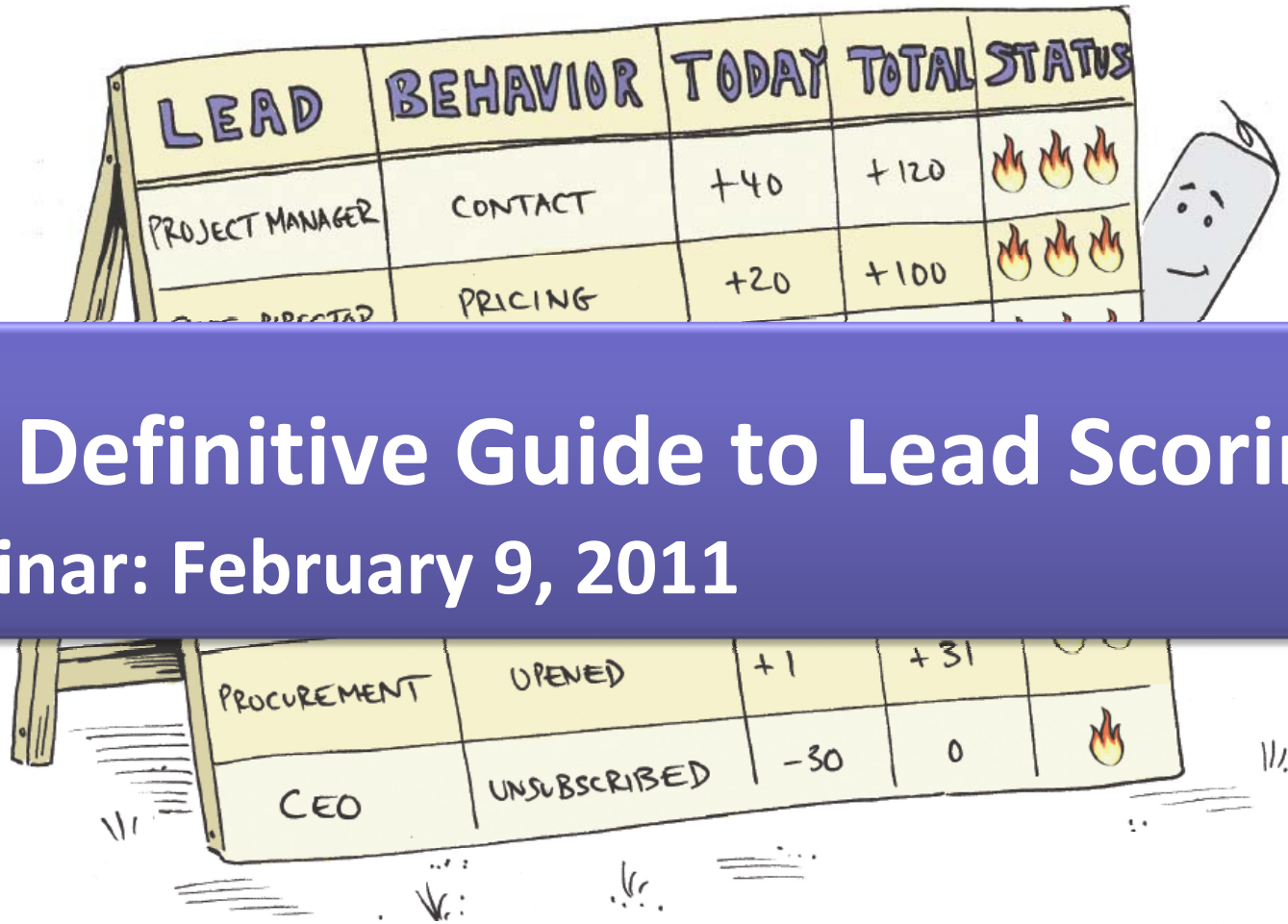
RevenueMasters



The Definitive Guide to Lead Scoring

Webinar: February 9, 2011

Marketo®

© 2011 Marketo, Inc.

