PREDICTIVE | PERSONA | LOOK-ALIKE | INTENT

The 4 Step Scoring Program
for ABM Success

Leadspace

# Why Scoring is so Important for Account-Based Marketing

Scoring is an important tool for B2B Marketing and Sales. Whether you're dealing with demand generation, marketing/sales ops, or any form of customer engagement—scoring helps personalize engagement by identifying and prioritizing your prospects, and understanding their business needs.

As important as account and lead scoring are for "traditional" demand gen, they're even more critical for focused, strategic approaches like account-based marketing (ABM).

ABM requires concentrating your efforts on a group of select accounts and the key individuals within them. So knowing who to prioritize, how to engage them and when, is often the difference between success and failure.

At Leadspace, we've spent over a decade innovating, refining and perfecting our customer scoring models—powered by Artificial Intelligence (AI)—which, together with our unrivaled data management capabilities and real-time activations, comprise the B2B industry's first intelligent Customer Data Platform.

In this guide, we'll outline Leadspace's suite of proprietary AI scoring models, and how they're guiding over 200 Sales and Marketing teams to bigger, better deals, in less time.
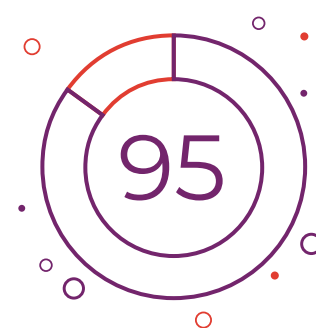
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The Secret Recipe to an Effective Scoring Model

As with any technology, not all scoring solutions are equal. In general, the effectiveness of any scoring model relies on a number of conditions:

● **DATA**

If you're using old, incorrect, incomplete or otherwise "bad" data, the scoring model will reflect that. Garbage in, garbage out.

● **CUSTOMIZATION**

The ability to customize scoring models and criteria is critical. No two business's audience or goals are exactly alike, so while you certainly want an out-of-the box product that's ready to use, you also need the flexibility to customize each model to fit your specific business goals if necessary.

● **TRANSPARENCY & INSIGHTS**

Having a transparent or "white box" scoring model lets you continuously optimize your scoring models, identify trends, and help demonstrate value to the rest of your organization.

● **ARTIFICIAL INTELLIGENCE**

If data is the fuel, then AI is the engine that produces your scores. Once you have established a strong data foundation, the power and sophistication of the technology behind the model determines how far you can actually go in deriving actionable insights and recommendations.

STEP 01

Predictive Scoring:
Intelligent ABM Account Selection

Predictive account scoring is a key ingredient for any ABM campaign—and arguably the most basic—as it helps Sales and Marketing to select and prioritize their accounts.

In most companies, this process is done manually via rule-based scoring inside their CRM and/or Marketing Automation; for example by working with Sales to figure out the best accounts, or using a few superficial account attributes like company size, industry, etc.

Apart from being time-consuming, this rudimentary method is highly unreliable, since the shared attributes that comprise your ideal customers are rarely as straightforward as a particular industry or company size. It could be to do with the technologies they use, the unique specialities or expertise their staff possess, or a combination of these and other factors. Your CRM or MAP typically won't have that kind of data; but more importantly, identifying such complex data patterns manually is impossible—even with an entire team of data analysts.

Also, what exactly are you trying to predict? Maybe you just want to identify the accounts most likely to buy from you. But there are many other potentially relevant criteria too: who will spend more, who's less likely to churn, who's more likely to renew or upsell, and so on. How can you figure out which combination of factors leads to any specific outcome—not to mention a combination of them?

> "
> There's a fingerprint, or DNA, of an ideal company, that you can't deconstruct manually because it's so much more than just industry, market type or company size. "

Jason Seeba

SVP Marketing and Revenue Operations at **Dynamic Signal**, a Leadspace customer

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By contrast, predictive scoring is a data-driven, automated method that's both highly-accurate and time-efficient. A predictive scoring model uses Artificial Intelligence to analyze your company data—including opportunity records—and identify the shared attributes of your best customers ("best" being determined by your own criteria: e.g. most likely to convert, higher ASP, etc.)

Your Ideal Customer Profile (ICP) is built based on those attributes, and accounts are subsequently scored against the ICP. Depending on their respective scores, each account is then categorized as an "A", "B" or "C" account, so you can decide how to prioritize and route them. For example, As and Bs can be sent directly to Sales/SDRs, while Cs are put into a marketing nurture campaign. Anything lower-scoring can be filtered out and ignored.

Leadspace predictive models can score by any combination of criteria —empowering our customers to meet their specific business targets, like higher ASP, better customer retention and higher win rates.

