A collage of business documents, charts, and hands working on a desk. The background shows various financial reports, including a 'MONTHLY FINANCIAL ANALYSIS' with a pie chart and a 'Sale Report' with a line graph. Hands are seen using calculators, pens, and a tablet. A blue semi-transparent box is overlaid on the right side of the image, containing the title text.

# THE BUYER'S GUIDE to Predictive Lead Scoring

D&B Lattice





# THE BUYER'S GUIDE TO PREDICTIVE LEAD SCORING

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**YOU'VE LIKELY HEARD OF PREDICTIVE ANALYTICS AND THOUGHT, "It sounds great...and overwhelming. I'm no data scientist."** That's where predictive marketing comes in. It makes predictive analytics accessible to the everyday B2B marketer, moving it from the theoretical to the practical. Modern marketers who grasp this opportunity are seeing immediate impact by focusing on one area of predictive marketing known as predictive lead scoring.

## HOW PREDICTIVE LEAD SCORING WORKS

By taking all the data in the world about your contacts and accounts – from both internal (e.g. CRM, marketing automation, etc.) and external (e.g. blogs, websites, governments sites, social media channels, etc.) sources and applying modern data science to questions such as:

▶ **WHO IS GOING TO BE MY NEXT CUSTOMER?**

▶ **HOW DO I CONVERT THEM?**

▶ **HOW CAN I FIND MORE OF THESE IDEAL CUSTOMERS?**

It's predictive analytics that makes this possible. Though it may feel foreign to marketers, predictive analytics is recognized as the wave of the future

when it comes to uncovering fresh insights into the prospect and customer base. After all, by applying new technology to the wealth of data at their disposal, marketers can now discover new buyer insights and intent. In turn they can better predict how prospects and customers will respond to messages, offers and interactions, at the account or contact level. With this knowledge, they can determine which campaigns to run, rank opportunities, expand the marketing database, serve up the best leads to sales and more.

Predictive analytics is emerging as central to the modern marketing organization. By leveraging data science to make sense of all the data in their midst, leading B2B marketers are marketing and selling more intelligently.

## PREDICTIVE MARKETING MAKES BIG DATA ACTIONABLE

With predictive marketing, marketers apply data science to extract more and better insights from all the data at their disposal.

# PICKING UP WHERE MARKETING AUTOMATION LEAVES OFF

**PERHAPS YOU'RE THINKING,** "I'm already marketing efficiently by using marketing automation." It's true that marketing automation software can streamline the marketing process from end to end. It can also track the historic behavior of prospects.

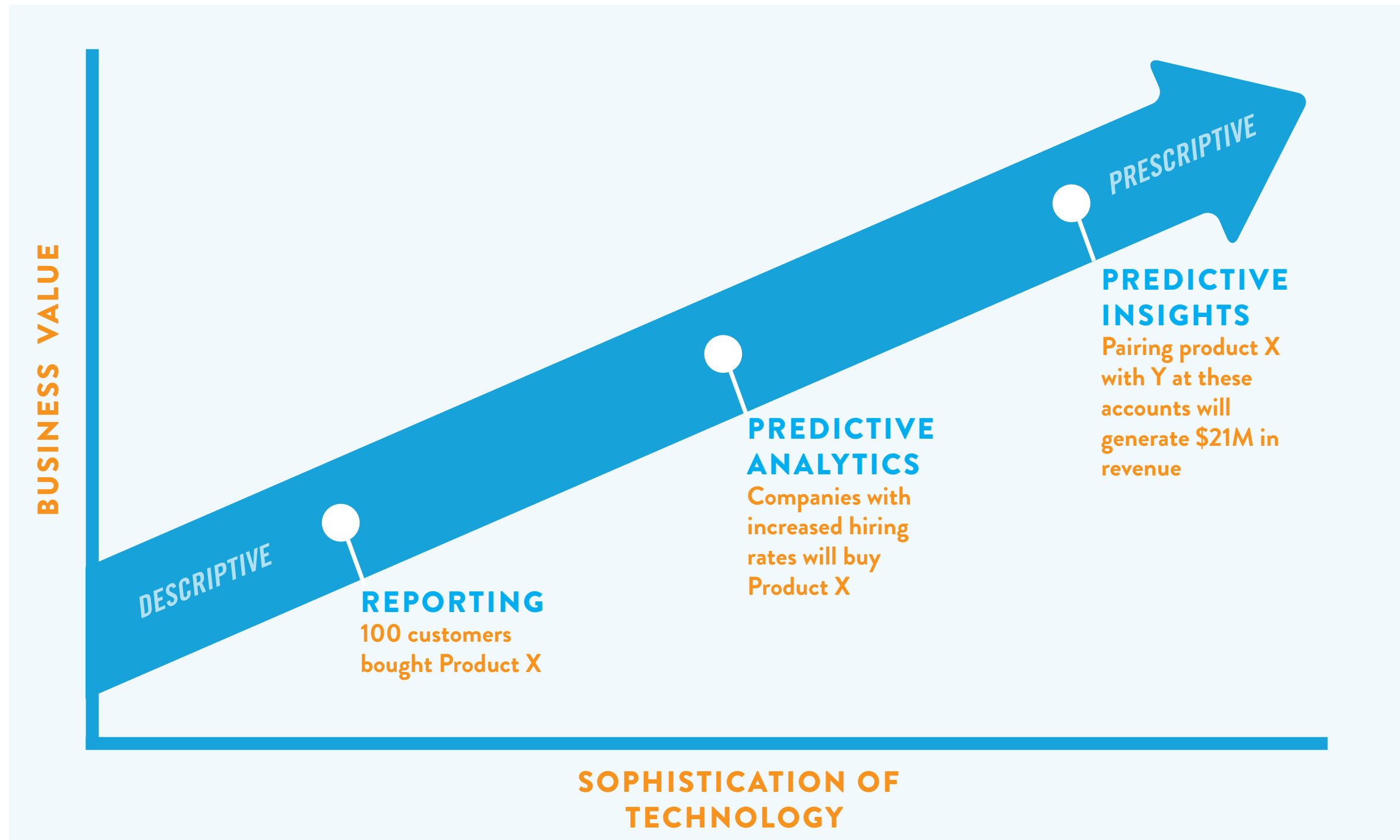


However, from a performance standpoint, the best that marketing automation can do is provide a view into what happened in the past. For example, it can show how prospects engaged with various marketing channels, or which campaigns performed better than others. From that point, you need to figure out how to improve results going forward.

