Predictive Lead Scoring

ENTERPRISE

Supporting Data

- 68% of successful marketers cite lead scoring based on content and engagement as most responsible for improving revenue contribution.
- 79% of B2B marketers have not established even traditional lead scoring, despite the fact that companies excelling at lead nurturing generate 50% more sales-ready leads at 33% lower cost.
- Lead Scoring is underutilized, because it's hard…enter HubSpot Predictive Lead Scoring.



Soundbites

CHALLENGE: Getting lead scoring "right" is hard and can be time consuming. Understanding all the factors that go into what makes someone qualified can be difficult, if not impossible to do in a data-driven way. What behaviors make someone a "qualified" lead? What weight do I give to each property or action someone takes?

POWER STATEMENTS:

- HubSpot makes it easy to implement lead scoring without a consultant, expensive business intelligence tools, or any work on your part.
- HubSpot Predictive Lead Scoring automatically applies a lead score to your entire database, based on historical data about your leads and customers that indicate they're likely to buy.
- HubSpot helps you prioritize your leads based on data, not hunches, by building a lead scoring model unique to the behaviors of people in your database.

ADDITIONAL DETAIL:

What makes HubSpot lead scoring so powerful is that it makes use of data from across the entire all-in-one HubSpot Marketing Platform. Predictive Lead Scoring takes advantage of all the data flowing through each of your marketing apps, and scores leads on the ways in which they engage with your digital marketing across all of your tools, not just the information they give you explicitly on forms.

How To Demo

1) **Show contact distribution (70% - 20% 10%):** "HubSpot tells you what is a "good" score vs. what is a "bad" one. Then suggests what to do with these people. Your top 10% are ready for sales, but you should keep nurturing the next 20%."

2) **Show influential attributes:** "These are the attributes and behaviors of people in our contacts database that have historically proven to be indicators that these people are likely to buy."

3) **Click into pie slices:** "This is more than just demographic information that people fill out on forms. This score reflects the actual engagement and actions people are taking with us across the entire marketing platform, which you can see here in categories like behavior, email and social engagement."