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Everything we know so far about Lead Scoring in HubSpot Marketing Hub

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Last year, we authored our most successful white paper to date: Two-Dimensional Lead Scoring Made Simple in HubSpot.

Traditionally, HubSpot has only supported a one-dimensional approach to lead scoring. We believed that by introducing a new perspective that evaluates both engagement and fit separately, marketers could gain a more comprehensive understanding of lead qualification.

Recently, HubSpot introduced a significant **update to its Lead Scoring capabilities** within the Marketing Hub. This private beta release, expected to be publicly available by the Inbound conference in September 2024, promises to revolutionize the way marketers approach lead management and qualification.

This ebook serves as a comprehensive guide, designed to walk you through the process of setting up the new lead scoring in HubSpot, while providing invaluable insight on the critical factors to consider when determining which properties to score.

The Importance of Lead Scoring

Lead scoring has emerged as a crucial strategy for businesses to effectively prioritize and nurture their prospects. By assigning a numerical value to each lead based on their level of engagement and fit with your ideal customer profile, you can streamline your sales and marketing efforts, ensuring that your team focuses on the most promising opportunities.
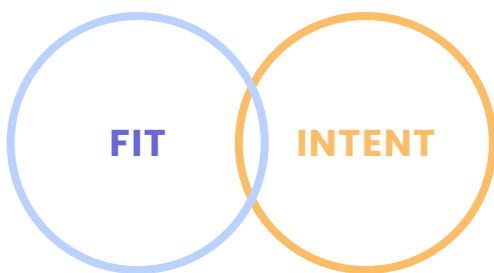
However, the limitations of traditional lead scoring, which often relies solely on behavioral data, have become increasingly apparent. It can fail to differentiate between highly engaged leads who are not an ideal fit and those who are a perfect fit but have shown minimal engagement. Two-Dimensional Lead Scoring addresses this gap by evaluating leads based on two dimensions:

① Behavioral scoring

Assesses a lead's engagement with digital assets like website visits, email opens, and content downloads. This helps identify actively interested leads.

② Demographic scoring
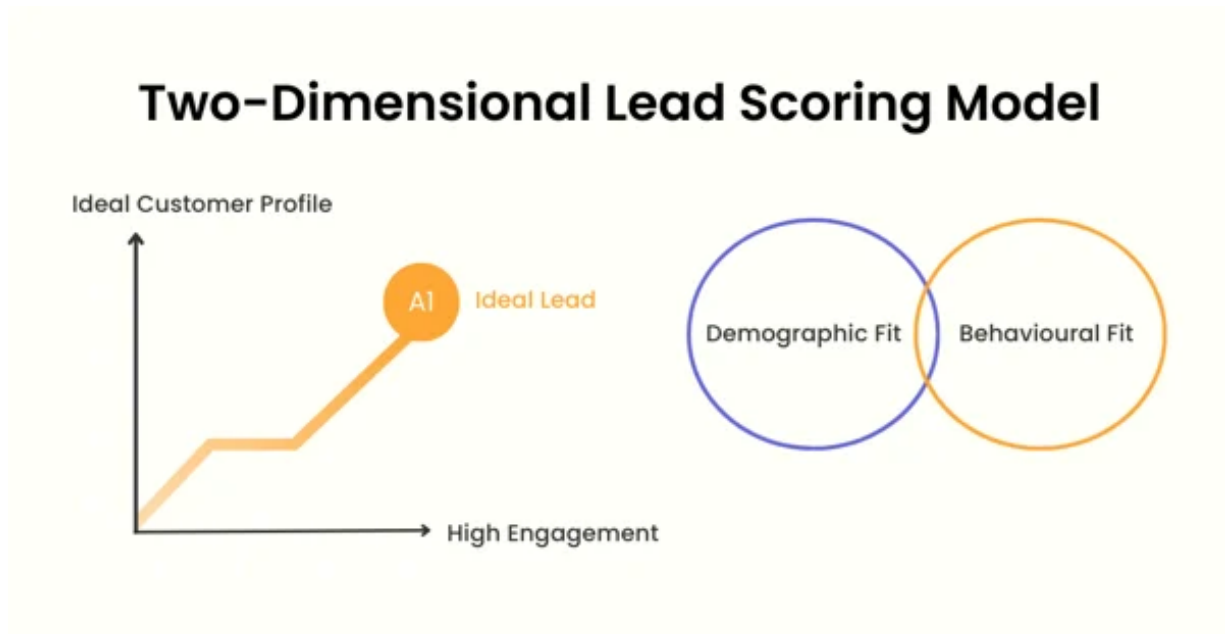
Focuses on lead characteristics like company size, industry, job title, and location. This provides insights into fit for the product/service.