Modern marketers recognize the need to build on top of the marketing automation foundation, to find a way to be more predictive and prescriptive. They are seeking ways to identify the likelihood of future events and determine the best course of action based on that information. And at a time when marketing is being measured more directly against top-line revenues, it's critical to predict what prospects are likely to do next. Imagine being able to predict:

- ▶ **WHICH COMPANIES MAY BE THE BEST TARGETS**
- ▶ **WHAT MARKETING ACTIVITY IS MOST LIKELY TO YIELD THE BEST RESULTS**
- ▶ **HOW MUCH NEW REVENUE COULD POTENTIALLY BE GENERATED**

→ BY MOVING FROM HINDSIGHT TO FORESIGHT, MARKETERS CAN PREDICT WHAT PROSPECTS AND CUSTOMERS ARE LIKELY TO DO NEXT.



*Predictive marketing combines predictive and prescriptive analytics to predict what will happen and how to make it happen.*

# THE TIME IS RIGHT FOR PREDICTIVE MARKETING

## WHY IS PREDICTIVE MARKETING A MUST-HAVE?

25 percent of all Fortune 500 companies and 76 percent of the largest SaaS providers are using marketing automation. Many of the marketers that embraced the promise of marketing automation have pushed the software to its limits. They've refined their campaigns and messaging based on the information they've been able to collect. They've improved efficiencies but are now looking for ways to optimize their performance.



At the same time, as more B2B organizations seek to win over entire buying committees involved in purchase decisions, they are moving from contact-level to account-level marketing. Marketing automation was developed around the concept of a contact database and for that reason, they are less adept at addressing entire accounts versus individuals. Yet marketers cannot afford to ignore the wealth of buying

signals that surround all those involved in a purchase decision.

Previously only the most sophisticated companies had the data and data scientists to make use of predictive analytics. If marketers wanted to make marketing more predictive, they were forced to rely on a team of highly trained data scientists using complex analytic platforms to build data-science models from scratch. Since these data teams were often a shared resource across the organization, marketers often waited weeks or months to have their requests fulfilled and crossed their fingers hoping their business need was clearly understood.



Additionally, the analysis was done at a single point in time and not continuously refreshed with real-time data. Now, the power of predictive analytics is accessible to any company. A new generation of predictive marketing applications are leveraging machine learning to democratize their use by actual business users rather than PhDs.

Best-in-class marketing teams are following the lead of Internet giants like Amazon to build predictive models that combine profile and behavioral indicators with thousands of signals from the Web, social media, news and dozens of other sources. In essence, they're tapping into all the attributes that indicate a lead is a likely buyer. By using all the data in the world, every marketer – including you – can optimize their revenue funnel to simultaneously improve conversion rates, increase revenue and improve lead velocity.

Adding a more agile, predictive approach to marketing is critical as marketing teams look to get closer to prospects through a much richer set of buying triggers.



## SEEING THE FULL PICTURE:

By taking into account relevant buying signals—from the Web, social, CRM and marketing automation sources—leading organizations are finding, prioritizing and closing their next customers.

Events and details like job postings, grants, government contracts, social media, patents, office locations, credit rankings and purchase history are attributes B2B marketers can use to predict whether someone will buy their product or not.



# FIRST STOP: LEAD SCORING

**STARTING YOUR PREDICTIVE MARKETING JOURNEY** Numerous aspects of marketing could be vastly improved with better predictive insights, but many marketers are finding predictive lead scoring is the best place to start. Here's why.

First off, many marketers have found their current lead scoring initiatives have failed to live up to their expectations. According to a report from Decision Tree Labs, 44 percent of companies using marketing automation have implemented lead scoring. But on average, survey respondents graded their lead scoring programs five out of 10. Why? Most commonly it's a lack of good insight into what

constitutes actual buying behavior. Marketers can increase their conversion rates only so much by making do with the current crop of rules-based lead scoring engines. Traditional lead scoring prioritizes leads by building rules that score various fit and behavior criteria in hopes of getting a picture of a good lead. However, this approach taps into just a small percentage of data that could be gleaned from prospects and requires a heavy dose of gut instinct and intuition. As a result, marketers are forced to make critical decisions about when a lead should be further nurtured or handed off to sales based on a limited set of information. In a sense, this basic lead scoring is little more than a guessing game. As a result, marketing continues struggling to demonstrate tangible return on its investment in marketing automation.

## ON AVERAGE, ORGANIZATIONS THAT CURRENTLY USE LEAD SCORING:

Experience a 77 percent lift in lead generation ROI over those that do not. Yet 79 percent of B2B marketers are still not engaging in lead scoring. - MarketingSherpa

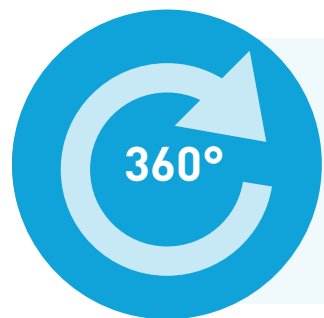
**44%**

of companies using marketing automation have implemented lead scoring

A better option is to tap into the power of predictive lead scoring. This advanced lead scoring approach augments the demographic and behavioral attributes that are part of basic lead scoring with thousands of additional data points. Examples include whether prospect recently received funding, moved to a new location or hired new design engineers.



