

# WHY IS PEOPLE SCORING SO EFFECTIVE?

**AUTOMATED**

“Cold” person: a person with no interest

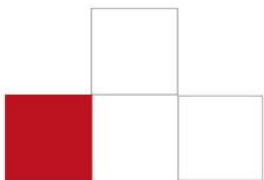


“Hot” person: a person with very high interest

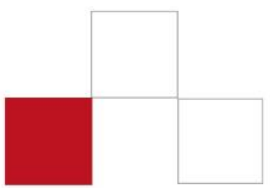
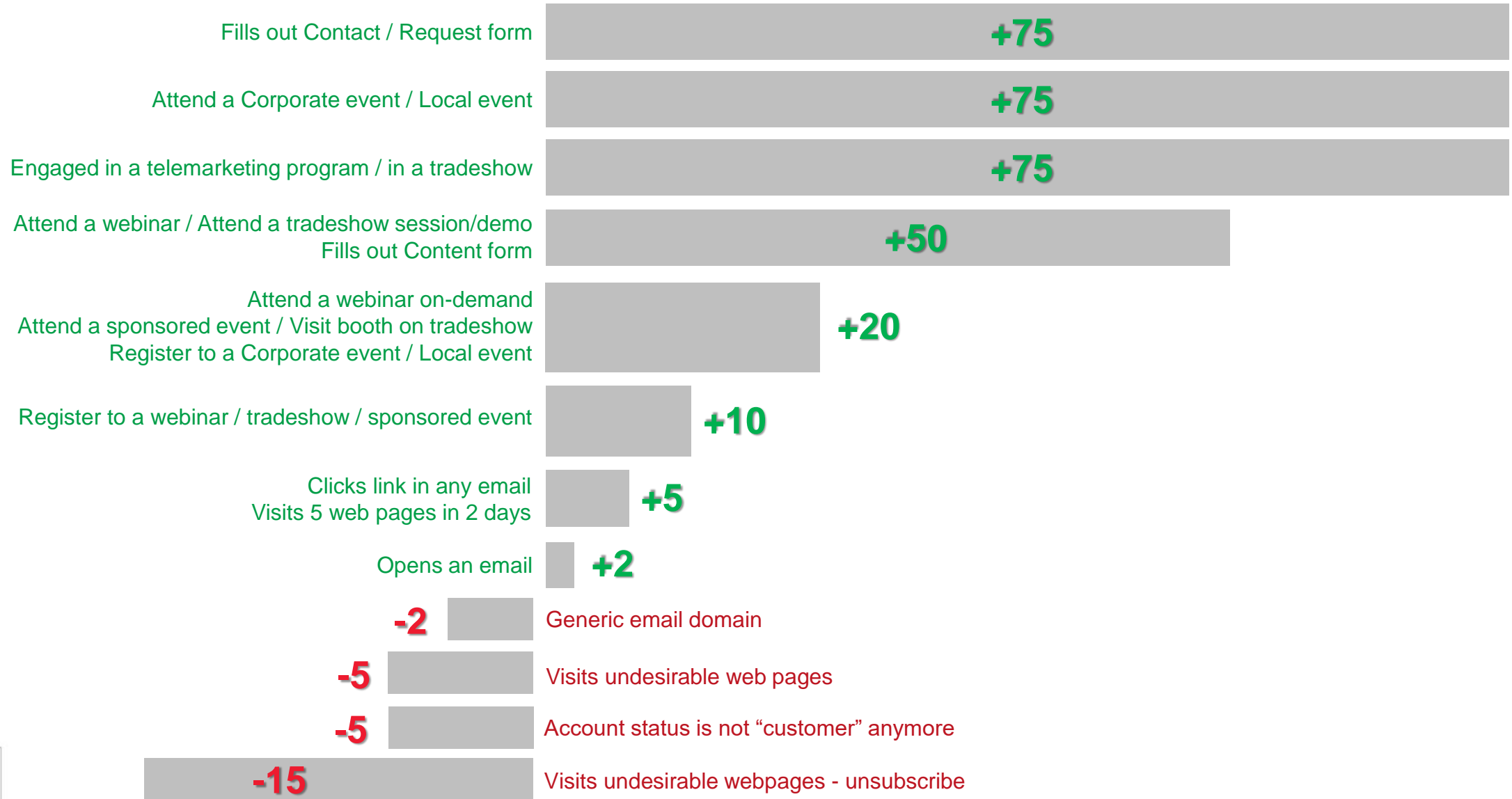
## MARKETING

	EXAMPLES
Behavioral	Visiting web pages, Opening emails Attending an event
Demographic	Job function ...

It allows us to spend our time on the people that really matter.








# LECTRA SCORING



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Channel	Scoring
<b>Events/Webinar</b>	Online registration to a Corporate event / Local event without attendance = 20 points <ul style="list-style-type: none"> <li>Registration = 20</li> </ul>
	Online registration to a sponsored event / webinar / tradeshow without attendance = 10 points <ul style="list-style-type: none"> <li>Registration = 10</li> </ul>
	Corporate event / Local event attendance with previous online registration = 95 points <ul style="list-style-type: none"> <li>Registration = 20</li> <li>Event attendance = 75</li> </ul>
	Corporate event / Local event attendance without online registration = 75 points
	Webinar attendance with previous online registration = 60 points <ul style="list-style-type: none"> <li>Registration = 10</li> <li>Webinar attendance = 50</li> </ul>
	Webinar on-demand with previous online registration = 30 points <ul style="list-style-type: none"> <li>Registration = 10</li> <li>Webinar on-demand = 20</li> </ul>
<b>Tradeshow</b>	<ul style="list-style-type: none"> <li>Visit booth = 20</li> <li>Attend session/demo = 50</li> <li>Engaged = 75</li> </ul>
<b>Request</b>	Upgrade request or book a demo request = 75 points
<b>Content</b>	Download content with content in an email = 57 points <ul style="list-style-type: none"> <li>Content form = 50</li> <li>Open email = 2</li> <li>Click link in email to download content = 5</li> </ul>
<b>Web visits</b>	Visits 2 web pages in 2 days = 5 points (with possibility to create fast track or internal alerts)

PERSON STATUS	SCORE
Known 	< 3
Low Interest 	3 <> 14
Mid Interest 	15 <> 49
High Interest 	50 <> 74
Marketing Qualification for new names Sales Handover for existing contacts 	≥ 75

