

# Lead Scoring Framework Builder

Build an ICP-Based Model That Predicts Conversion

# Why Most Lead Scoring Fails

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Most lead scoring models are built backwards. Teams assign arbitrary points to actions (downloaded whitepaper = 10 points!) without validating against actual conversion data.

**The result:** Sales gets "MQLs" that don't convert, loses trust in marketing, and the model becomes ignored.

## The Fix:

Build your scoring model from *closed-won analysis*, not guesswork. What do your best customers have in common? What actions did they take before converting?

# The Two-Axis Scoring Model

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Effective lead scoring has two independent components:

| Axis             | What It Measures  | Max Points |
|------------------|---|------------|
| ICP Fit Score    | How well does this lead match your ideal customer profile?    | 50 points  |
| Engagement Score | How actively is this lead engaging with your content/product? | 50 points  |

**Why two axes?** A perfect-fit company with no engagement isn't ready for sales. A highly engaged lead from a bad-fit company will waste sales time. You need *both* to be high.

# ICP Fit Scoring (50 points max)

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Score these firmographic and demographic attributes:

| Attribute                  | Ideal Match                                | Points |
|----------------------------|--|--------|
| <b>Company Size</b>        | Your sweet spot (e.g., 200-2000 employees) | +15    |
|                            | Adjacent (e.g., 50-199 or 2001-5000)       | +8     |
|                            | Outside range                              | 0      |
| <b>Industry</b>            | Primary target industry                    | +15    |
|                            | Secondary industry                         | +8     |
|                            | Non-target                                 | 0      |
| <b>Job Title/Seniority</b> | Decision maker (VP+)                       | +10    |
|                            | Influencer (Manager/Director)              | +6     |
|                            | Individual contributor                     | +2     |
| <b>Geography</b>           | Primary market                             | +5     |
|                            | Secondary market                           | +2     |
| <b>Tech Stack</b>          | Uses complementary tech                    | +5     |

# Engagement Scoring (50 points max)

Score behavioral signals by intent strength:

| Action                    | Intent Level | Points |
|---------------------------|--------------|--------|
| Demo/Trial Request        | High         | +25    |
| Pricing Page Visit        | High         | +15    |
| Case Study Download       | High         | +10    |
| Product Page (2+ visits)  | Medium       | +8     |
| Webinar Attendance        | Medium       | +8     |
| Whitepaper/Guide Download | Medium       | +5     |
| Blog Visit (3+ articles)  | Low          | +3     |
| Email Click               | Low          | +2     |
| Email Open                | Low          | +1     |

## Important:

Cap engagement score contributions from low-intent actions. Someone who opens 50 emails shouldn't outscore someone who requested a demo.

# Score Decay: The Missing Piece

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Engagement scores should decay over time. A demo request from 6 months ago isn't as valuable as one from last week.

## Recommended Decay Schedule

| Time Since Action | Score Retention |
|-------------------|-----------------|
| 0-30 days         | 100%            |
| 31-60 days        | 75%             |
| 61-90 days        | 50%             |
| 90+ days          | 25%             |

**Implementation:** Most MAPs support score decay. In HubSpot, use a workflow that reduces engagement score by 25% every 30 days if no new activity.

## MQL Threshold Calibration

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Your MQL threshold should be calibrated against actual conversion data, not arbitrary numbers.

### Calibration Process

1. Apply your scoring model retroactively to the last 6-12 months of leads
2. Segment by score ranges (0-25, 26-50, 51-75, 76-100)
3. Calculate conversion rate to SQL and closed-won for each segment
4. Set MQL threshold where conversion rate becomes acceptable to sales

#### Example:

If leads scoring 60+ convert to SQL at 25% (vs 5% for leads under 60), set your MQL threshold at 60. Review and adjust quarterly.