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Benefits of Two-Dimensional Lead Scoring

- **Increased precision**: By considering both behavioural and demographic data, Two-Dimensional Lead Scoring provides a more accurate assessment of lead quality.

- **Improved lead nurturing**: Targeted and personalized engagement strategies based on lead scores lead to higher conversion rates.

- **Better resource allocation**: Sales and marketing teams can focus their efforts on leads with the highest potential, optimizing resource allocation.

- **Enhanced customer segmentation**: A more nuanced understanding of leads allows for more refined customer segmentation strategies.

Two-Dimensional Lead Scoring Model

Ideal Customer Profile

A1   Ideal Lead

High Engagement

Demographic Fit   Behavioural Fit

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To effectively implement Two-Dimensional Lead Scoring, businesses must seamlessly integrate and analyze behavioral and demographic data. This involves:

Data Collection

Gathering robust behavioral and demographic data using website tracking, marketing automation, and sales engagement platforms for lead activities, and firmographic data from lead forms, CRM records, and relevant sources.

Data Integration

Centralizing all data into a unified system, such as a CRM or marketing automation platform, to create a comprehensive view of each lead and analyze the connections between their attributes and behaviors.

Scoring Algorithms

Developing algorithms to weight and evaluate the relative importance of behavioral and demographic data points based on the ideal customer profile and predictive signals of sales-readiness and likelihood to engage – check what we're doing with Thalox.

Regular Updates

Continuous optimization of lead scoring by regularly reviewing the scoring model, testing new variables, and adjusting weightings based on gathered data and insights.

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The importance of defining the right attributes

The foundation of a successful lead scoring model is identifying the right properties to score. This goes beyond just technical implementation - it requires a deep understanding of your customer data and what attributes are most predictive of sales-readiness.

When selecting the properties to include in your scoring, there are a few critical factors to consider:

Fill Rates

Ensure you are scoring on data points that have high completion rates across your leads. Properties with low fill rates will introduce significant gaps in your scoring.

Variance

Avoid using free-text fields or properties with high variance in the values. This can make it difficult to consistently score and categorize leads. Standardized, well-defined properties are ideal.

Predictive Power

Analyze which properties have the strongest correlation with engagement. Focus on scoring the data points that are truly indicative of lead quality and fit.

The key is to take a strategic, data-driven approach to building your lead scoring model. Analyze your existing customer data, identify the most meaningful attributes, and construct a scoring system that accurately reflects lead quality and sales-readiness.

> **Thalox integration with HubSpot gives you this information for free – make sure to have it before starting to develop your model.**

Download this template to design your scoring model before integrating it with HubSpot. It includes all the essential configurations for assigning points to various attributes and setting thresholds, ensuring you have clear guidance on the optimal actions to take in different scenarios.

The new Lead Scoring feature in HubSpot's Marketing Hub introduces a dedicated space for setting up and managing your scoring criteria. This marks a departure from the previous property-based approach, offering a more intuitive and comprehensive solution for marketers.

Creating Engagement and Fit Scores

The new lead scoring system allows marketers to create both engagement and fit scores, providing a dual lens for evaluating leads. Here's how each score works:

① Contact Engagement Score

The Contact Engagement Score is a measure of a contact's level of engagement based on their behavior and interactions with your marketing and sales efforts. This score reflects the contact's level of interest and involvement with your brand, providing valuable insights into their potential to convert.

Factors that contribute to this score include:

- Email opens

- Page visits

- CTA clicks

Each interaction earns points, and marketers can set maximum points for each engagement category. For example, visiting a webpage could earn 1 point, while clicking on a CTA might earn 5 points, with caps set to prevent overwhelming the score.

(2) Contact Fit Score

The Contact Fit Score, on the other hand, focuses on the demographic and firmographic attributes of the contact, evaluating how well they align with your ideal customer profile. This score helps you identify the leads that are most likely to become valuable customers, based on their fit with your target audience.