RevenueMasters

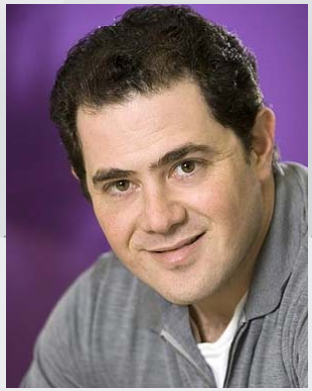
The Definitive Guide to Lead Scoring

Andrew Spoeth

Sr. Manager, Marketing Programs

Jon Miller

VP Marketing & Co-Founder
Marketo

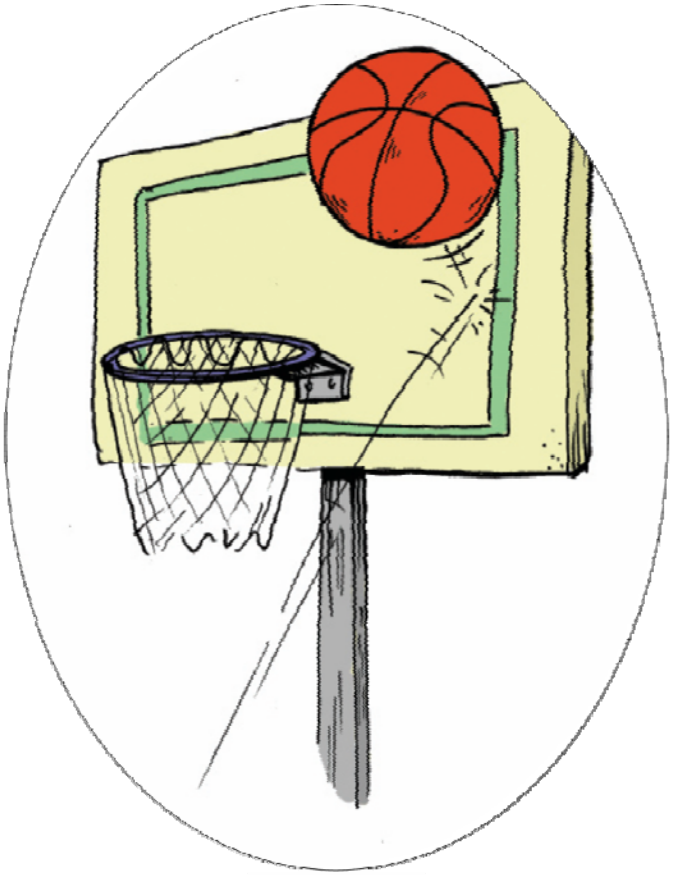


#Marketo

@andrewspoeth / @jonmiller2

The Definitive Guide to Lead Scoring

- What is Lead Scoring, and why do you need it?
- Practical Guide: How do you actually DO lead scoring?
- Managing leads with sales
- Practical tips for implementing lead scoring



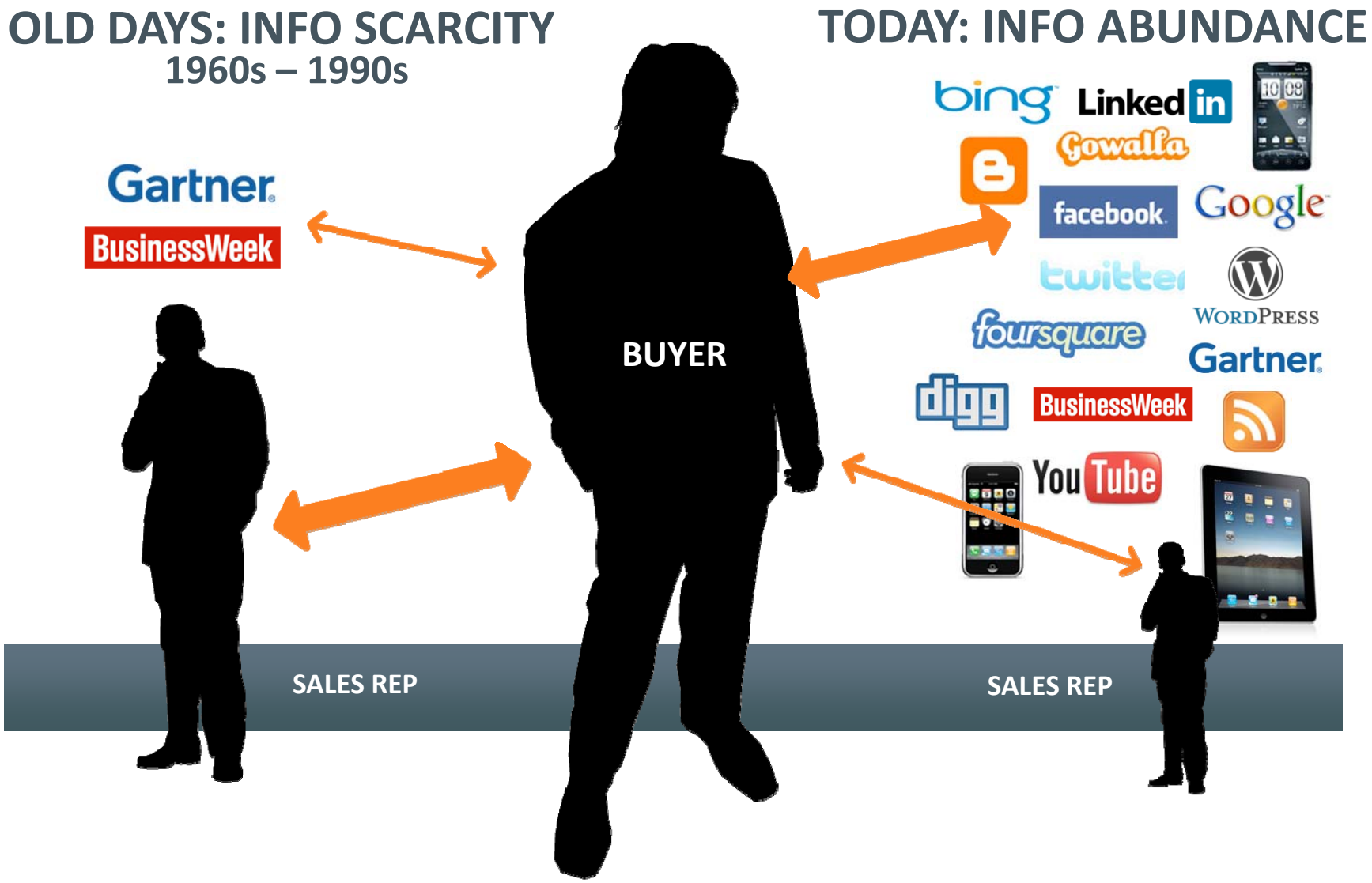
© 2011 Marketo, Inc.

