RingLead

List Import
Web Submission
Manual Entry
System Sync

New Lead Generated

Verify

zb

Enrich

Z | r | MCH Strategic Data | b

Segmented

Scored

Matched to Accounts

Matched for Duplicates

Normalize

Routed

Show Availablity of Rep

Meeting Booked

SCORE ANY OBJECT WITH **RINGLEAD SCORE**

"We finally have an easy way to score Accounts with simple rules"

- Easily **create score models and audience segments** in a flexbile drag and drop interface.

- From scoring, to deduplicataion, lead to account matching, enrichment, and Lead Routing - **automate all the processes required to set up a real-time automated scoring system.**

Fast-track your revenue cycle by prioritizing Leads & Accounts based on a transparent, accurate, and comprehensive scoring system.

FEATURES

- Score any object using any combination of fields

- Segment & score accounts by Fit, Intent, & overall Account engagement

- Combine multiple scoring models into co-dynamic interlocked scores.

- Operationalize 3rd party intent data with intent-based score models

- All-in-one code-less platform to unify, score, route, clean, enrich, dedupe, match to accounts, & more

BENEFITS

- **Increase conversion rates** by prioritizing high-quality leads for Sales

- **Identify new targets** and white-spaces in your Total Addressable Market

- Eliminate the guesswork out of **ABM targeting**

- **Slash customer acquisition costs** and extend lifetime value

- Engage with companies before they start the buying process with a competitor with **intent scoring**.

We Quickly Added 2 Million in Pipeline with RingLead Scoring

We finally have an easy way to score Accounts. We no longer have to export to excel or rely on "AI" to create or aggregate our scoring models. With RingLead **we create complex scoring models with simple rules.**

We now have an understanding of our Total Addressable Market and can **prioritize Accounts** based on our **Ideal Account Profile** and **their propensity to buy.**

Austen Adair
Vice President of Sales Enablement

TESTIMONIALS

THE OPTIMAL SALESFORCE EXPERIENCE WITH RINGLEAD'S DATA ORCHESTRATION PLATFORM
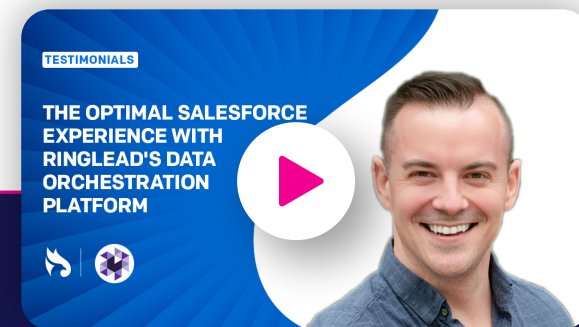
Traditional Lead Scoring is Failing

What is Traditional Lead Scoring?

Traditional Lead scoring in CRM & Marketing Automation Platforms (MAP) involves assigning numeric values to different Lead characteristics and behaviors and using those to calculate a Lead score. This score determines how businesses prioritize and confirmed the quality of leads passed to sales. **Traditional Lead scoring is not based on the Account.**

The Challenge:
Account Based & Intent Changes Everything

The explosion and advancement of marketing technologies & strategies accelerated the ability for companies to understand and to connect with their customers - requiring marketers to transition from single person, single-channel customer journey, to an Account-Based, Multi-Channel strategy.

This transition to an Account Based strategy rendered CRM & MAP "out of the box" lead scoring functionalities almost useless by themselves.

CRMs & MAP **"out of the box"** cannot score Accounts - disabling teams from prioritizing sales & marketing based off:

× **Ideal Account Profile (Fit)**
   Unable to score Accounts on demographic information

× **Engagement**
   Unable to associate "Leads" with or score Accounts based on Activity of all related persons

× **Intent**
   Unable leverage 3rd Party intent into cluster scores or combine intent scores with existing behavioral score.

× **Multi-Dimensional or Aggregate**
   Unable to combine multiple score or segment values into an overall rating or aggregate score.

"

Traditional CRM & MAPs were never built to manage an Account-Based strategy.