Criteria may include:

- Company size

- Geographic location

- Job title

Utilizing both scores allows marketers to not only assess engagement but also determine if the lead is a suitable fit for the product or service offered.

Setting Up Your Lead Scoring Criteria

To implement the new lead scoring system, follow these steps:

1. Access the lead scoring app in Marketing Hub.

2. Create a new score by selecting either engagement or fit.

3. Add scoring rules based on desired interactions.

4. Set maximum points for each scoring category.

5. Activate the score to begin tracking leads.

When creating a new lead scoring model in HubSpot's Marketing Hub, you'll have the option to set up the Contact Engagement Score and the Contact Fit Score, both at the contact and company level.
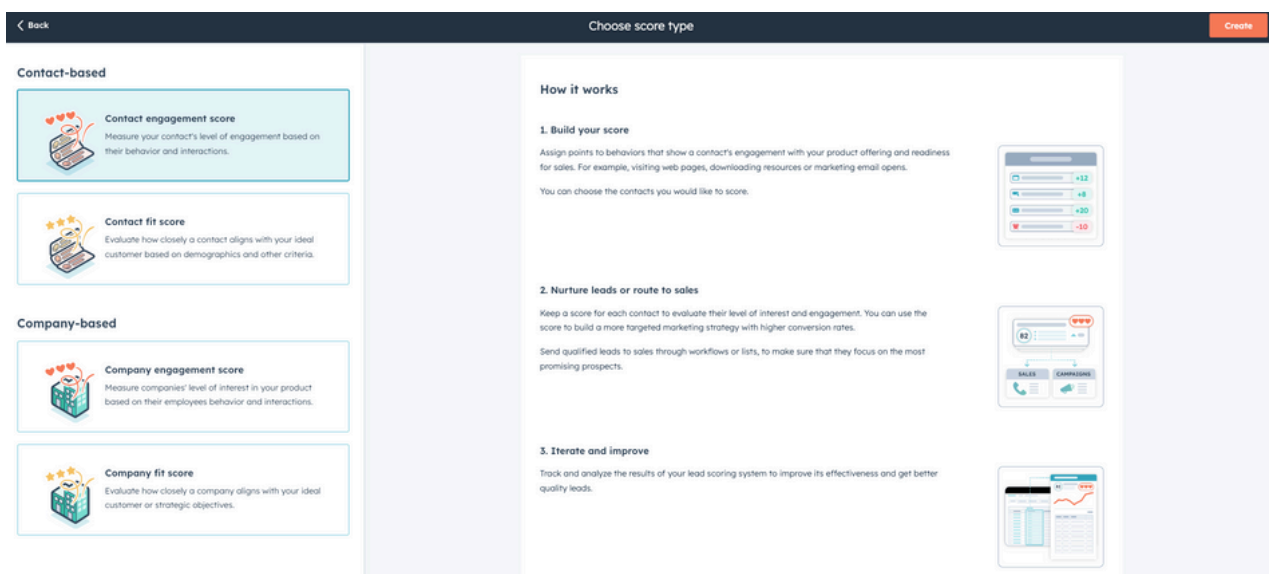
Figure 1 - Lead Scoring in Marketing Hub

Configuring the Contact Engagement Score

To set up the Contact Engagement Score, you'll need to define the specific events and actions that will contribute to a contact's engagement level. HubSpot provides a wide range of pre-defined event groups, such as marketing emails, website interactions, and social media activities, making it easy to get started.

Within each event group, you can further refine your scoring criteria by filtering on specific email names, website pages, or social media campaigns. This level of granularity allows you to assign different point values based on the significance of each interaction, ensuring that your scoring accurately reflects the contact's level of engagement.

Figure 2 - Contact Engagement Score

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Additionally, HubSpot has introduced a new feature called "Decay Score," which allows you to gradually reduce the point value of older interactions over time. The elimination of negative scores and the introduction of the Decay Score feature helps maintain the accuracy of your scoring model, as recent activities tend to be more indicative of a contact's current level of engagement.

Figure 3 - Decay Score

Configuring the Contact Fit Score

To set up the Contact Fit Score, you'll need to define the specific criteria that you consider important for your business. HubSpot provides a range of pre-defined attributes that you can use, or you can create custom properties to capture unique characteristics of your target audience.

Figure 4 - Contact Fit Score

The platform allows for flexibility, enabling adjustments to scoring rules as needed. Marketers can also utilize exclusion lists to ensure that certain leads, such as competitors, are not scored.