Content Marketing

© 2011 Marketo, Inc.

© 2011 Marketo, Inc.

Buying Has Changed Forever



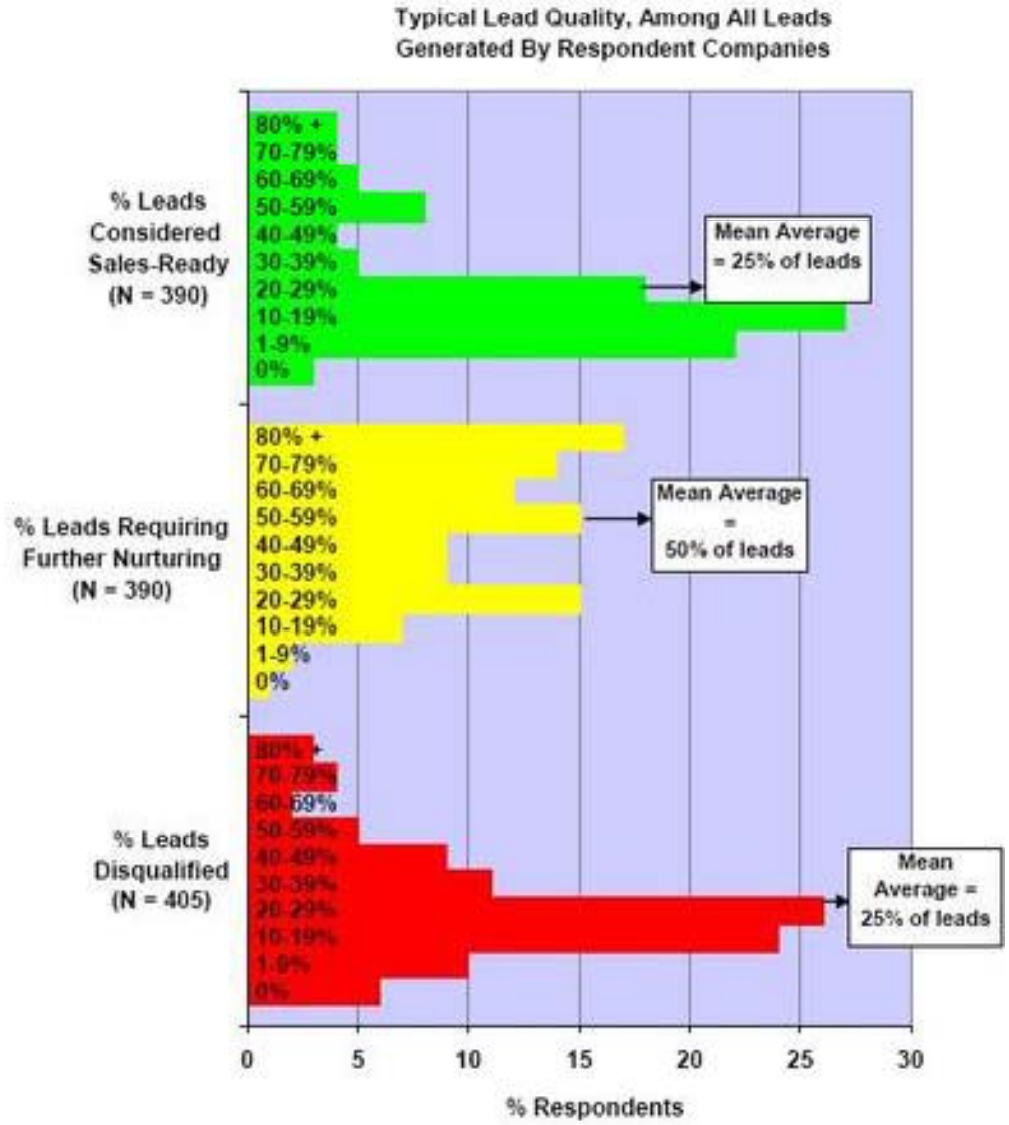
© 2011 Marketo, Inc.

