

Chapter 12: Scoring Leads Without Guessing

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

Fit Score Model

Attribute	Value / Condition	Points	Rationale
Job Title – Primary Buyer	VP Marketing / CMO / Marketing Director	+20	Direct budget authority
Job Title – Champion	Marketing Manager / Marketing Ops Manager	+15	Implementation authority; heavy user
Job Title – Influencer	Demand Gen Manager / Digital Marketing Manager	+10	Influences decision
Job Title – Adjacent	Sales Ops / RevOps / Growth	+5	Adjacent stakeholder
Job Title – Not ICP	IT / Finance / HR (unless RevOps context)	-10	Low purchase relevance
Company Size – Primary ICP	201-2,000 employees	+20	Core market segment
Company Size – Secondary	51-200 employees	+10	Secondary market
Company Size – Enterprise	2,001+ employees	+15	Enterprise segment if applicable
Company Size – SMB	< 50 employees	-5	Below contract threshold
Industry – Primary		+15	Define by your ICP
Industry – Secondary		+10	Adjacent verticals
Industry – Disqualifier	Government, Education, Non-Profit	-20	Outside addressable market
Geography – Primary		+10	Served regions

Attribute	Value / Condition	Points	Rationale
Geography – Not Served		-20	Outside sales coverage

Description: The full demographic/firmographic scoring model – job title, company size, industry fit, and others – with real point values and the reasoning behind each.

How to use it: Use as a starting model for building or auditing your own Fit score, adjusting point values to match what actually correlates with wins at your org.

Behavior Score Model

Behavior	Points	Decay	Notes
Demo / trial request (form fill)	+50	No decay	Highest purchase intent signal – route to sales immediately
Pricing page visit	+30	30-day decay	Strong commercial intent
Attended live webinar	+25	60-day decay	High engagement; personalize follow-up to topic
ROI calculator / assessment completed	+25	60-day decay	Quantified commercial intent
Case study / white paper downloaded (gated)	+15	90-day decay	Research phase indicator
Product feature page visit (3+ pages)	+15	30-day decay	Active product evaluation behavior
Email clicked (CTA link)	+10	60-day decay	Above-average engagement vs. open-only
Webinar registration (did not attend)	+8	60-day decay	Interest signal; lower than attendee
Blog post visit	+3	90-day decay	Awareness-stage content consumption
Email opened (no click)	+2	60-day decay	Low signal alone; context-dependent
Unsubscribed from email	-30	No decay	Strong dis-engagement signal
Visited careers page	-15	No decay	Indicates job-seeking, not buying
Email hard bounce	-25	No decay	Invalid contact data – investigate record

Description: The full behavioral/engagement scoring model – demo requests, pricing page visits, webinar attendance, and others – with points and decay rates for each.

How to use it: Use as a build spec for your scoring engine, including the decay logic that keeps stale engagement from inflating a score indefinitely.

SQL Threshold & Routing Logic

Score Range	Disposition	Action	SLA
Fit >= 15 + Behavior >= 50 (Total >= 65)	SQL – Hot	Route to SDR immediately; Slack alert fired	4 business hours first touch
Fit >= 15 + Behavior 25-49 (Total 40-64)	SQL – Warm	Route to SDR; standard SQL queue	4 business hours first touch
Fit >= 10 + Behavior >= 30 (Total 40-64)	SQL – Warm	Route to SDR; standard SQL queue	4 business hours first touch
Fit < 10 OR Behavior < 25	Nurture	Remain in marketing nurture; do not route to sales	No SDR action required
Any score + Demo Request	Priority SQL	Override threshold – route immediately regardless of score	1 business hour first touch
Negative score trigger (unsubscribe / bounce)	Suppress	Remove from all active campaigns; suppress outreach	Immediate automation

Description: Maps combined Fit + Behavior score ranges to a disposition (Hot/Warm/Cold), the routing action, and the SLA that applies.

How to use it: Use as the literal routing rule set for your MAP/CRM, so score bands translate directly into defined actions instead of just a number nobody acts on consistently.