Figure 5 - Exclusion lists

Watch the video below for more info.

Introducing Thresholds for Lead Scoring

You can now define minimum point thresholds to automatically categorize your leads as High, Medium, or Low. These thresholds are saved as individual properties in your CRM, making them accessible across workflows, lists, and on the contact record itself.

To set up lead scoring thresholds, follow these steps:

1   Navigate to **Marketing → Lead Scoring**

2   In the score setup, go to **Settings → Score Thresholds**.

3   From here, you can define the point ranges for Low, Medium, and High scores.

Once configured, the threshold values are stored as properties in your CRM, allowing you to easily reference them throughout HubSpot— whether you're building workflows, filtering lists, or viewing contact records.

Figure 6 - Thresholds

Understand score limits

The default behavior is to score a contact or company whenever a specified event type occurs. To restrict the maximum score attainable for that event, click on "Score every time," then choose "Limit to" and input the desired point value.

For instance, if a contact submits a form worth one point five times, but the rule is limited to 2 points, only the first two submissions will be counted.
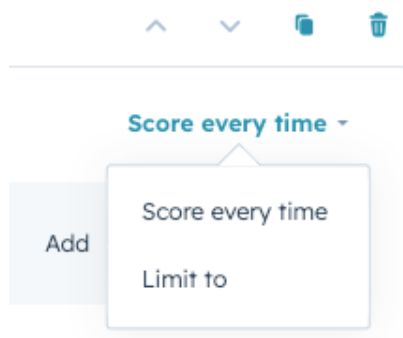
The score limit represents the highest number of points that can contribute to the overall score.

When a contact reaches this limit, no additional points will be included in their score

Figure 7 - Score limits

The group score limit enables you to cap the maximum number of points from a particular group. Upon reaching the group limit, no further points from that group will be added to the contact's score. All group limits contribute to the overall score limit..

Reset Scores

If a contact or company has become disqualified, you may need to reset their score. In such instances, a workflow can be employed to automatically reset the engagement score to zero based on specific triggers.
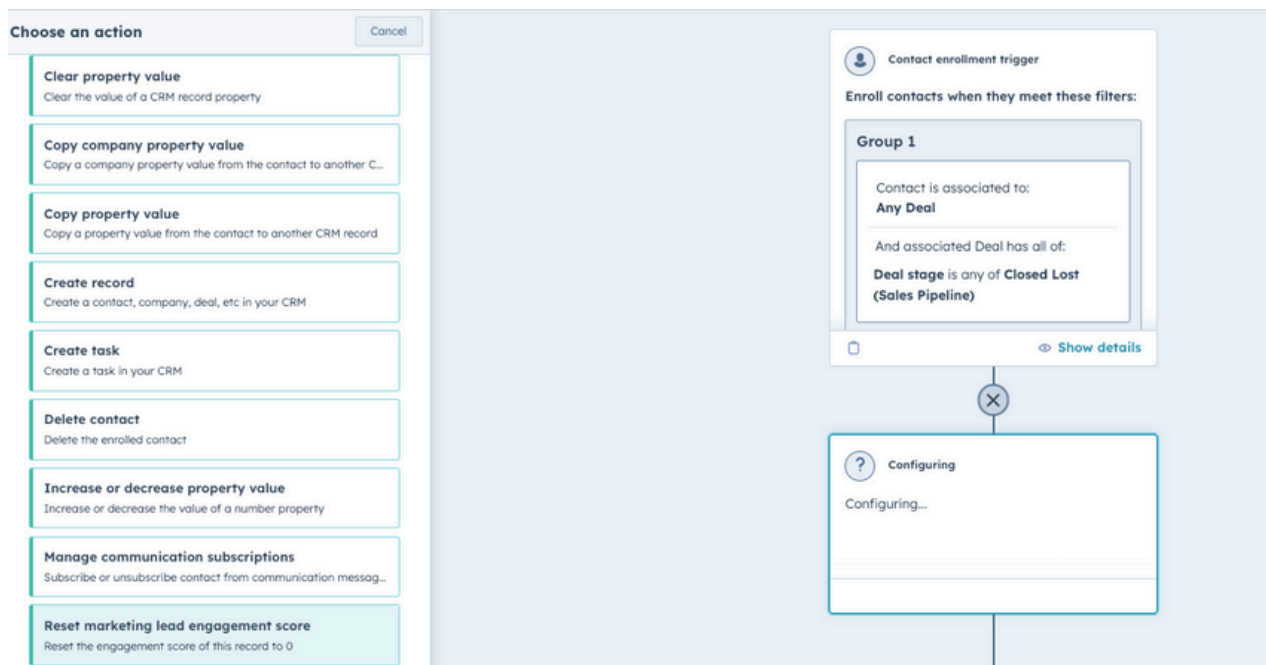
Figure 8 - Reset Score workflow.