<25% of New Leads are Sales-Ready

Who is sales ready? **25%**

Who needs further nurturing? **50%**

Who should be disqualified? **25%**

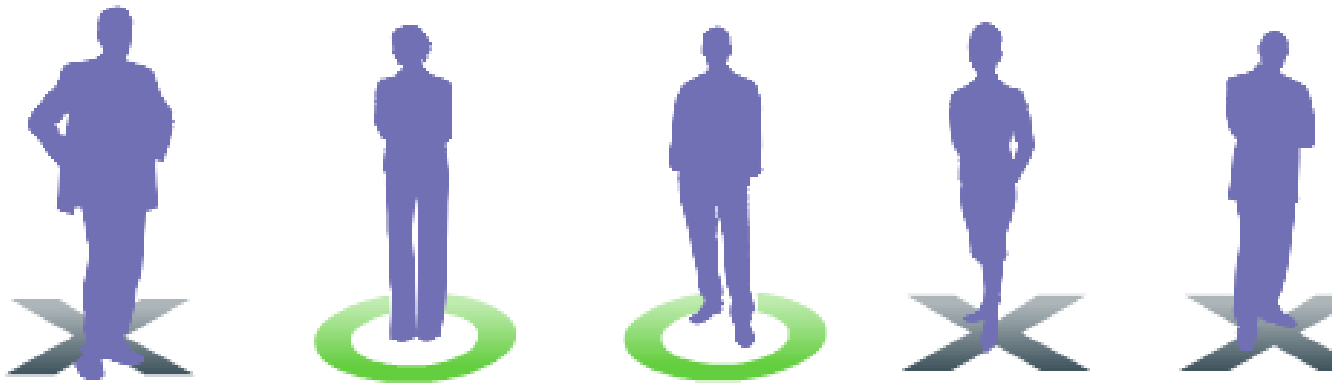


Source: RainToday

© 2011 Marketo, Inc.

Lead Scoring Defined

"Shared sales and marketing methodology for ranking leads in order to determine their sales readiness"



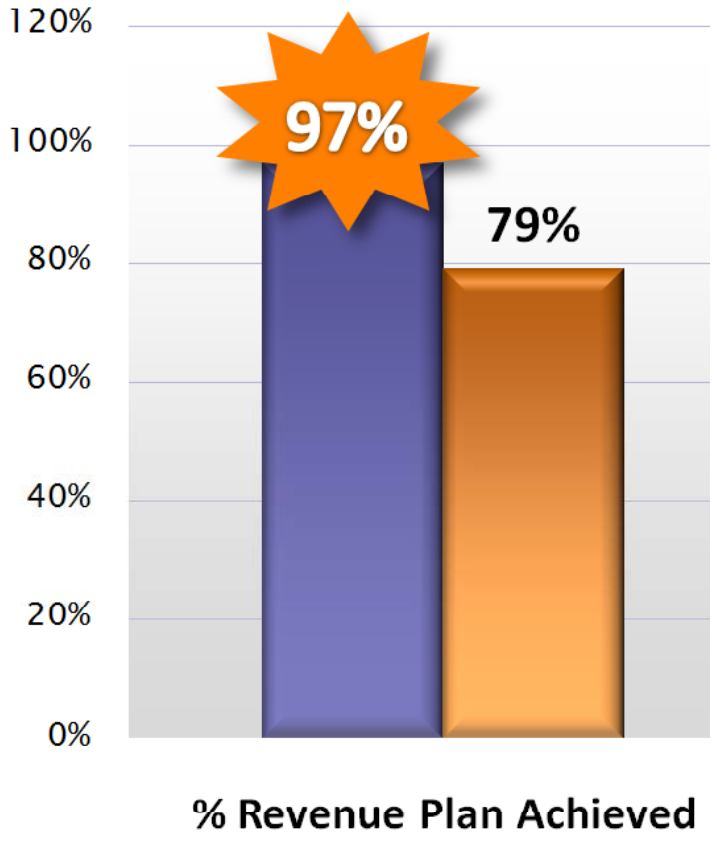
Nurture	Pass to Sales	Pass to Sales	Nurture	Nurture