In essence, predictive lead scoring empowers marketers to build a sophisticated model that actually predicts which lead attributes matter most. This approach allows them to:



Combine contact and account-level attributes to get a complete 360-degree view of all buying signals, not just those captured in marketing automation.



Uncover the true definition of a good lead through the use of data science rather than intuition or consensus.



Determine the actual probability of each prospect becoming a customer with unmatched precision.

### A LATTICE ENGINES SURVEY FOUND:






60 percent of those using marketing automation have adopted the basic lead scoring capabilities included with the software.

Marketers typically only have access to less than 1 percent of available data about prospective buyers. With predictive lead scoring, they can access the other 99 percent to identify key trends and ultimately predict when leads are moving to the next stage in the buying cycle.

# FINDING THE NEEDLE IN THE HAYSTACK

## GET A COMPLETE LOOK AT THE BUYING SIGNALS YOUR ACCOUNTS AND CONTACTS ARE SENDING OUT

Here is a list of sample predictive attributes:

SOURCE	SELECTED ATTRIBUTES
 <b>MARKETING AUTOMATION</b>	Contact name, title, company, open rates, unsubscribe, web visits, pages visited, lead score, video views, downloads
 <b>CRM SYSTEM</b>	Company, contact information, win/loss, deal value
 <b>PRODUCT USAGE LOGS</b>	Features used, logins, session length, collaboration
 <b>PURCHASE HISTORY</b>	Products purchased, prices paid, discounts, contract terms
 <b>CUSTOMER SUPPORT HISTORY</b>	Complaints, resolutions

SOURCE	SELECTED ATTRIBUTES
 <b>PUBLIC WEBSITES</b>	Job postings, grants, litigations, patents, contracts, locations, growth
 <b>COMPANY WEBSITES</b>	Language(s), products, shopping cart, executive team profiles
 <b>SOCIAL WEBSITES</b>	Company and personal profiles, likes, comments, updates, friends/connections/followers, usage
 <b>MEDIA</b>	News articles and stories, product launches, announcements, press releases, litigation
 <b>PRIVATE DATABASES</b>	Credit ratings, financial history, construction permits/starts, deployed technologies



# WEAVING PREDICTIVE LEAD SCORING INTO THE FUNNEL

**REALIZING VALUE** Although the value of predictive marketing is clear, it's important that any predictive tool fits into marketing's existing workflow and tool set.

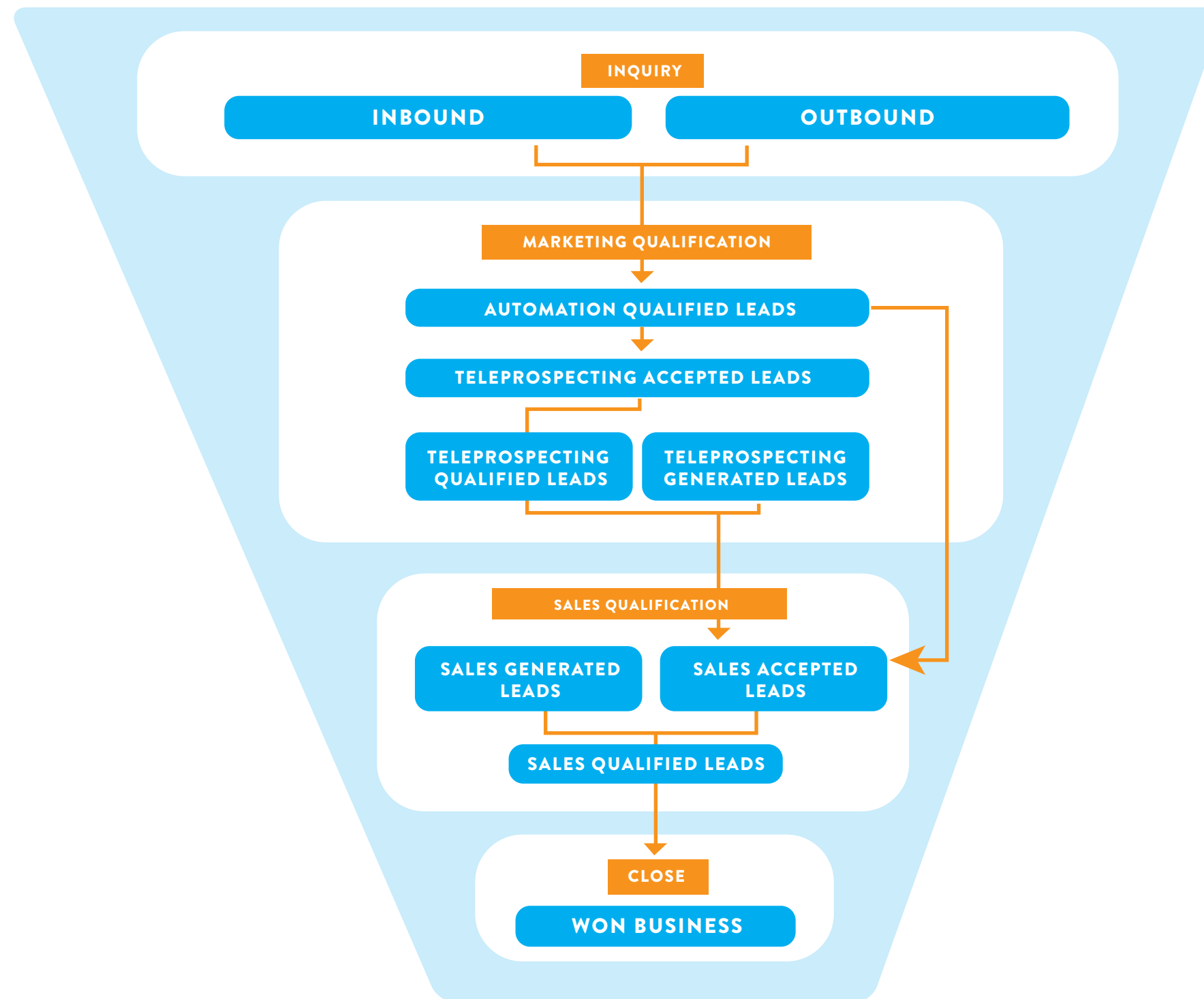
Regardless of how an organization views its revenue funnel, the key is to apply predictive lead scoring at each crucial conversion point – especially the critical handoff between marketing and sales.

