

HIPB2B

B2B DEMAND GENERATION

HISTORICAL BEHAVIOR SCORING

HISTORICAL BEHAVIOR SCORES MAY BE APPENDED TO BOTH TYPES OF CAMPAIGNS.



Traditionally, lead generation has centered on the capture; the moment when the viewer enters their information and clicks submit. Those who did so were considered leads and those who didn't were not. Though obviously important, the capture provides only a narrow view of a lead.

In reality, the form completion is just one data point in a much longer string of behaviors. Users download content for all sorts of reasons, from evaluating products to just staying up to date. Context is the key to telling the former from the latter.

Historical Behavior Scoring (HBS) helps to connect these dots. Drawing from a pool of more than 300 million emails sent, HIPB2B uses a proprietary algorithm to assign numeric scores to your leads based on the type, frequency, and recency of their engagement with similar offers. HBS allows you to define the time period, from the past couple of weeks to the past couple of years.

FOR LEAD GENERATION:

HBS provides the contextual information required to make informed follow-up decisions for each lead. This allows you to separate educated prospects from and those just starting their journey. HBS scores also provide an enhanced baseline for lead scoring, helping to accelerate leads through your nurture process.

FOR ENGAGEMENT DATA:

Appending HBS to all the opens, clicks, and form completions allows you to access the full value of your campaign. Scores for leads help to inform follow-up conversations and nurture, while scores for clicks and opens can help to identify near-misses and key opportunities for retargeting.