Fit | **Interest** | **Buying Stage**

© 2011 Marketo, Inc.

The ROI of Lead Scoring

How Easy Is it To Get Information About Prioritizing Sales Efforts?



Source: CSO Insights

Other Benefits of Fewer But Higher Quality Leads

- Higher Win Rates
- Shorter Sales Cycles
- Higher Revenue Per Rep

Example

Metric	6 months before	6 months after
Leads sent to sales	1,000	600
Opportunity win rate	25%	40%
Revenue per deal	$50,000	$62,000
Total revenue	$25MM	$32MM

© 2011 Marketo, Inc.

Practical Guide to Lead Scoring

How Do I Actually Do This Stuff?

#Marketo

A Framework for Lead Scoring

	Explicit Information What the prospect tells you	Inferred Information What you observe or infer
Fit Are you interested in them?	• Demographics • Firmographics • BANT	• Data quality • Corporate vs. personal email • Inferred from IP (geography, ISP domain)
Interest Are they interested in you?	• BANT	• Latent behaviors (engagement) • Active behaviors (sales readiness)

© 2011 Marketo, Inc.

Explicit Information - Examples

Demographics

- VP or Director +5
- Intern/Student/Consultant -10
- Marketing or Sales role +5
- Other +0

BANT

- Budget
- Authority
- Need
- Timing: < 3 months: +15

Firmographics

- Healthcare, Manufacturing, Finance, Technology +5
- Other Target Industries +1

- <$10M: +0
- $10M-$500M: +5
- $500M: +10

- CRM System = Salesforce +10
- Company Name “Self” -10

Limitations of Explicit Information

- Poor quality of self-entered information on forms
- BANT information can be especially inaccurate
  - Many reasons why people can't or won't answer

MarketingSherpa and KnowledgeStorm, Connecting through Content Phase 111

© 2011 Marketo, Inc.

Inferred Fit - Examples

Inferred from ISP

- Inferred Company is an ISP -2
- Inferred Geography -6 to +5 based on country and zip

Data Quality

- Good First / Last Name +5
- Personal email address -5
- Complete profile +3

© 2011 Marketo, Inc.

Data Augmentation

	Jigsaw Has: Tue, 19 Oct 2010 01:14:48 GMT	Salesforce Has: Fri, 22 Oct 2010 21:46:30 GMT
Company Name	Green Dot Media	Green Dot Media
Headquarters	660 Sutter St	
City	San Francisco	
State	CA	
Zip	94102-1018	
Country	USA	
Website	www.greendotmedia.com	http://www.greendotmedia.com
Phone	+1.415.555.2300	+1.905.863.7128
Industry	Entertainment	
Employees	5000	
Revenue	30000000.0	
Ownership	Privately Held	
Ticker		

Real-Time &
Batch Import (Weekly)

#Marketo

Behavioral Scoring: Examples

Latent Behaviors (Engagement)

- Early stage content +3
- Attend webinar: +5
- Visit any webpage / blog : +1
- Visit careers pages: -10