The first conversion is when marketing passes a qualified lead to a lead qualification team to further qualify and accept it as a sales-ready lead. With predictive lead scoring, marketers can be assured they are only passing sales the contacts that are most likely to buy. As a result, sales will no longer waste time

trying to track down and qualify contacts that would be better served by a nurture program until they are actually ready to purchase. The second conversion point is when the sales team is tasked with qualifying a huge volume of leads. Without a solid mechanism for deciding where to focus, sales either randomly follows up with leads or cherry-picks leads based on intuition. A large percentage of good leads may fall through the cracks while sales spends time engaging with the bad ones. If marketing can tell the team how likely a given lead is to convert, the sales reps can prioritize their efforts using science rather than chance.

**PREDICTIVE LEAD SCORING DISCOVERS PATTERNS IN DATA THAT RULES-BASED SCORING OR GUT INSTINCT WOULD SIMPLY MISS.**

## → THE DEMAND WATERFALL



Source: SiriusDecisions

# ASSESSING YOUR READINESS FOR PREDICTIVE LEAD SCORING

## IS PREDICTIVE LEAD SCORING RIGHT FOR YOU?

While many organizations are already benefiting from predictive lead scoring, some assume they aren't ready to adopt such an "advanced" approach.

But in truth, predictive lead scoring isn't just for large, sophisticated companies with significant resources. In fact, the barriers

to adoption are surprisingly low for something that can deliver such measurable benefits.

It's not even necessary to have implemented basic lead scoring. Moreover, by embracing predictive lead scoring instead of rules-based

lead scoring, organizations can leapfrog what is often a painful, lengthy

and costly process. Marketing will often see improvements within days of the model being in place. This is in stark contrast to the months or even years of tweaking and refining a manually built lead-scoring model that often yields only marginal results.

Predictive lead scoring needs some baseline data to train the model, so some level of conversion history is necessary. However, since predictive lead scoring is flexible, it can train its models on events at various stages in the revenue funnel depending on where the most examples of "success" can be mined. Often companies with just a few hundred examples of leads that have flowed from MQL to SQL are good candidates.

## ANY ORGANIZATION WITH THE FOLLOWING CAN REALIZE SUCCESS WITH PREDICTIVE LEAD SCORING

- ✓ A well mapped-out funnel
- ✓ Well-understood and agreed-upon lead stages
- ✓ Marketing automation usage
- ✓ CRM usage
- ✓ 500 leads that have been successfully converted



# WHO'S RESPONSIBLE FOR PREDICTIVE LEAD SCORING?

**ENSURING SUCCESS** Two roles are commonly involved in ensuring success with predictive lead scoring. resources or spending more money.

**DEMAND GEN MARKETER:** This person is responsible for executing all digital marketing campaigns; measuring the success of all campaigns; managing workflow through agencies and her team; and working closely with marketing ops to build segmentation.

She is measured on her ability to hit goals such as launching a certain number of campaigns and generating a specific number of sales qualified opportunities. To achieve this, she strategizes on new and emerging inbound and paid marketing channels and technologies that will help her generate more leads without adding more



**DIRECTOR OF MARKETING OPERATIONS:** The person in this role is tasked with keeping marketing automation a well-oiled machine; defining business analytics and dashboards; mapping the marketing automation system to salesforce.com; and ensuring database health.

His overriding goals are streamlining daily operations and being viewed as a change agent. With that in mind, he is committed to building a technology portfolio; automating repetitive tasks; focusing on work that yields the highest return for the time spent; and building process and structure into the sales and marketing organizations.

**A PREDICTIVE MODEL CAN BE TRAINED ON ANY CONVERSION POINT IN THE FUNNEL.**

Deciding where to focus is usually a matter of determining where the company is experiencing the most problems.

# SELECTING THE MOST FITTING TOOL

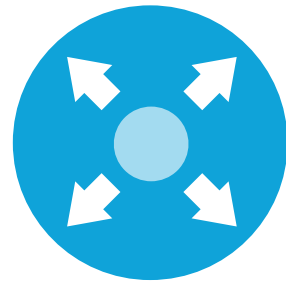
## HOW TO REDUCE RISK AND MAXIMIZE RESULTS

When making any technology investment that promises great returns, it's critical that organizations carefully vet their options. When evaluating predictive lead scoring tools, companies should seek a vendor and solution that best reduces risk and can maximize results.



### TRACK RECORD OF SUCCESS

Choose a proven vendor with a significant number of customers achieving success using its predictive tool(s). Find out how many customers and employees it has, its annual revenues and the best average lift in conversions.



### ABILITY TO SCALE SECURELY

To be effective, predictive lead scoring takes into account internal and external data. All of which must be safeguarded using the highest security and privacy standards. The vendor should be certified on industry best practices around security and privacy, including ISO 27001 and TRUSTe.