Contact Lead Score CRM Card and Score History

The lead score CRM card and score history panel let marketers and sales teams easily check out a contact's lead score, along with a breakdown of their score history and any recent activity that affected it. The new lead score card allows you to see a contact's score (or multiple scores) and the activity that influenced it, helping you personalize your outreach.
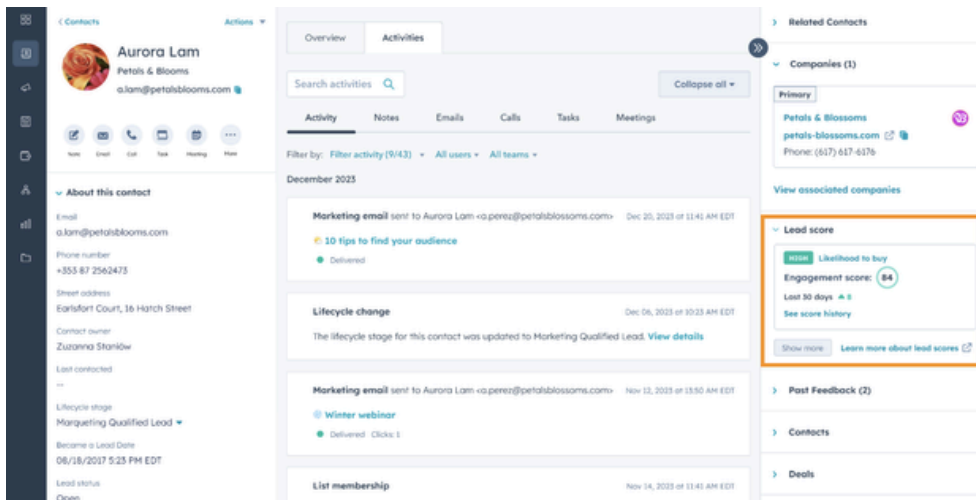
Figure 9 - Lead score in CRM card. Source: HubSpot Product Updates, accessed on 24th Sept 2024..

To add the lead scorecard to the contact record, just customize your contact view (instructions are in this Knowledge Base article) and choose the 'Lead Score' card. Once it's set up, you'll be able to quickly see the contact's score (or scores) right on their record.