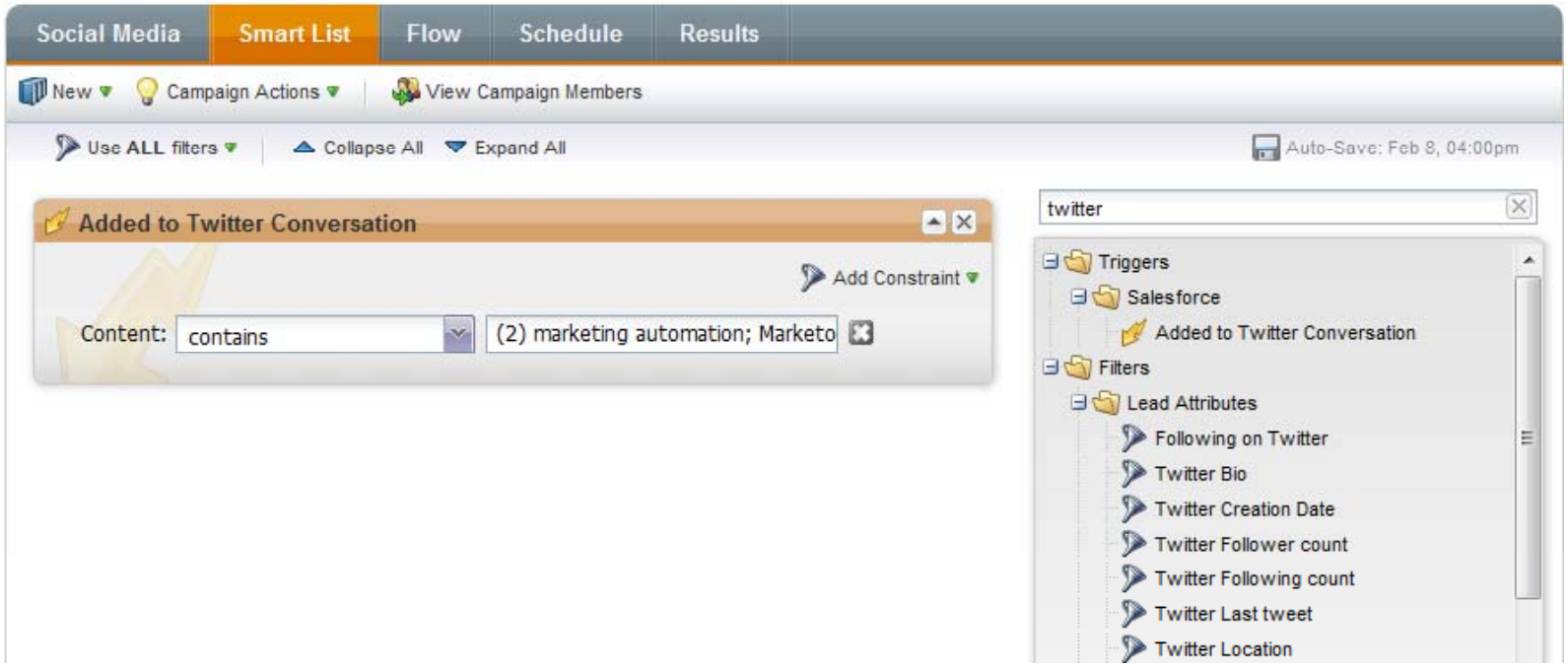
Active Behaviors (Buying Intent)

- Pricing pages:
  - +10 regular, +15 detailed
- Watch demos:
  - +5 overview, +10 detailed
- Mid-stage content +8
- Late-stage content +12
- Searches for “Marketo” +8

© 2011 Marketo, Inc.

Behavioral Scoring: The Role of Social Media

- Customer 2.0 requires companies to listen for buying signs everywhere – not just the corporate website
- Requires the lead scoring system to trigger scoring rules based on social updates



© 2011 Marketo, Inc.

Advanced Scoring Strategies

Score degradation

- Reduce behavioral scores after periods of inactivity

Product scoring

- Multiple behavioral scores to measure interest in specific products

Account scoring

- Multiple contacts with high scores can be a good thing
- Don't naively sum the scores – each individual contact is likely to add progressively less

© 2011 Marketo, Inc.

Lead Lifecycle Management

#Marketo

Identifying Marketing Qualified Leads

What's your boundary?

Example: 100 points = It's a Lead!

© 2011 Marketo, Inc.

Advanced Way to Identify MQLs

Demographics				
21+		Lead	Lead	Lead
9-10			Lead	Lead
2-8				Lead
<2				
Behaviors				
Engagement	<15	15-39	40-89	90+
Buying Intent	<3	3-10	11-19	20+

© 2011 Marketo, Inc.

No Lead Left Behind (SLAs)

Marketo Alert

Untouched Sales Lead!

A new Sales Lead has not been touched in 3 days.
Owner: Colin Zealear

Please contact immediately and process within 5 more days. Click the link below to edit in Salesforce.

Marketo Alert Information
Lead: Jon Miller (SFDC Detail)
Campaign: Sales Lead Notification
Time: Sun Oct 3, 2010 03:42 pm PDT

Qualification Information
Source: Event | Event - Summit Party 2010 | No offer
Score:
Urgenc
Behavi
Buying

Marketo Alert

Stale Sales Lead!