The Conversion Curve

Score Band	Leads/Contacts	Created an Opportunity	Conversion Rate
0-20	5,000	50	1%
21-40	3,500	105	3%
41-60	2,200	132	6%
61-79	1,100	132	12%

Score Band	Leads/Contacts	Created an Opportunity	Conversion Rate
80-89	250	50	20%
90-100	100	24	24%

Description: A real worked example showing conversion rate by score band, the actual validation data that proves (or disproves) whether a scoring model is working.

How to use it: Use as the template for validating your own model – pull this exact report quarterly to confirm higher scores are actually converting better.

Behavioral Decay Schedule

Days Since Activity	% of Activity Value Retained
0-30	100%
31-60	75%
61-90	50%
91-180	25%
180+	0%

Description: The specific decay curve showing how much behavioral score value remains at 30, 60, and 90+ days since the triggering activity.

How to use it: Use as a build spec for configuring decay logic in your scoring engine.

Scoring Fields Reference

Field	Purpose
Fit Score	ICP/persona strength
Activity Score	Current engagement strength after decay
Total Score	Combined score used for banding and routing threshold
Score Band	Enables conversion curve reporting
Last High-Value Activity Type & Date	Explains the behavioral driver behind the score
Opportunity Created Flag & Date	The outcome variable the whole validation depends on
Pipeline Amount	Adds pipeline quality context beyond a simple yes/no conversion

Description: The core CRM/MAP fields the scoring model depends on (Fit Score, Activity Score, Total Score, and others) with each field's specific purpose.

How to use it: Use as a quick audit checklist to confirm your CRM actually has every field the scoring model needs before troubleshooting why scores look wrong.

Where Scoring Is Headed: Then vs. Now

Then	Now
A score built from demographic fit, a few behavioral triggers, maybe one product usage signal	A living, constantly-updating profile unifying identity (enrichment, firmographics, persona), intent (6sense, Bombora, search behavior), engagement (email, web, content), product usage (telemetry, feature adoption, depth of use), and CRM history (opportunities, past deals, lifecycle stage)
Score crosses a threshold, gets handed to a human queue	The system acts immediately – an intent spike, a pricing page visit, a stalled opportunity re-engaging, or a strong persona match triggers outreach on its own, with no human in the loop deciding whether to act
Generic nurture sequences, same message regardless of context	Messaging generated from everything the system knows about that specific person right now – what they've done, what they haven't, what their company is researching, what stage they're in
Predictive scoring: "this lead resembles past leads that converted"	Predictive sequencing: "this lead resembles past leads that converted, here's the specific message that worked on them, sending it now"
Lead scoring as its own standalone discipline	Lead scoring as one input into a broader Revenue Signal Intelligence layer – a closed loop that listens, interprets, predicts, acts, and learns from what happened
Humans notice the score, decide what to do, write the email, follow up	AI does all of that instantly; a human steps in only once the lead is actually ready for a real conversation

Description: Contrasts the traditional static scoring model against where AI-driven, continuously-updating scoring is headed.

How to use it: Use as a discussion framework when evaluating whether it's time to move your team's scoring model toward a more dynamic, AI-assisted approach.

Model Governance & Review Cadence

Review Item	Cadence	Owner	Success Criteria
MQL threshold calibration	Quarterly	MarkOps + Sales Ops	SAL acceptance rate $\geq$ 65%; MQL-to-Opp conversion $\geq$ target
Demographic score value review	Semi-annual	MarkOps + Marketing Leadership	Correlate fit scores with closed-won data
Behavioral score decay settings	Quarterly	MarkOps	Verify decay is reflecting actual engagement recency
Score distribution analysis	Monthly	MarkOps	Flag score inflation or deflation trends
Negative scoring rules review	Quarterly	MarkOps	Ensure disqualifiers still reflect disqualifying behaviors
SDR feedback integration	Monthly	MarkOps + SDR Leadership	Incorporate SDR quality feedback into model adjustments

Description: The real review checklist for keeping a scoring model honest over time – threshold calibration, score value review, decay setting checks – with owner and cadence for each.

How to use it: Use as your team's actual governance calendar so the scoring model gets revisited on a schedule instead of running unexamined for years.