- Elliott Lowe

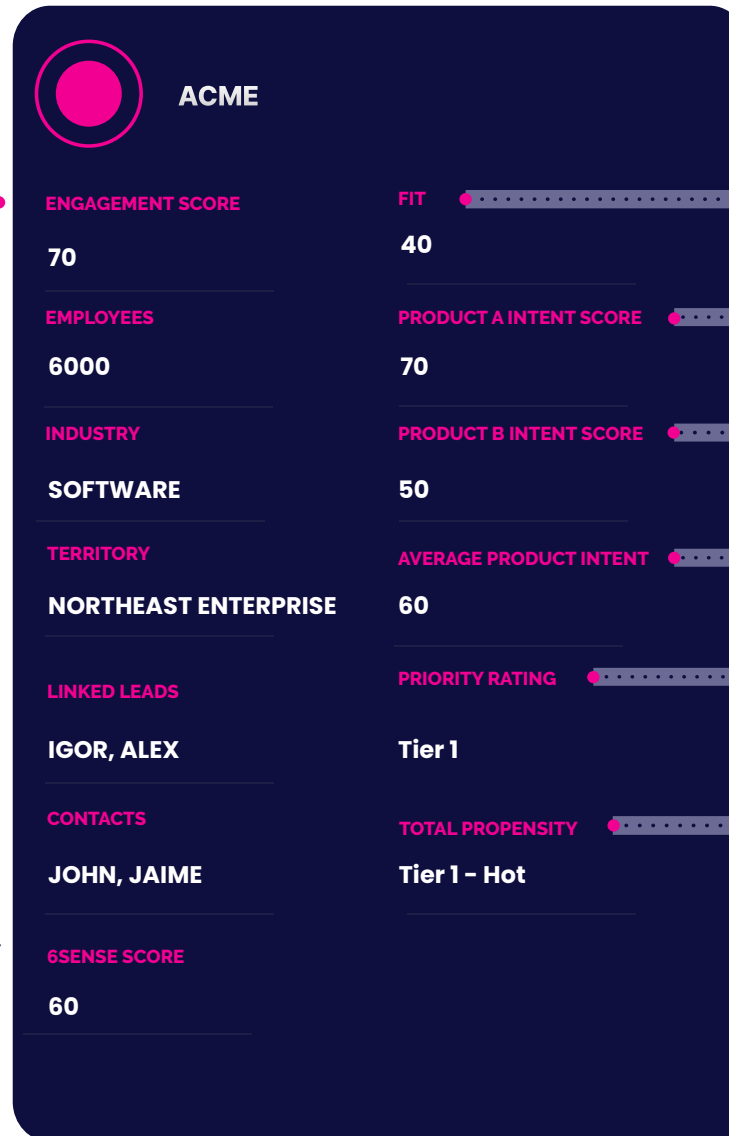# Use RingLead's data orchestration and scoring models to enable a multi-channel Account Based, Go-To-Market

Scoring Output (Example)	RingLead Score Model
Fit (Demographic Score) Create a score that depicts how well a Company fits your Ideal Customer Profile based on firmograhic, demographic, & geographic attributes. Easily assign relative scores to each data element and weigh attributes within those data elements.	Attribute
Engagement Configure an activity-based score that accounts for ALL of the people related to an Account (and parent/child companies). Baked-in Lead to Account matching & deduplication ensures that all of your activity-based person or company scores are accurate.	Roll Up
Intent Orchestrate hundreds of 3rd party intent data points into clusters. Easily weigh keywords or groups of keywords into cluster scores or sub-cluster scores.	Attribute
Propensity To Buy Aggregate multiple score values into a single score. Easily customize the relative weight of each score model. For example, combine Fit & Engagement into a single Account score.	Aggregate
Account Tier Create co-dynamic scores with multiple interlocked dimensions around fit, engagement, and intent. This score provides an accurate view for whether or not a prospect is ready to buy your product	Multi-Dimensional

Roll-Up Activity Score

Configure an activity-based score that accounts for ALL of the people related to an Account.

Fit Score

Create a score that depicts how well a Company fits your Ideal Customer Profile

Intent

Orchestrate Intent Keywords into intent Scores by Product. Use an Aggregate model to create an Average Intent Score.

Behavior + Fit

Combine your Engagement & Fit Score into a co-dynamic Account Tier.

AI Scoring

Leverage 3rd party AI- based scores in your multi-dimensional models

Behavior + Fit + Intent

Combine your Priority Rating with an Intent Score to create an intent "score" that accurately portrays when Accounts are most ready for Sales to reach out.

ACME

ENGAGEMENT SCORE

70

EMPLOYEES

6000

INDUSTRY

SOFTWARE

TERRITORY

NORTHEAST ENTERPRISE

LINKED LEADS

IGOR, ALEX

CONTACTS

JOHN, JAIME

6SENSE SCORE

60

FIT

40

PRODUCT A INTENT SCORE

70

PRODUCT B INTENT SCORE

50

AVERAGE PRODUCT INTENT

60

PRIORITY RATING

Tier 1

TOTAL PROPENSITY

Tier 1 – Hot

ENGAGEMENT

Model Name*	
Roll Up Engagement Score	

Output Field*	
Engagement Score	⌄

Child Objects

[+ ADD OBJECT]

(Max 3 Child objects are allowed in a roll up model)

Child Relation Field	Field to Roll Up	Operation	Weight Factor (%)	
Lead > Linked Account ⌄	Engagement Score ⌄	SUM ⌄	80 ⌄	🗑
Contact > Account ⌄	Engagement Score ⌄	AVERAGE ⌄	100 ⌄	🗑

Score Model: **Roll Up**

Use the Roll-Up score model to roll up data from any parent/child object into a comprehensive activity-based score. Easily assign relative "Weight Factors" to prioritize how each object fits into the Roll-Up score.

