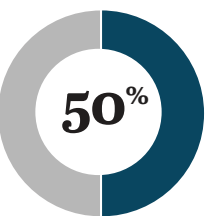


Speed to Success with Activity-Based Lead Scoring & Better KPIs

Update your lead scoring model to include behavioral data to reveal active demand, put activity-based action triggers in place and re-examine KPIs to show marketing’s true impact on the business.



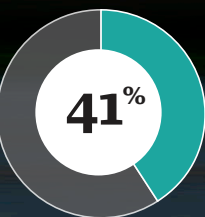
Inject Behavioral Intent Data into Lead Scoring Models



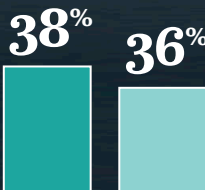
Only 1 in 2 of marketers score leads based upon fit and behavior¹

Pro Tip: Evolve your lead scoring to use trigger actions informed by behavioral intent signals. Automate next steps based on recent activity and buying stage. Consider organizing next-step indicators into four distinct action categories: Sales, Nurture, Behavior Change and Segmentation.

Win More by Aligning Sales & Marketing Around Qualifications and Criteria



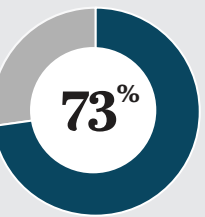
41% have a common plan and are well aligned in execution and reporting¹



Well-aligned teams have 38% higher win rates and 36% higher customer retention rate²

Pro tip: Establish common guidelines for ICP and lead qualification criteria. Create specific SLAs to set expectations on what defines quality leads and how to govern the lead handoff process. Leverage data and collaborative analysis to make continuous adjustments.

Tune Up Demand KPIs to Deliver More Business Value



73% of B2B companies are now focused on lead quality over lead quantity³

Measure what matters: Choose impact over volume

- Lead conversion rate
- Win rate
- Time spent in each stage of the buyer’s journey

Pro Tip: Create a scorecard that measures Pipeline and Revenue, Program Conversion and Buy Cycle Length metrics to determine how impact changes over time. Results should inform future tactics, scoring and execution.



Owner’s Manual for the Modern Demand Gen Engine

Accelerate pipeline growth with this comprehensive set of how-to steps for building an effective demand generation approach that scales.

[Download E-book](#)

Source:
1 - Forrester: The B2B Marketing Practice Is Halfway To Awesome
2 - 20 Sales and Marketing Alignment Statistics ZoomInfo
3 - Demand Gen Survey Report: Tapping Multichannel Marketing & Data as Key Engines for Growth