on most recent prospect data to give you the most up-to-date and insightful information regarding your leads.

Lead scoring will give you and your business a process to prioritize your outreach so you can create relationships with the right people at the right time. In addition, with the help of marketing and sales, you can use predictive lead scoring to remain efficient and productive.

And as you continually surface and share this data with your team and your business as a whole, you can align your teams around common goals—helping everyone understand which contacts to prioritize creating relationships with.

Lead scoring aims to simplify the way businesses identify the best leads for their salespeople to connect with through the use of a strategic scoring system. And with lead scoring, you can help connect with the right people to help you grow your business.

Video 2: How do you analyze your predictive lead scoring in HubSpot?

Lead scoring is an important aspect of your inbound business. It will be the process you use to prioritize outreach and help create relationships with the right people at the right time.

Using your own data with the help of machine learning and artificial intelligence, you can get a view of your leads and how likely they are to close.

And while you can create a manual lead score for you and your team, you can also use predictive lead scoring. This tool uses machine learning to create predictive scoring for your leads.

So what does predictive lead scoring look like in HubSpot?

The definition of predictive lead scoring is a tool that uses an algorithm to predict which contacts in your database is qualified or not qualified.

Using predictive machine learning algorithms, HubSpot analyzes your customers and industry customer sets to determine the probability that your open contacts will close as customers within 90 days.

And HubSpot makes these calculations by looking at a few data points. Your predictive lead score will be based off demographic information contained in standard contact properties, HubSpot Insights about the contact's company, information about your business and HubSpot account, and interactions logged in the HubSpot CRM, such as tracked email clicks, meetings booked, calls made, web analytics data, marketing email interactions, and form submission events.

That's a lot of information. This data helps you find patterns and trends in how likely your contacts are to close into delighted customers.

So how can you surface this information in HubSpot and then evaluate this information for you and your team?

Surfacing this information means taking a look at two contact properties that will help you gain insight into your leads.

These two properties are *Likelihood to close* and *Contact priority*.

The *Likelihood to close* property is a score that represents the percentage probability of a contact closing as a customer within the next 90 days. For example, contacts with a close probability value of 22 have a 22% chance of becoming a customer in the next 90 days.

The *Contact priority* property represents four equally sized tiers of your contacts. Each tier represents the value based on close probability. Because the tiers are relative groupings, it's possible that the range of scores in each tier will shift over time.

If you have a newer HubSpot account, you may see lower scores in the top tier.

Then, as more data accumulates on your contacts and customers over time, you may see higher scores in the top tier.

Tiers are especially useful for creating CRM filters to segment your best and/or worst leads.

The predictive lead score values that you'll see will be based on your data in your CRM and will give you the most insight into how likely your contacts are to close.

Using these calculations, you can have conversations across teams about which leads should be prioritized to create relationships, as these calculations show you how interested those contacts are in creating that relationship with you.

This is how you can analyze your predictive lead scoring in HubSpot and how it will help you and your team grow your relationships with the right leads at the right time.