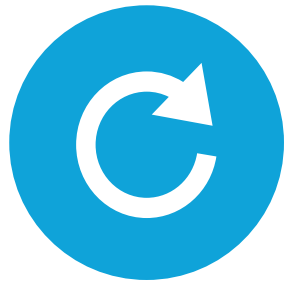


### DATA COMPLETENESS

Look for a vendor with access to a variety of data sources, including those associated with firmographics, hiring trends, credit scores, funding events, etc. Ensure the vendor provides or can add domain-specific indicators, can pull in data from outside the firewall, and maintains sufficient partnerships with data providers.

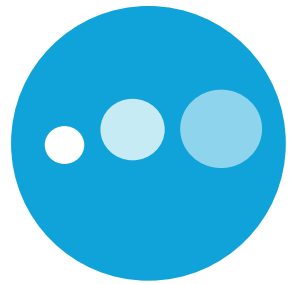
**THE INFORMATION STORED BY MARKETING AUTOMATION AND CRM SYSTEMS CAN PROVIDE SOME OF THE DATA NEEDED FOR OPTIMAL LEAD SCORING.**

However, growth indicators, such as hiring rates or new office openings can be instrumental in uncovering previously unknown buying signals.



### **A COMPLETE 360-DEGREE VIEW**

Look for a vendor that uses fit and activity history from your existing marketing automation system to score leads. Be cautious of vendors that score all contacts within a given account in the same way. Different leads exhibit different buying behavior, and should be assigned their own unique scores.



### **BREADTH OF SOLUTIONS**

While it's ideal to use predictive technologies at every stage of the funnel, it's perfectly acceptable to start small and expand use of the technology. But it's in a marketer's best interests to buy all predictive tools from a single source to avoid duplicated efforts, multiple data repositories, integration nightmares and the need to manage multiple vendors.



### **UNDERSTAND THE CONSIDERATIONS**

You may consider running a test between different vendors. Think through how the analytic output will change the decisions you make and identify the event that drives those decisions. Ensure the data assets are as close as possible to the problem you are trying to solve. Define clear success criteria for the model, such as lift in the top 10 percent of scored recommendations. Assessing the relevance of predictive analytics vendors requires the same fundamentals of solid experimental techniques including clearly identifying the problem, sharing a representatively large set of data, and establishing clear success criteria from the outset.



# TO ENSURE THE BEST SELECTION, GET VENDORS UNDER CONSIDERATION TO ANSWER THE FOLLOWING QUESTIONS.

## IS YOUR COMPANY'S SOLUTION BASED ON DATA SCIENCE OR MARKETING EXPERTISE?

Many companies offering predictive lead scoring software apply data science to sales and marketing without understanding the nuances of the lead-generation and nurturing process. The key is to partner with a company that truly understands B2B demand generation, including relevant processes and best practices. Such a vendor can advise and guide you on developing the most fitting model and making the right lead-scoring decisions. After all, marketing isn't just about predicting the probability that the prospect will buy. It's about influencing that probability.

## DO YOU HAVE EXPERIENCE WITH MY FUNNEL DYNAMICS?

Find out if the vendor has developed a lead-scoring model for a company of your size and in your vertical, with an approach that accommodates your unique funnel stages and lead flow. Also ask if it has experience working with companies using your revenue model, whether that's traditional software sales, or a trial-or freemium-based software or service.

## WHAT IS YOUR SOURCE OF BUYING SIGNALS? HOW DO YOU INTEGRATE INTERNAL DATA WITH EXTERNAL DATA?

Predictive models are only as good as the data fed into them. That's why it's critical to augment buying signals already in your internal systems with external data. Look for a vendor that handles all the collection, cleansing and normalizing of the thousands of attributes that could indicate your prospects are likely to buy. In addition, ensure the company seamlessly connects to your internal systems such as CRM and marketing automation.

## WHAT'S YOUR COVERAGE RATE FOR MY UNIVERSE OF LEADS?

A predictive model isn't very valuable unless it delivers good match rates to the majority of your leads. Ask the vendor what percentage of your leads can be matched to its external data, and to share specific examples of the external data sources and attributes it provides.

### CAN YOU SUPPLY BEST PRACTICES?

A proven vendor should provide guidance on where to use predictive technology throughout your integrated sales and marketing funnel, and how to succeed with any process changes. If the vendor only supplies a point solution, it is likely unable to address this requirement or will simply offer a single one-size-fits-all approach.

### DOES YOUR MODEL DO ANYTHING BESIDES PREDICT LIKELY EVENTS?

Every predictive lead scoring model is designed to predict certain outcomes, such as which leads are most likely to buy, or which campaigns are most likely to work. But these insights are useless unless you act upon them. Find out if the vendor's tool provides recommendations that help you make business decisions based on the insights. For example, can it help you project the change in lead volume and conversion rate based on the percentage of leads you pass to sales? Can it help you determine which product to pitch to an existing customer in order to achieve a specific revenue goal? Or which marketing channels are driving the highest quality leads?

### HOW DO YOU DRIVE USER ACCEPTANCE OF YOUR MODEL(S)?

Ask about methods and tools for encouraging sales and marketing to buy into predictive analytics. Find out how many sales and marketers make resource-allocation decisions based on the vendor's predictive lead scoring model.

### HOW MANY LEADS CAN YOU SCORE AND AT WHAT RATE?

As your business grows – or as you pump more leads into the funnel – you want to make sure your predictive lead scoring model can keep pace. The average B2B enterprise maintains 250,000 to 2,000,000 leads. Find out the largest database size the vendor has worked with, how quickly it can score various numbers of leads, and how many leads it can score in one hour.

