

SUCCESS STORY

Lead Scoring: Boosting
Engagement and Monetization



Ronda Hughes
VP MARKETING AND
AUDIENCE DEVELOPMENT
AC Business Media

Lead Scoring. Why now?

Why not?

- It's free!
- It's easy!
- It's long overdue!

It was like keeping a present in my closet waiting for a special occasion to use it. Just open it and start using it, every day is a special occasion!

How did we get started

- Pick one of your brands to get started
- Decide on a list of behaviors you want to score (email, website, subscribers, webinar, HVA, surveys, events, awards)
- Decide on a scoring system (doesn't have to be scientific)
- Work with your Client Success Manager to help show you how to score the records and build the scoring ranges for easy reporting and analyzing.
- Run Reports to see if the numbers make sense.

Voilà!

Scoring Chart

- Doesn't have to be scientific – don't overthink it
- Does need to give more weight/points for premium engagement
- The scores are not carved in stone, easy to change
- The behaviors can change as well

Behavior	Score
Open Email (30 Days)	
1	20
2-5	40
5-10	100
over 10	200
Click Email (30 Days)	
1	75
2-5	150
5-10	300
over 10	500
Website Visits (30 Days)	
1	75
2-5	150
5-10	300
over 10	500
Magazine Subscriber	
Green Industry Pros Request	300
Green Industry Pros Non-Request	100
Webinar	
Registered/Attended	300
High Value Asset Downloads	
1	300
2-5	400
5-10	500
over 10	600
CredSpark Survey	
Participate	100
Event (if applicable)	
Registered/Attended	500
Awards	
Winners	200

What's next?



Monitor audience
engagement



Better our
segmentation

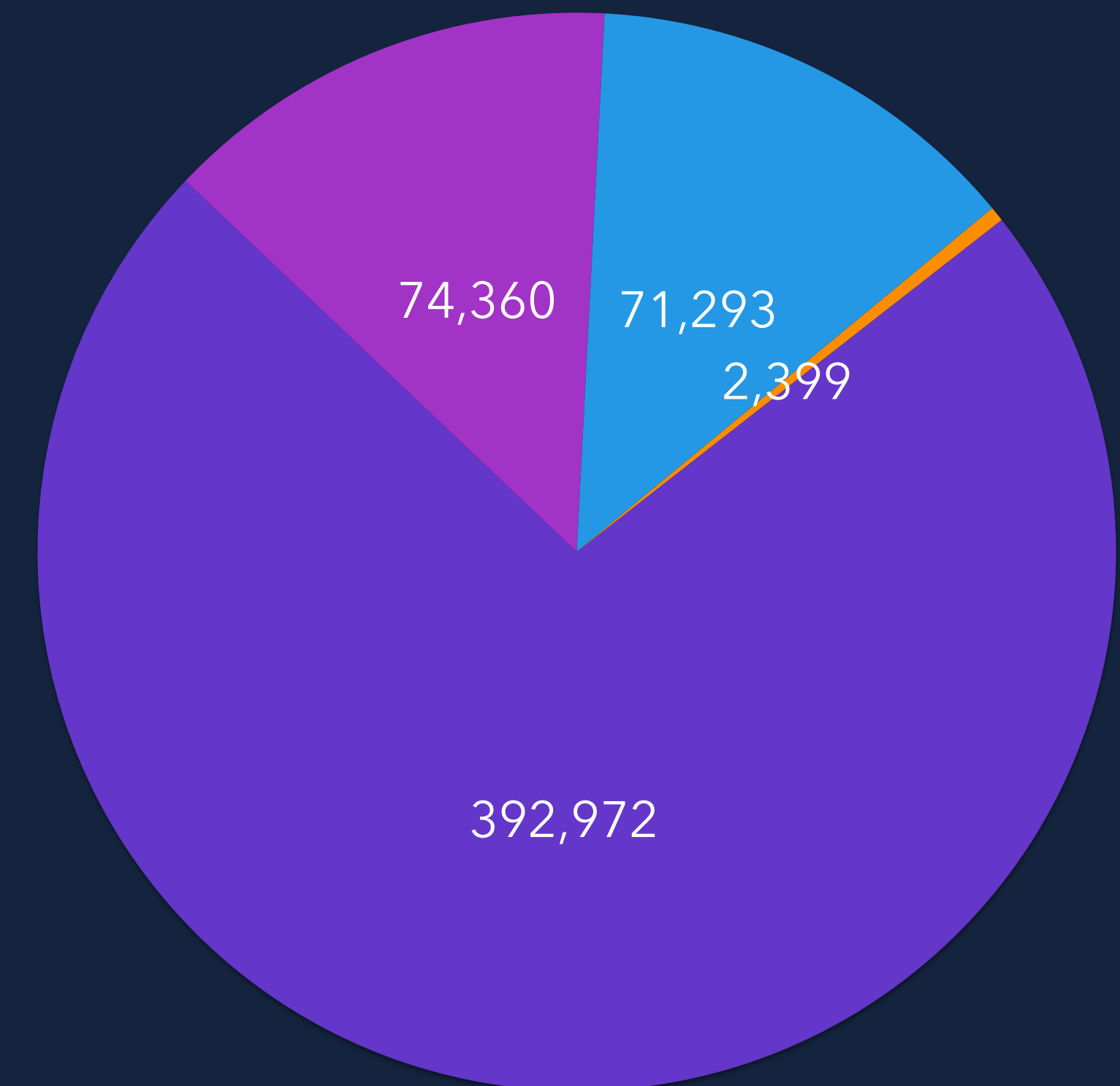


Monetize our
investments

Monitoring Audience Engagement

What did I immediately learn from this pie chart?

- I should expand our website and email engagement scoring beyond 30 days engagement.
- We have a small but mighty segment of VIPs (2,400)
- Approx. 30% of our audience have engaged within 30 days.
- 15% are Super Users (webinars, events, downloads, award winners, survey participants).
- We now have an easy at-a-glance way to develop new audience KPIs.



Better our segmentation

- **Interested Audience:** Strike while the iron is hot! Now is the time to hook them with personalizations
- **Core Audience:** They are loyal, tell them what to engage with to become our top performing professionals. They will listen!
- **Super Users:** Invite them to focus groups, special event offers, readership surveys. Profile these folks for sales calls.

20	5,281
21-50	12,042
51-100	57,037
101-200	27,252
201-500	44,041
501-750	1,600
751-1000	523
1001-1250	196
1251-1500	58
1501-1750	16
1751-2000	6

Monetize our investments

Charge a premium CPM for higher scored records, and treat them like royalty.

For Sales Calls - Design nice profile sheets showing your Super Users, demographic, behavioral, and contextual data.

Think about putting your higher scored audiences on a limited email frequency, especially for third-party dedicated email. Use only for higher priced packages and/or your premium partners.