CASE STUDY
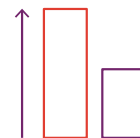
Sovos saw a 55% higher win rate with predictive scoring

FIND OUT HOW

Leadspace Predictive Scoring: **How it Works**

Leadspace CDP enriches your 1st-party data with unrivaled 3rd-party data coverage, for a complete view of every account.

Establish your goals (how do you define an ideal customer?)

Leadspace AI reveals the common "fingerprint" of your best customers (ICP), and scores all accounts accordingly.

Prioritize, segment and engage accounts for optimal results.

STEP 02

Look-Alike Scoring:
Clone Your Best Customers

Predictive scoring is an important starting point, but you can't build an ABM campaign based purely on your known audiences. Outbound prospecting is central to Account-Based Marketing—which is why any ABM campaign begins with drawing up a target account list.

But how do you select your target accounts? There are many prospects out there you've never heard of, including in markets you haven't sold into yet. You can't identify all those untapped opportunities with your ICP, as it's based on your historical data and existing "universe" of customers, and will naturally recommend only those companies who resemble them—limiting you to the same pool of prospects. A predictive model doesn't have the ability to "think" outside the box.

ABM teams typically attempt to tackle this problem by buying account lists, which leads to problems like bad or duplicate data. Worse still, even many genuine net-new accounts won't be qualified, as data vendors filter results by superficial data like company size or industry. In reality though, the shared DNA of your total addressable market is far more complex.

Leadspace look-alike modeling produces lists of exclusively highly-qualified, net-new accounts—based on a sample of your best deals—so you can expand your market reach and improve conversions. The list is scored by how closely each account resembles your sample accounts.

> " Leadspace takes a highly engaging, personalized approach that works for our business. It gives us the confidence that the data is always right. And if Leadspace ranks a prospect highly, we know it'll be a good fit. "

**Kathryn Dean**
Marketing Operations Manager, **Tipalti**

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Leadspace uses Deep Learning—an advanced form of AI in which an algorithm independently learns to identify patterns of data—to analyze your data together with data from the entire social web, and identify net-new prospects that share key characteristics of your best customers. These shared characteristics often include multiple combinations of factors that are impossible to map manually—like relative department sizes; the presence or prominence of certain job titles, roles and functions; company specialties, expertise and installed tech; organizational structure; customer base; etc.

Many of our customers use look-alike modeling to create target account lists for ABM—breaking into new markets, and automating and optimizing an otherwise arduous process.

CASE STUDY
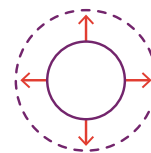
Tipalti expanded their target market by 13% & improved conversion rates by 20% with look-alike modeling.

FIND OUT HOW

Leadspace Look-Alike Scoring: **How it Works**

Provide a list of your best accounts. The list can be as small as two or three companies.

▶

Enrich those records with unrivaled 3rd-party data coverage.

▶

Leadspace Deep Learning AI sources a list of look-alike accounts, scoring each one by how closely it resembles you best customers.

▶

▶

Apply other scoring models (Predictive, Intent) to your list for accurate prioritization.

▶

Target your ABM campaigns exclusively at highly-qualified accounts.

STEP 03 | Intent Scoring:
Timing is Everything

After establishing customer "fit" via Predictive and/or Look-alike scoring, the next logical step is to ascertain when those accounts are actually in-market for your product, to make every engagement count.

For example, there's no point having Sales or an SDR reach out to an account that has little or no interest in buying at the moment—or by contrast, wasting time sending an ebook to an account that's currently in an active buying cycle for a product like yours.

Intent data helps you know when prospects are in-market for your products, so you can snap them up before the competition! It also lets you improve customer experience, by targeting prospects with material that's relevant to them right now. This in turn helps Marketing and Sales be more efficient with their resources.

Leadspace partners with leading 3rd and 1st party intent data providers like Bombora, G2 and Kickfire, and can integrate any additional intent sources, for the most comprehensive B2B intent data coverage.

But you need a robust scoring model to make sense of the dizzying number of intent signals out there.

