MARRINA DECISIONS

A Path to Higher Conversions:

Developing a Lead Scoring Model Focused on Quality, not Quantity.

With the help of Marrina Decisions, one of our High-tech Enterprise clients optimized its lead scoring to increase MQL conversions.

Marrina Decisions is a result-oriented, collaborative team with rich Marketing Operations skills. Our core values are centered on passion, quality, efficiency, and empathy, with a genuine desire to consistently deliver value to make a measurable impact for our clients. We've partnered with many companies, including this Enterprise cloud-first business which provides employees with a modern experience and devices that are fast and secure.

THE CHALLENGE

This global Enterprise client had no problem generating leads, but was faced with frequent feedback from their sales counterparts that the MQLs coming to them "weren't quite ready." Not an uncommon phrase heard by marketers, the client's marketing team embarked on a journey to review its current lead scoring model and associated data, and revamp it for the better. **The hope was to increase the conversion rate to SQL and continue to fill the sales team's funnel.**

THE APPROACH

The Marrina Decisions team of Marketing Ops and data professionals launched a three-phased approach including:

➤➤ A deep-dive of the existing lead scoring model to pinpoint areas for opportunity.

➤➤ Threshold review to determine how best to alter the lead scoring model to pass along truly qualified leads to the sales teams.

➤➤ Sales and marketing team education and optimization post-launch.

The data illustrated the path forward, and the following solutions were put into place:

- Created a demographic threshold against a list of key criteria that needed to be met before behavior qualifying. This ensured that non-qualified buyers didn't make their way to sales just because they engaged often.

- Optimized behavioral scoring to reduce score inflation, manage score decay and, adjust event scores based on event size, tier, and relevance.

- Centralized scoring operations in the automation tool, for consistency on naming conventions, scoring reset, and minimization of multiple campaigns from creating double MQLs.

- Documented all associated processes and workflows for future fine-tuning, new-hire education, and knowledge transfer across all teams.

THE RESULTS

The most successful lead scoring models are a combination of art and science, but also alignment with the sales teams. The work Marrina Decisions embarked on with this renowned Enterprise team enabled them to leverage the data in the system, a true joint collaboration between the team of Marrina experts and input from the sales. As a result, the leads being passed to the sales team were markedly more sales ready. In the first six months of the new scoring model being implemented, conversion to SQL increased by almost 20%. The team also continues Lead Scoring Optimization efforts quarter after quarter to ensure MQLs meet expectations and continue to represent the highest quality leads, ready for the sales team.

How Marrina Decisions Can Help Build a Successful Lead Scoring Program

If your company is looking to achieve the same results described above, please contact us.

Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.

CONTACT US TODAY!