Your Sales Lead is now 8 days old and is stale.
Owner: Nick Valldeperas

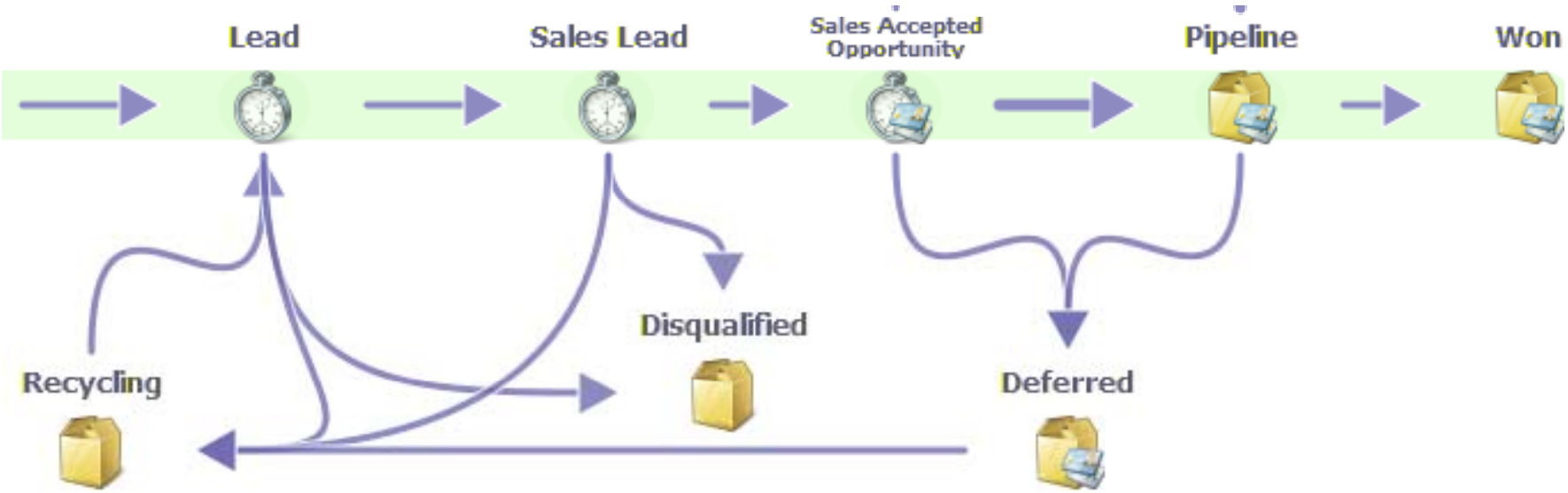
Please Convert, Recycle, or Disqualify immediately. Click the link below to edit in Salesforce.

Marketo Alert Information

Day 0	Notification
Day 1	In untouched, reminder
Day 2	If untouched, reminder cc boss
Day 3	If untouched, alert executives
Day 7	If stale, reminder
Day 8	If stale, reminder cc boss
Day 9	If stale, alert executives

© 2011 Marketo, Inc.

Lead Lifecycle



Tips for Recycled / Deferred leads

- Reduce behavior / engagement scores
- Capture reason for Recycling
- Optionally set a timeframe for returning

© 2011 Marketo, Inc.

Stars and Flames for Sales

Marketo

salesforce crm sfa

Setup · System Log · Help · Logout

force.com apps — Sales

Home | Marketo | Leads | Accounts | Contacts | Opportunities | Dashboards | Campaigns

Salesforce SFA

Marketo Sales Insight — Help for this Page

My Best Bets | My Watch List | Web Activity | Anonymous Web Activity | My Email

Name	Account	Last Interesting Moment	Date	Status	Priority
Lance Espinoza	Xenopia Limited	**Web:** Visited the pricing page	5/20/2009 6:2	AM Contacted	
Kevin Bommelaer	Reliqa Co.	**Web:** Registered for a webinar	5/19/2009 4:1	AM Lead	
JosÃ© McCloud	Germole Associates	**Web:** Registered for a webinar	5/18/2009 1:2	PM Lead	
Hana McMahon	Ambipegh Company	**Email:** Opened Sales Email	5/18/2009 3:4	PM Opportunity	
Jim Wolf	Nigelot Group	**Web:** Registered for a webinar	5/19/2009 10:	5 AM Lead	
Annette Lampron	Solowus Enterprise	**Email:** Clicked link in an email	5/19/2009 6:4		
Seth Rada George	Perth Limited	**Email:** Clicked link in an email	5/18/2009 9:48 AM	Prospect	
Jon Gaudreau	Artisoft Limited	**Email:** Clicked link in an email	5/19/2009 3:36 PM	Prospect	
Jean Marie Vroon	Flathice Inc.	**Email:** Opened Sales Email	5/17/2009 6:46 PM	Opportunity	
Robert	Monabism	**Web:** Registered for a			