> "We've seen higher quality opportunities, better conversations and bigger average deal sizes because we're getting into the conversation at the right time with the right people."
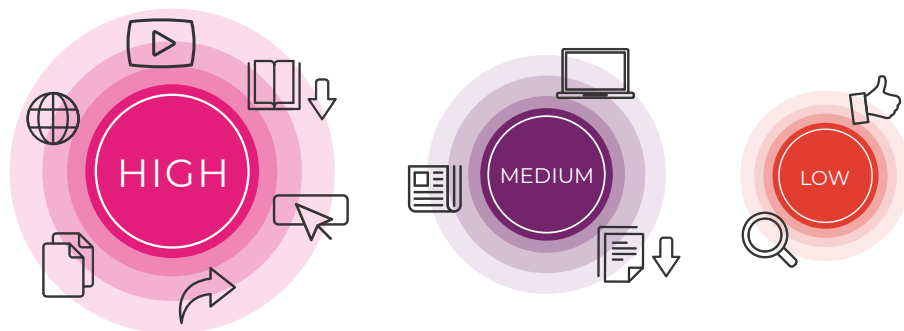
Brian Remington

Global Director of Sales Development at **OneLogin**, a Leadspace customer

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CASE STUDY

OneLogin doubled marketing engagement and cut sales cycles with intent.

FIND OUT HOW

Leadspace Intent Scoring lets you unlock the power of intent, using AI to aggregate all the intent signals that are relevant to your business, and combine them into a single score that shows when an account is demonstrating "Low", "Medium" or "High" buying intent—all in real-time. You can create multiple, custom scoring models for different product lines or to target different markets.

You can also see which topics each prospect is showing interest in, to personalize your Marketing or Sales engagement accordingly.

Leadspace Intent Scoring: **How it Works**

Leadspace helps establish which intent signal "topics" are relevant for you.

Gain access to unrivaled intent data coverage.

AI scoring models inform Sales and Marketing when an account is in-market.

Engage each prospect with the right message, at the right time.

STEP 04
Persona Scoring:
Personalize Every Engagement

Having the right accounts is the foundation of any successful ABM campaign. But ultimately, ABM is still about selling to *people*.

Who are the decision-makers and influencers you need to convince within each account? What do they care about? In an age of hyper-personalized consumer marketing, these people expect the same level of personalization from the B2B companies vying for their attention—and, more importantly, for their dollars.

Most marketing teams create their target personas based on superficial criteria like job title. But like an ICP, a true buyer persona is far more complex. First of all, B2B job titles range from the misleading to the downright mystifying (think "Chief Rockstar," "Chief Happiness Officer" or "Digital Overlord"—yes these are real). But there are also many reasons why a person with the "right" job title might not be the person you should be targeting. For example, they may not have the relevant expertise, their technology stack might not be compatible with your solution, or—despite an apparently "senior" title—they don't actually have any buying authority.

Leadspace ideal buyer personas combine AI, 3rd-party data, and our own proprietary B2B person-level data, to determine precisely what your ideal buyers look like. That includes highly person-specific data, ranging from job responsibilities and seniority, to experience and expertise, to the technologies they use, and much more. Leads and contacts are then scored against these custom personas for a unique persona score, so you know exactly who your best prospects are.

> "
> Leadspace feels like an extension of our Marketing team—it's integral to everything we do... It's totally changed the way we do marketing.
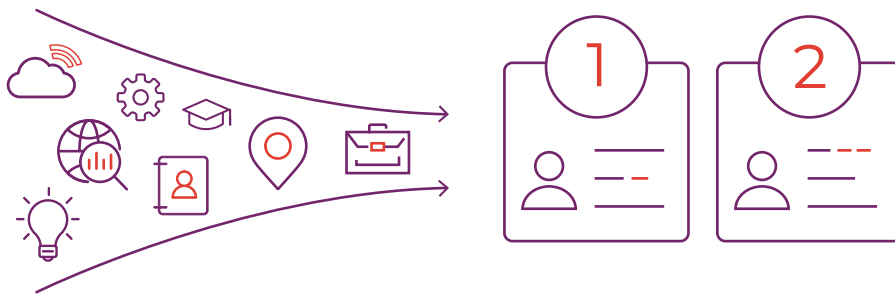> "

Meredith Gadouri
Director of ABM and Demand Generation, **Dynamic Signal**

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You can create as many personas as you want, to personalize every engagement. For example, if you need buy-in from two very different kinds of people—say, Marketing and IT—your messaging for each persona would need to be very different in both tone and content.

In this way, you can bring a B2C-level of personalization into your B2B Marketing and Sales efforts—including targeted, persona-specific digital ad and direct mail campaigns.

Leadspace Persona Scoring: **How it Works**

Leadspace CDP enriches your 1st-party data with unrivaled 3rd-party data coverage, for a complete view of every individual lead and contact.

With guidance from your Sales and Marketing team, Leadspace AI uses that data to build custom ideal buyer personas.

All leads and contacts are given a Leadspace persona score.

Personalize every Sales and Marketing engagement for better results.

Find out how Leadspace's intelligent B2B Customer Data Platform can take your ABM to the next level.

SCHEDULE A DEMO

Leadspace