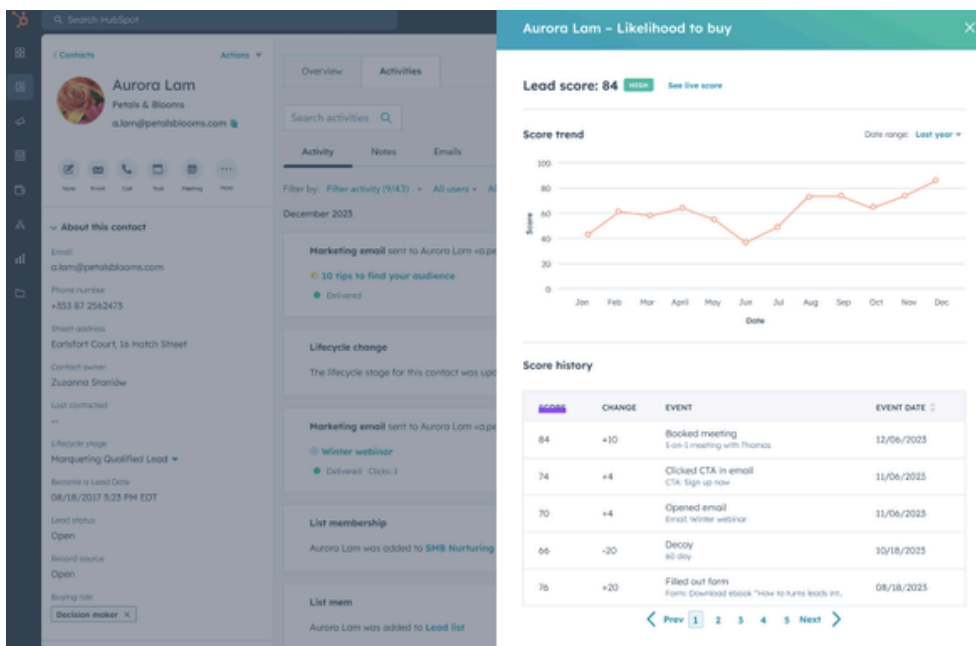*Figure 10 - Score History. Source: HubSpot Product Updates, accessed on 24th Sept 2024.*
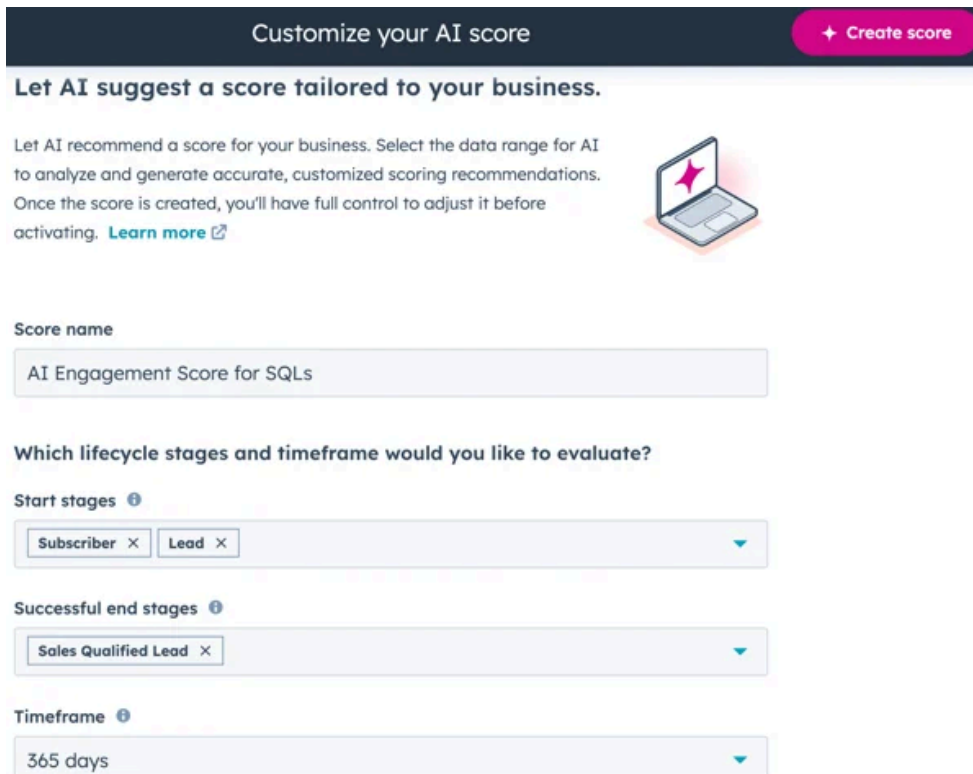
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Contact Score with AI (Enterprise Only)

If you're using Marketing Hub Enterprise, you can create contact fit and engagement scores using AI. AI evaluates your contacts and provides recommendations based on the analysis, making scoring more accurate and data-driven.

Here's how to set it up:

1 Go to **Marketing → Lead Scoring** in HubSpot.

2 Click **Create score with AI.**

3 Choose **Contact engagement score** or **Contact fit score**, then hit **Next**.

4 Name your score and choose a **lifecycle stage** change to evaluate (e.g., Subscriber to Sales Qualified Lead).

5 Pick a **timeframe** for evaluation (e.g., 90 days).

6 Click **Create score** and confirm.

Figure 11 - AI Score in HubSpot

AI evaluation may take up to an hour, and you can monitor its progress on the lead scoring page.

Once it's done, review and edit the score as needed. Turn it on when you're ready.

For another option on leveraging AI for lead scoring, check out further down in this ebook.

The next evolution in lead scoring is to leverage the power of AI. This is where Thalox comes into play. Thalox, a certified integration by HubSpot, utilizes advanced machine learning algorithms to analyze historical contact data. It then provides a predictive score indicating the likelihood of a contact's future engagement.