## WHERE IN MY FUNNEL CAN I APPLY YOUR PREDICTIVE LEAD SCORING MODEL?

Once you have determined whether you want to focus on leads in the early, mid or late part of your funnel, ask whether the vendor's solution can score those. More importantly, confirm the model can score along many – and any – conversion points within the funnel, to ensure it can address your company's unique requirements.

## DO YOU MAINTAIN ENTERPRISE-LEVEL SECURITY?

The vendor will replicate a certain amount of your data in its environment as it trains the predictive model. Find out whether or not its systems are housed in a secure environment backed by enterprise-grade security practices.

## HOW LONG DOES IT TAKE TO DEPLOY AND REALIZE ROI FROM YOUR SOLUTION?

Find out the steps to implement the solution, how long the process takes from end to end, and the resources and time commitment required of your organization. Also get a sense of when scores will be delivered, and when you can expect to see the first lift in conversion rates. Even a sophisticated model can be developed within 3-5 days, and should deliver demonstrable lift within 8-12 weeks.

## WHAT IMPACT CAN WE EXPECT TO SEE?

You should expect a minimum of 10-15 percent improvement in revenue realization by optimizing any part of the funnel. By optimizing lead scoring simultaneously across the funnel, you can boost revenue attainment by 20-25 percent.



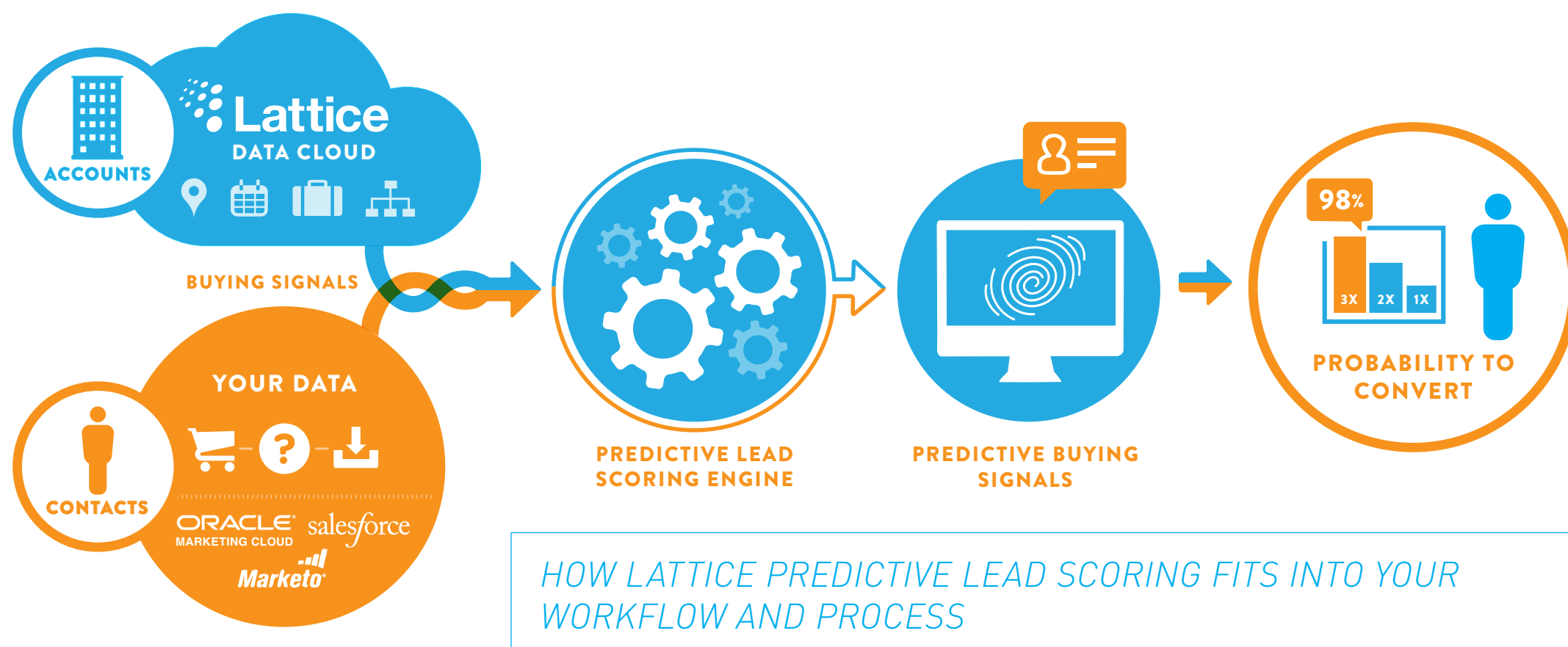
# GETTING STARTED WITH PREDICTIVE LEAD SCORING

**ONCE YOU'VE SELECTED A PREDICTIVE LEAD SCORING SOLUTION, HERE'S WHAT IS NEEDED AND WHAT TO EXPECT IN TERMS OF GETTING UP AND RUNNING.**

→ **DATA SOURCES AND RESOURCE REQUIREMENTS:**

If the vendor provides plug-ins and handles the data collection, cleansing and normalization, the data-transfer process should require little on your part. Otherwise, plan to dedicate at least one technical FTE to the project for at least a week.

You'll need to engage resources to manage the modeling process. Typically, these are the people in charge of your demand generation programs, and marketing automation and CRM systems. Once the model has been in place for a bit, it's common for organizations to recruit someone from sales operations who can champion the new modeling capabilities and encourage adoption within the sales group.



→ **IMPLEMENTATION TIME:** Software-based solutions can take weeks to deploy, while a cloud-based solution can be in place within a few days, without requiring any involvement from your IT team.

