

Lead Score Planner

Person Score

Person ICP Score

- Title, Department, Seniority
- Company Firmographics (revenue, employee count, etc.)



Campaign Score

- Classic Marketing Lead Score
- Channel Activity (website visits, webinars, chat bot, downloads)
- Activity Volume



Campaign Member Status Score

- Level of Campaign Engagement (e.g. registered, attended)



Intent

- First and Third Party Intent

Account Score

Account ICP Score

- Industry, Revenue, Geography, Employees



Account Activity Score

- Total Campaign Activity on Account
- Intent (First and Third Party)



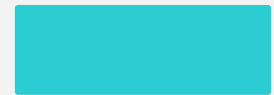
Intent

- First and Third Party Intent

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Calculate Your Overall Priority Score

Person Score



Account Score



Priority Score



Need a walk-through?

Check out our on-demand session:

How to Build a Lead Score that Works.

lanefour.com