Thalox eliminates the need for manual and gut-feeling score setting by using AI predictive analytics to deliver insights. This means you'll know which leads are most likely to engage with your next email, ensuring your efforts are directed toward the highest potential prospects.

By combining the robust two-dimensional scoring system in HubSpot with Thalox's AI-driven insights, you can create a more accurate and reliable lead scoring system. This integration not only enhances your ability to qualify leads but also ensures your marketing efforts are focused on prospects with the highest potential for conversion.
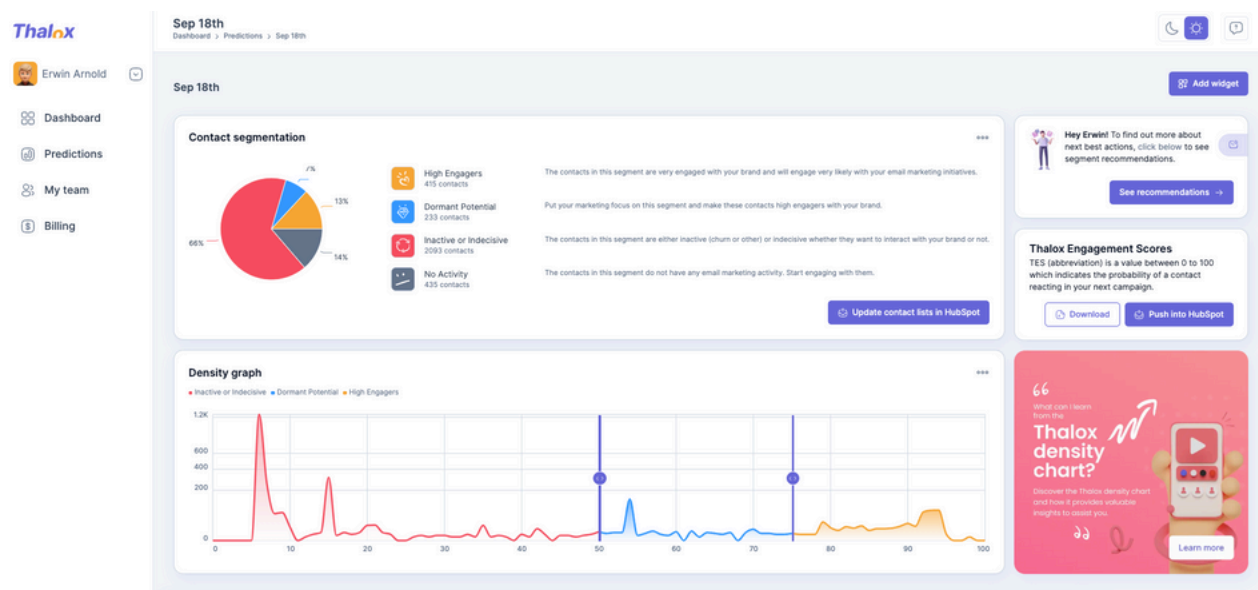
Figure 12- AI-powered Contact Engagement Score | Thalox

When you create a two-dimensional scoring model using the classic score properties, the report could look something like this:

Date range: All time

HUBSPOT IMPLIZIT CONS	A	B	C	D	TOTAL
1	0	357	2.201	571	3.129
2	1	740	4.748	1.257	6.746
3	1	261	818	86	1.166
4	0	58	101	5	164
Report Total	2	1.416	7.868	1.919	11.205

Figure 13- Two-dimensional scoring report.

You can see more details here.