→ **INTEGRATION:** The tool will need to integrate with any systems containing data about your prospects. In most cases, these are the marketing automation and CRM systems. If the vendor provides plug-ins, this process should require little on your part other than providing credentials.

→ **MODELING CAPABILITIES:** Once the model is in place, you can expect it to communicate with your marketing automation and CRM systems regularly and write scores back. If the solution is cloud-based, the marketing team can log in to view the model, see leads that have been scored, and access reports that provide prescriptive insights about lead generation.

Models, whether created using neural networks, decision trees, or logistic regression, are all created to accomplish some task. We should be able to judge the model we create on their ability to classify, estimate and predict. The most common way to compare the performance of classification models is to use a ratio called lift. What lift actually measures is the change in concentration of a particular class when the model is used to select a group from the general population.

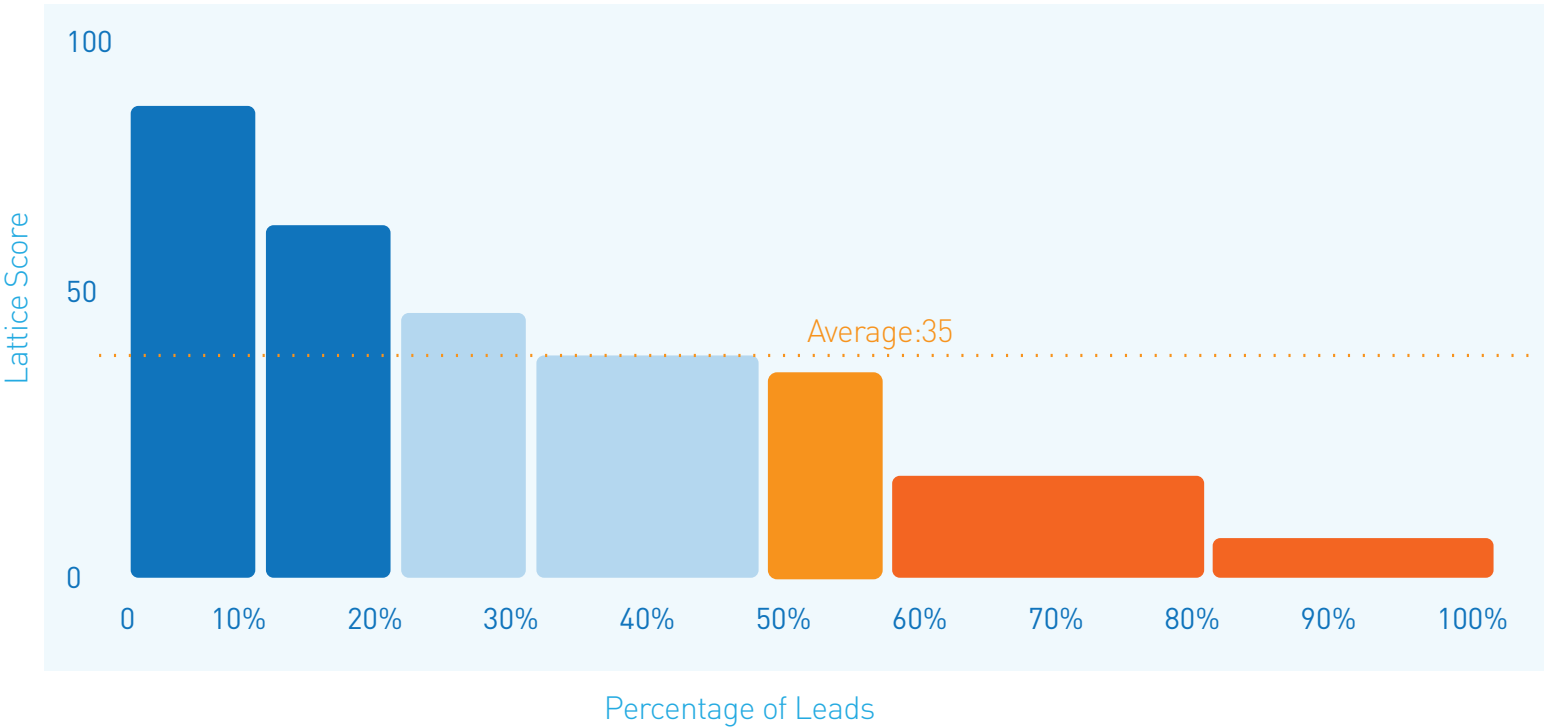
**An example helps to explain this.** Suppose that we are building a model to predict who is likely to respond to an email campaign. As usual, we build the model using a pre-classified training dataset and, if necessary, a pre-classified validation set as well. Now we are ready to use the test set to calculate the model's lift. The model scores the records in the test set as either "predicted to respond" or "not predicted to respond."

→ **COMPARISON BY LIFT**

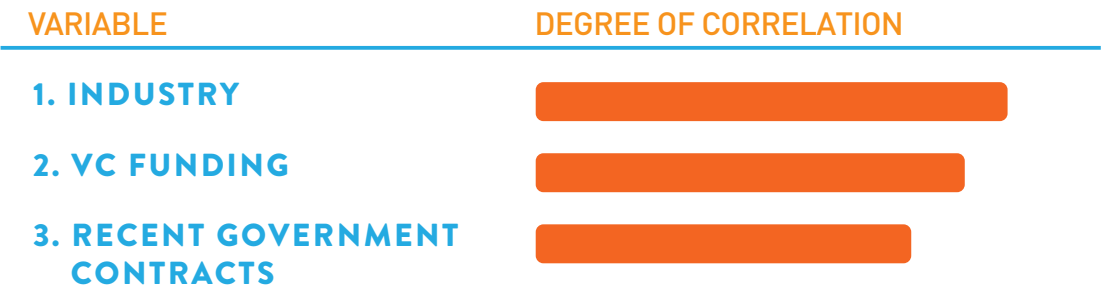
Of course, it is not correct every time, but if the model is any good at all, the group of records marked “predicted to respond” contains a higher proportion of actual responders than the test set as a whole. A common way to look at this analysis is with a lift chart. It is created by sorting all the account according to their likelihood of responding as predicted by the model and plotting the cumulative sum of the responses according to the model. Here is an example:

The X-axis shows the percentage of the population reached. The Y-axis shows the percentage of all success (close won, qualified leads...) we reach. If no model was used, touching 10 percent of the population would reach 10 percent of the success. The model helps us identify the most qualified accounts and obtain the highest number of success during the consumption of the highest score leads.

