

# Event Registration Lead Scoring

## Lead Scoring: Take Your Webinars to the Next Level

Companies are investing heavily in lead generation webinar programs, but sales teams often struggle to identify the best leads to contact immediately, while avoiding leads with very limited potential. Lead scoring, a systematic method for ranking sales leads, has proven to be an effective solution to this dilemma by enabling marketers to more efficiently pass opportunities into the sales cycle.

Corvent's Attendee Metrics Platform provides lead scoring functionality, helping registration clients to prioritize webinar leads, expedite the sales process and increase event ROI. Registrant data can be gathered at any point—before, during and after—allowing for multiple touch points in the event process.

## How it Works

As part of a twofold ranking system, values can be assigned to both questions and responses, with overall scores determined by multiplying the question value and the response value. Alternately, either scoring method can be deployed as a standalone solution.

All points are collected and the lead score sum is instantly available online in registration, attendance and other event reports. Question sets are stored in the Question Manager, a repository of event questions and responses that can be reused from one event to the next.

### Tip!

Have sales and marketing work together to devise the question/answer ranking system.

Not only will it foster an atmosphere of collaboration, but both teams will be more invested in the process and feel a heightened sense of ownership and responsibility for the leads.

## Lead Scoring Benefits

### ➤ Save Time

Lead scores are automatically tabulated and immediately available in event reports, eliminating time spent manually scouring multiple data sources and compiling statistics.

### ➤ Easily Evaluate Leads

Marketers are able to identify top prospects at a glance and can swiftly pass on sales-ready leads, while retaining leads that need further nurturing.

### ➤ Prioritize Follow-up Activities

Sales can more effectively plan post-event follow up and reach out more quickly to the most qualified leads.

### ➤ Accelerate Lead Conversion

Expedite the lead-to-close cycle by rapidly funneling high priority prospects to the sales team. Further improve efficiency by implementing Lead Scoring along with SFA/CRM integration.

### ➤ Increase Event ROI

By implementing a lead scoring process, companies are able to save time and improve sales and marketing effectiveness, thereby resulting in increased success and greater event ROI.

**For more information, contact a Corvent Account Manager at 1.800.493.1592.**