Example:
Engagement Score

In this example, we created an Engagement Score according to the average of the Lead & Contact scores, where we placed more weight on the Contact score.

FIT

Score Model: **Attribute**

A flexible and intuitive user interface makes it easy to create score outputs based on any group of data elements about a person or company.

Prioritize the value of certain elements by assigning relative scores to each data element and attributes within those data elements.

Example: **Fit Score**

In this example, we created a Fit Score allowing us to prioritize Accounts according to how well they fit our Ideal Account Profile (IAP). We use explicit company elements such as Industry, Company Size, and Region.

INTENT

Model Name*

Cluster Score - Route

Select Segmentation for Row*

Intent - Route ⌄

Input Fields*

Lead Routing ⓧ   Account-Based Marketing (ABM) ⓧ   Data Automation ⓧ   Revenue Operations ⓧ   ⌄

ROUTING - 50%   ACCOUNT BASED MARKETING - 25%   DATA AUTOMATION - 10%   ›

Remaining Weight Factor: 15%

Weight Factor (%) *

50%

Maximum Weight factor allowed
to add to this element is 75.00

+ ADD NEW RULE   **≡ SORT BY**

Score Model: **Attribute**

A flexible and intuitive user interface makes it easy to create score outputs based on any group of data elements about a person or company.

Prioritize the value of certain elements over others by assigning relative scores to each data element and attributes within those data elements.

Example:
Intent Score (Product Specific)

Orchestrate hundreds of 3rd party intent data points into clusters. Easily weight keywords or groups of keywords into cluster scores or sub-cluster scores. In this example, we use the roll up model to generate an intent Score of our Route product.

MULTI-DIMENSIONAL

	1	2	3	4	5
A	Tier 01	Tier 02	Tier 03	Tier 04	Tier 05
B	Tier 04	Tier 05	Tier 06	Tier 07	Tier 08
C	Tier 09	Tier 10	Tier 11	Tier 12	Tier 13

Model Name*
Multi-Dimensional (Fit + Enagement)

Select Segmentation for Column*
Demographic Score

Select Segmentation for Row*
Priority Tier

Select Segmentation for Row*
Behaviorial Score

Score Model:
Multi-Dimensional

Use this "punnet-square" like score model to create numeric or non-numeric Co-Dynamic interlocked scores that fluctuate in real-time according to multiple dimensions.

Example: **Account Tier**

Create co-dynamic scores with multiple interlocked dimensions around fit, engagement, and intent. This score provides an accurate view for whether or not a prospect is ready to buy your product

AGGREGATE

Model Name*
Aggregate First Party

Output Field*
Propensity Score

Input Models

+ ADD MODEL

Model/s to Aggregate		Weight Factor (%)		
Enagement Score	⌄	80	⌄	🗑
Fit Score	⌄	100	⌄	🗑

Score Model: Aggregate

Aggregate multiple score values into a single score. Easily customize the relative weight of each score model.

Example:
Propensity Score

In this example, we added the Engagement and Fit Score calculated in the previous examples into a total propensity score. We also placed more weight on the engagement score.

"

On average for data driven projects like scoring - only 20% of the time is spent on scoring, with 80 percent of efforts being focused on collecting, preparing, & cleaning data to make scoring possible

| Aggregate | Prepare | Score | Disseminate |

What Does Automated Scoring Mean?

An intelligent scoring systems ensures there is no delay between spiked engagement and sales follow up

For Lead Scoring to provide value, scoring must be able to always listen for changes in an account's behavior and adjust automatically to trigger real time Sales and marketing activities in your CRM or Marketing Automation when certain milestones are reached.

An intelligent scoring system must provide the following real-time capabilities:

- **Aggregate & Unify:** Unify & consolidate activity and relevant data attributes from all first and third-party datasets so that it could be orchestrated, analyzed and scored

- **Prepare:** Transform, clean, & enrich Data, so that scoring and routing is possible

- **Score:** Incorporate disparate signals from multiple sources into a single score output capable of triggering next step

- **Route:** Send data back to GTM datasets for immediate sales & marketing activities

Orchestrate all Data Processes to Automate Lead Scoring with RingLead

1 Platform to unify, clean, enrich, score and rout data through GTM systems to the correct place at the right time.

Aggregate

Connect all of your internal and systems to adjust scoring based on any third or first party data point. Maintain a single source of truth across all disparate systems.