**ANALYSIS OF 150,000 CONTACTS FROM MARKETING AUTOMATION**



	LATTICE SCORE SEGMENT	AVERAGE LATTICE SCORE	LIFT	PERCENTAGE OF LEADS
●	HIGHEST	60	1.7X	25%
●	HIGH	45	1.2X	25%
●	MEDIUM	25	0.7X	25%
●	LOW	10	0.3X	25%
	OVERALL	35		



**IT'S IMPORTANT TO UNDERSTAND HOW THE MODEL YOU'LL BE USING CAN HELP YOU DRIVE BETTER RESULTS.**

Following are three common revenue models that can realize value from predictive lead scoring.



→ **FREE TRIAL:** Companies offering free trials want to figure out which leads to pursue. In such cases, the predictive model usually focuses on users' engagement with the trial, their interactions with various marketing assets, and the type of company they work for..



→ **FREEMIUM:** Those offering a freemium generally want to upsell users to a paid version with greater value or functionality. Here a predictive model typically focuses on the user's behavior while engaged with the freemium, including which features are being used and how often the app is being run.



→ **ENTERPRISE SOFTWARE:** The purchase path for enterprise software can be lengthy. As a result, the predictive model is usually geared to identifying when a lead is ready to talk to sales or whether marketing should be applying nurture tactics to help nudge the lead through the buying cycle.



# A REAL WORLD EXAMPLE OF RAPIDLY REALIZING ROI

**ULTIMATELY THE BEST GAUGE OF ANY SOLUTION IS THE EXPERIENCE OF ACTUAL CUSTOMERS.**

The following cases illustrate the value of Lattice Predictive Lead Scoring.

## **CITRIX BOOSTS LEAD CONVERSION RATE BY 30 PERCENT**



In 2011 marketers at Citrix Systems found themselves facing a lead-quality problem. The company effectively leveraged lead-generation tactics, including webinars, product demonstrations and search, but it struggled to predict conversions. Plus, marketing was funneling more leads to the sales team than the representatives could handle. Though the company had been using traditional lead scoring for more than two years, it had never found a correlation between lead score and conversion rate.

First it implemented a big data initiative to help it increase the efficiency of its sales team. Then Citrix worked with Lattice to

develop a predictive lead score that helped it create a profile of the type of account most likely to purchase Citrix solutions. The process led to several big-picture insights, namely:

- Companies have added job postings within the last 30 days convert more often than those who have not.
- Citrix should be targeting established companies instead of the startups that they thought were their ideal audience.

The new profile allows the company to make better-targeted list and ad buys and has reshaped the relationship between marketing and sales. In turn, Citrix has increased its lead conversion rate by 30 percent.

“Our lead scoring now is so effective that we are doing part of the inside sales or sales qualifications job.”

— DIRECTOR MARKETING OPERATIONS, CITRIX

# MEASURING VALUE

## PREDICTIVE LEAD SCORING CAN HAVE AN INCREDIBLE IMPACT ON THE BOTTOM LINE.

Here is a look at a sample ROI calculation, which is based on SQL production, average selling price and the projected lift in conversions.

$$\frac{\text{SQLs} \times \% \text{ LIFT IN CONVERSIONS} \times \text{ASP}}{\text{PREDICTIVE SCORING COST}} = \text{ROI}$$

# CONCLUSION

**PUSHING THE LIMITS** As B2B marketers push the limits of their marketing automation and CRM systems, they are struggling to improve lead conversion rates. The fact is that marketing automation systems and CRM software were not designed to provide complete visibility into all potential buying signals associated with leads. While they very effectively track contact-level fit (for example, title, industry, etc.) and engagement (email opens, site visits, etc.), they provide no insight into the buying signals associated with the company or account overall. Because of this, it's simply not possible for B2B marketers relying on traditional rules-based lead scoring to accurately separate likely buyers from poor leads.

Lattice Predictive Lead Scoring fills this gap, providing the remaining 99 percent of buying signals that can't be captured by marketing automation and CRM systems. Specifically, it blends the contact profile and behavioral information from marketing automation and CRM systems with thousands of additional attributes that could contain hidden buying signals.

Whether calling upon the Web, internal data or third-party sources, Lattice Predictive Lead Scoring discovers patterns in the data that rules-based scoring or gut instinct would simply miss. But it goes a step further to guide organizations on how to increase the likelihood of the conversion happening. By taking advantage of Lattice Predictive Lead Scoring, organizations can:

- Gain deep understanding of all the criteria that makes a lead likely to close
- Determine the probability of each prospect becoming a customer with unmatched precision
- Eliminate the guesswork from lead-scoring criteria
- Combine contact and account-level attributes to dramatically improve lead qualification rates



## Request a Free Trial of D&B Lattice Predictive Lead Scoring

This eBook was originally written by Lattice Engines which was acquired by Dun & Bradstreet in 2019. Learn more about D&B Lattice, our market-leading Customer Data Platform, by visiting [dnb.com](https://dnb.com).

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