



itracMEDIA Lead Scoring: A real understanding in real time.

Our Proprietary lead scoring algorithm builds a highly detailed list of interested prospects, leads and customers. Based on a variety of relevant factors, it automatically assigns a score for all your leads and ranks them from most interested to least interested.

Lead scoring can be set up in two ways: the first way is to send an email campaign using itracEMS Campaign Manager. The second way is using an itracEMS code on your web-registration forms.

Both ways offer a real-time view of contacts

What does a Lead Score Report look like?

From the Lead Score Hotlist you can drill down to see a detailed history for each contact in your database in real-time. You are notified of buy signals immediately.

The Lead Score Report displays several scores for each contact. The total 'score' (right column), is calculated by itracEMS, taking into account a number of different factors including:

- email score (# emails clicked)
- web score (# pages visited)
- rank, date, and a variety of other factors.

Score Report (43): Custom Filter Filter Applied

Filter: Last 60 Days

	iProfile	Details	firstname	lastname	email
<input type="checkbox"/>	iProfile	Details	samuel	kanjeekal	kanjeekal@gmail.com
<input type="checkbox"/>	iProfile	Details	Chi Wing	Fong	cw.fong88@hotmail.com

19:36:28 EDT 2008	5	15	2.50	105.00
17:22:37 EDT 2008	1	13	2.50	56.00
21:50:57 EDT 2008	3	7	2.50	56.00
19:36:59 EDT 2008	1	12	2.50	52.50
21:42:54 EDT 2008	1	10	2.50	45.50
00:00:00 EDT 2008	2	5	2.50	38.50
	1	7	2.50	35.00
	1	6	2.50	31.50

emailScore	webScore	scoreFactor	score
5	15	2.50	105.00
1	13	2.50	56.00
3	7	2.50	56.00
1	12	2.50	52.50

Incorporate activity data prior to date of registration, for a 360 degree historical profile.



who visit your website and tell you specifically what they are looking at, what pages and for how long. Using real estate as an example, this can tell you if what floor plans a prospect was looking at, when they were looking at the plans and the length of each visit.

More than just names and numbers, it's the way to truly understand each person — their specific interests and the strength and recentness of their interests. (You also gain valuable insight like how a lead found your website in the first place).

Knowing each person's interests, your sales force can immediately target "hot prospects." Our lead scoring offers the clear insight and direction you need to turn a huge database into huge business results.

Lead Scoring Insights

John Smith was on your website 3 days in a row and spent 2 hours researching your products and services.

Source	
date	referrer
Wed Jun 18 19:31:19 EDT 2008	http://66.223.50.191/ply/registration_page/waterlink/waterlink_register.html

10 of your top 50 prospects have visited your website today.

date	url	duration	browser
Wed Jun 18 19:36:28 EDT 2008	http://waterlink.ca/redirect.php?url=http://www.waterlink.ca/L-064.pdf		
Wed Jun 18 19:36:28 EDT 2008	http://waterlink.ca/redirect.php?url=http://www.waterlink.ca/L-064.pdf		
Wed Jun 18 19:36:05 EDT 2008	http://waterlink.ca/redirect.php?url=http://www.waterlink.ca/P-049.pdf	18s	
Wed Jun 18 19:35:16 EDT 2008	http://waterlink.ca/redirect.php?url=http://www.waterlink.ca/pier_024.pdf	21s	
Wed Jun 18 19:33:03 EDT 2008	http://waterlink.ca/redirect.php?url=http://www.waterlink.ca/pier_015.pdf	173s	

A previously dead lead has suddenly shown up on your site today for 2 hours after 30 days of inactivity.

Jane Brown was on your website looking at payment options which is a strong buy signal.