Lead Feed

Lance Espinoza Visited the pricing page (Web)
Xenopia Limited
Yesterday · *Subscribe*

Shilpa Presley Clicked link in an email (Email)
Epilang Group LLC
Yesterday · *Subscribe*

Natascha Czuperska Clicked link in an email (Email)
Deochre Limited
Yesterday · *Subscribe*

Hydee Pai Clicked link in an email (Email)
Synthetia Group
Yesterday · *Subscribe*

Jon Gaudreau Clicked link in an email (Email)

© 2011 Marketo, Inc.

Implementing Lead Scoring

Practical Tips

#Marketo

Implementing Lead Scoring

1. Set initial scores based on judgment and experience
2. Test before deploying
   - Against leads you know are Sales Ready and/or Won – would they have passed to Sales?
   - Against unqualified leads – would they have gone to Sales?
3. Get buying with Sales – do they agree?

Think big, start small, move quickly

© 2011 Marketo, Inc.

Regular Check-up and Optimization

- Talk regularly with front-lines to get qualitative input
- Refine score weights based on real results

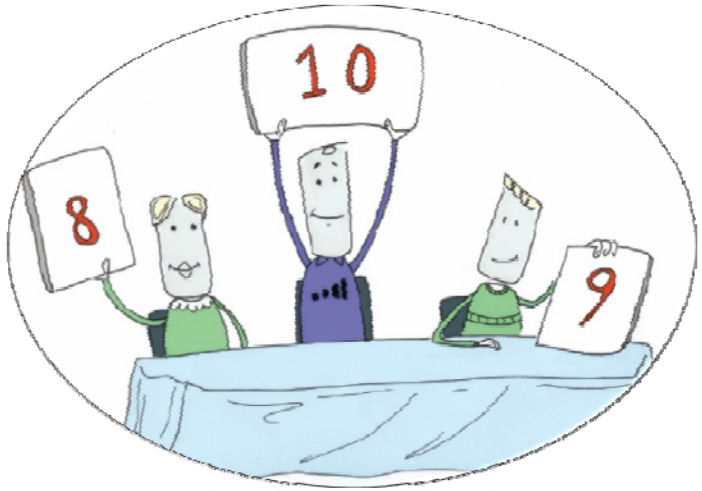
Campaign Name	Number of Unique Leads Touched	Number of Unique Leads Touched (Converted to Opportunity)	Campaign Member to Opportunity Conversion Ratio
Visits RCA Pricing Page	220	76	34.5%
Visits MSI Pricing Page	389	131	33.7%
Timeline < 3mo	245	73	29.8%
Web Visits - Reviews Page	987	208	21.1%
Web Visits - Pricing	4473	908	20.3%
Watches RCA Demo	748	145	19.4%
Watches Sales Insight Demo	1816	332	18.3%
Download Lead Management datasheet	917	163	17.8%
Download Marketing Automation Buyers Kit	538	92	17.1%
Web Visits - FreeTrial	2061	332	16.1%

- Don’t forget to look for “negative” behaviors correlated to disqualified leads
- Incorporate new content and collateral

© 2011 Marketo, Inc.

Top Takeaways and Lessons

- Only 25% of new leads are actually sales ready
- Effective lead scoring results in shorter sales cycles and higher revenue per rep
- Quality leads need Fit and Interest
- Inferred information can be more accurate than explicit
- SLAs go hand in hand with scoring
- Think big, start small, move quickly

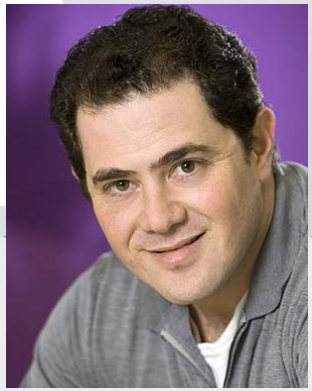


© 2011 Marketo, Inc.

RevenueMasters

The Definitive Guide to Lead Scoring

Q&A



#Marketo

@andrewspoeth / @jonmiller2

RevenueMasters

Post-webinar discussion
http://bit.ly/MarketoChat

Webinar slides and discussion highlights
http://linkd.in/marketo-group

Marketo®

#Marketo

RevenueMasters

Thank You

Contact Us

+1.877.260.6586

www.marketo.com

Marketo®

#Marketo

Marketo®

© 2011 Marketo, Inc.