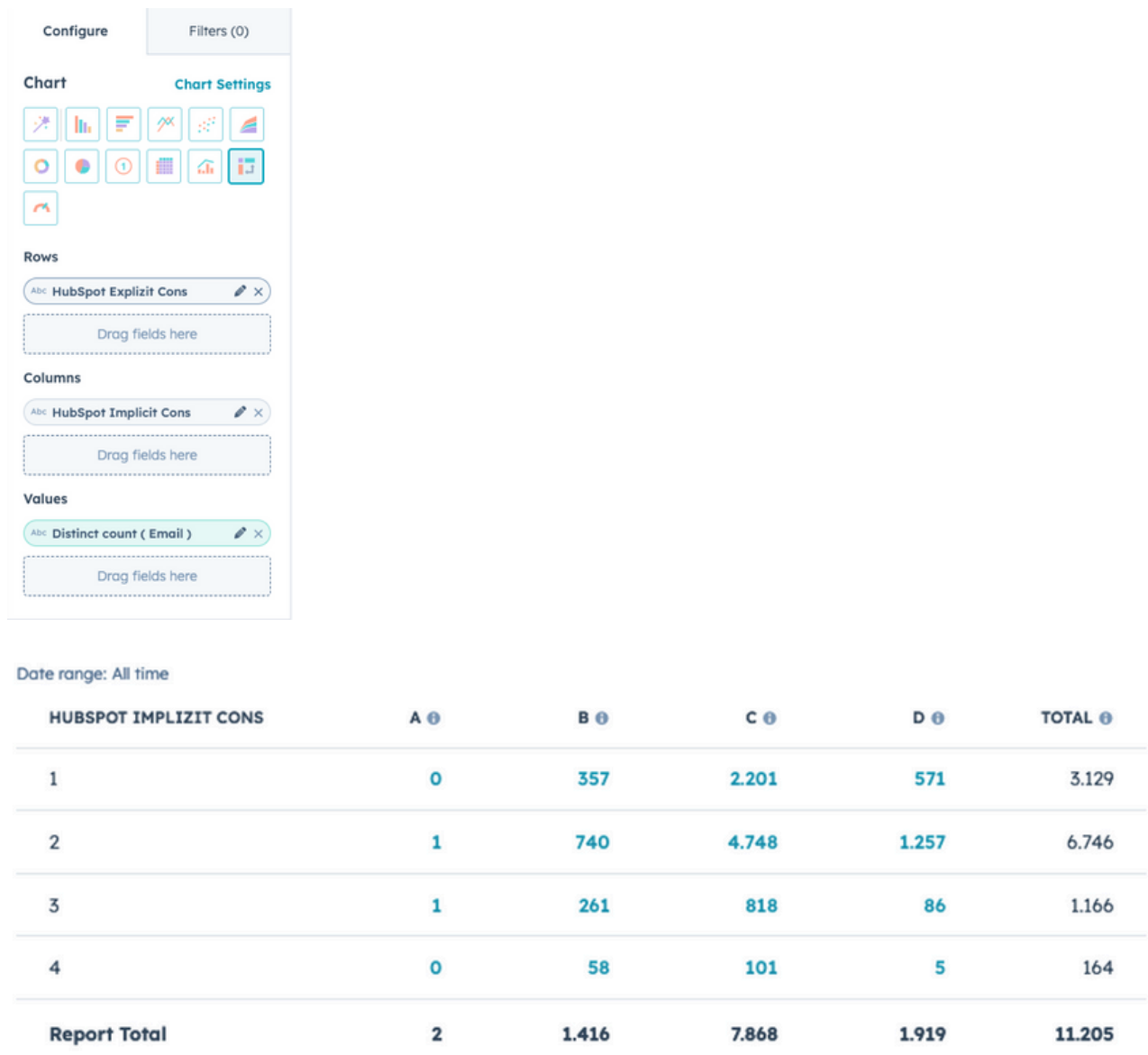# Embracing the Future of Lead Scoring in HubSpot

We can also look forward to other exciting features coming soon.

By integrating AI, the system will provide more precise assessments of how well leads match your ideal customer profile, ensuring that your sales team focuses on the most qualified prospects.

The new Lead Scoring feature in HubSpot's Marketing Hub represents a significant step forward in the world of lead management and qualification.

The dedicated Lead Scoring interface in HubSpot's Marketing Hub streamlines the setup and management of your scoring criteria, making it easier to maintain and optimize your lead scoring model over time.

The two-dimensional scoring approach allows you to better understand the needs and preferences of your target audience, enabling you to tailor your marketing and sales strategies accordingly.

To stay up-to-date on the latest developments and insights related to HubSpot's Lead Scoring feature, be sure to follow Thalox on LinkedIn.

And if you're ready to take the next step, start your 30-day trial of Thalox today.

Start for Free >

Contact us >

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- 6 years of experience in B2B marketing
- Master's degree in marketing management & international affairs
- 3 years of hands-on experience with HubSpot, specializing in CRM, marketing automation, and campaign management
- Passionate about creating marketing strategies that drive business growth and engage people
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Feel free to reach out for support or to schedule a call!

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