- ☑ **Pre-Built Integrations with CRM, MAP, & Data Providers**
  RingLead's pre-built integrations with all your data sources make it easy to integrate all of your data sources into your scoring models

- ☑ **API Trigger maintains Distributed Data Quality**
  Any time a record is updated or created across your tech stack, you can ensure that relevant data is cleansed, enriched, scored, and seamlessly disseminated to connected systems .

- ☑ **Real-Time Data Inboarding from List & Webforms**
  Automate the process of ingesting and orchestrating data from Online web forms and list imports.
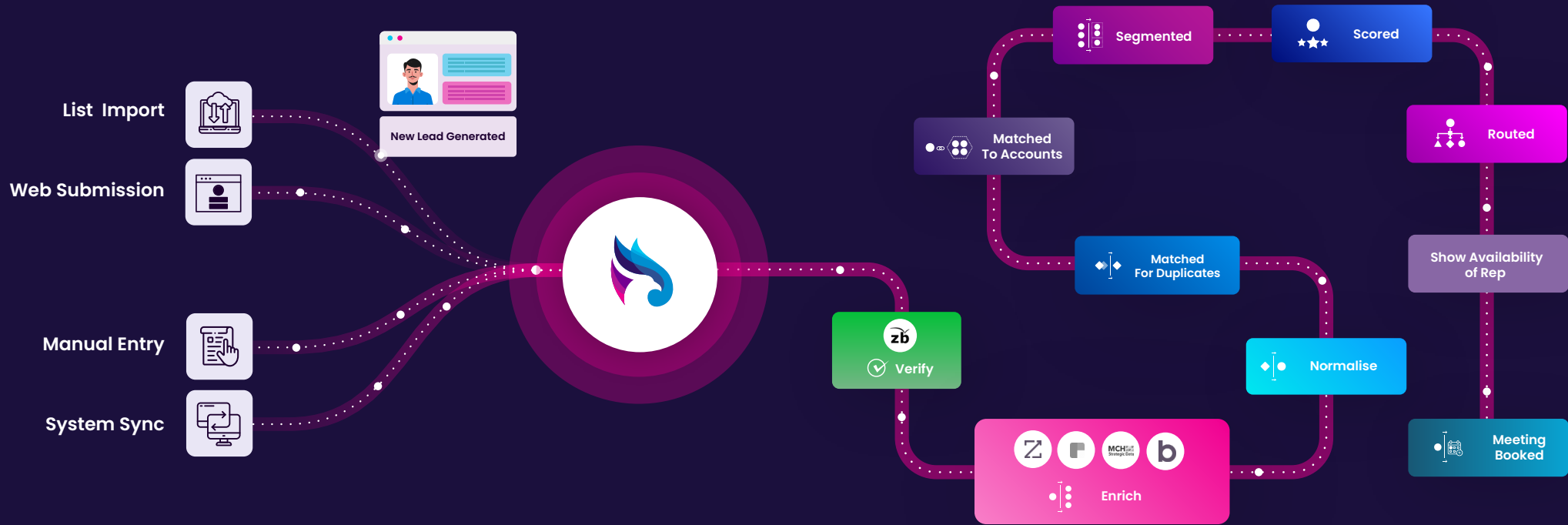
Prepare

Transform, Clean, Segment, & Enrich Data to make scoring possible.

- ☑ **Lead to Account Matching**
  Make dynamic Account behavioral scoring possible by matching leads to accounts.

- ☑ **Deduplication**
  Having one person's activity represented across multiple duplicate records is preventing potential MQL's. Use flexible real-time & batch deduplication to make your scoring accurate.

- ☑ **Segmentation & Standardization**
  Cluster & sub-cluster your personas into key Person & Account Level Segments. This is prerequisite to a robust scoring model & ICP development.

- ☑ **Waterfall Enrichment**
  Easily assign multiple vendors to enrich a single field by using conditional logic to determine which vendors are called on across multiple scenarios. Format data vendors to fit your taxonomy, not the other way around

Disseminate

Send data back to GTM datasets for immediate sales & marketing activities.

- ☑ **Route**
  Once a score threshold is hit - ensure sales follows up quickly by routing leads to the right rep. Set up complex Routing workflows based on any person or company attribute.

- ☑ **Round Robin**
  Assign routing workflows to Round Robin Pools with custom weighting to ensure high priority leads are distributed optimally.

- ☑ **Automate Meeting Scheduling**
  Ensure sales follows up with high priority leads by automating the process of booking a meeting on the correct sales reps calendar according to your routing rules.

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RingLead

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