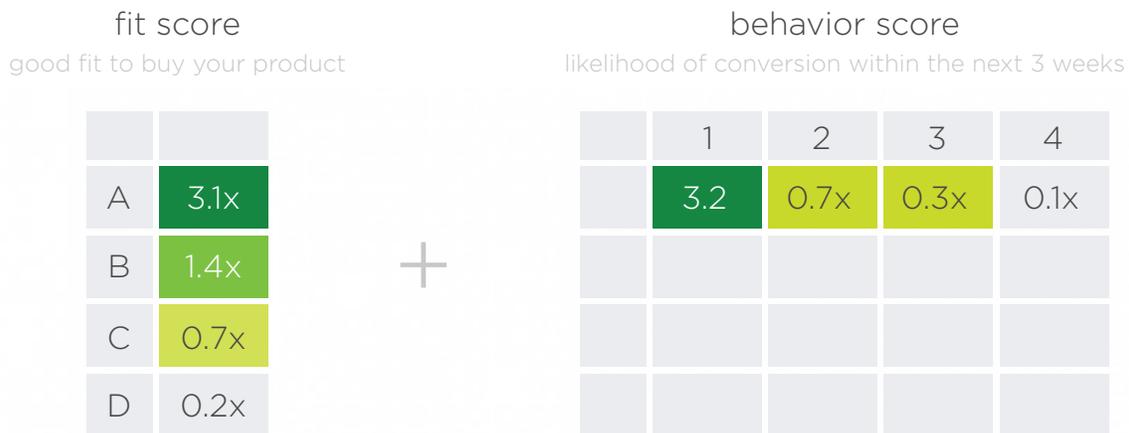


What's the difference between
traditional and predictive

BEHAVIOR SCORING?

Dramatically improve your ability to predict winners with Infer's Behavior Scoring.

Instead of manually adding points for a given action, Infer's behavioral scoring models use powerful machine learning to mine the full spectrum of activity-data inside your marketing automation platform. Sales and marketing teams can then use behavioral scores to predict **which prospects will convert in the next three-weeks.**

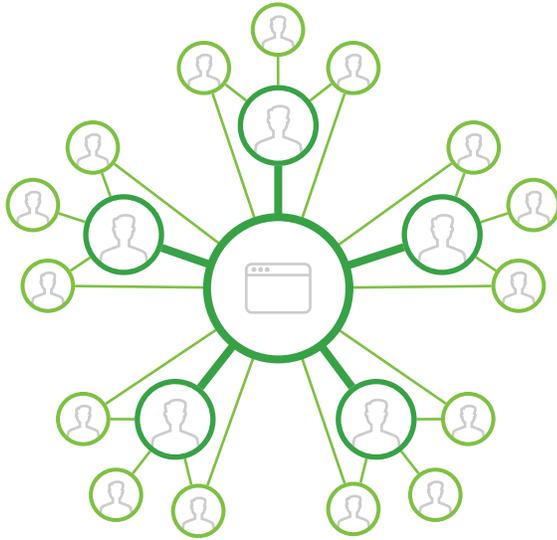


Fit Score

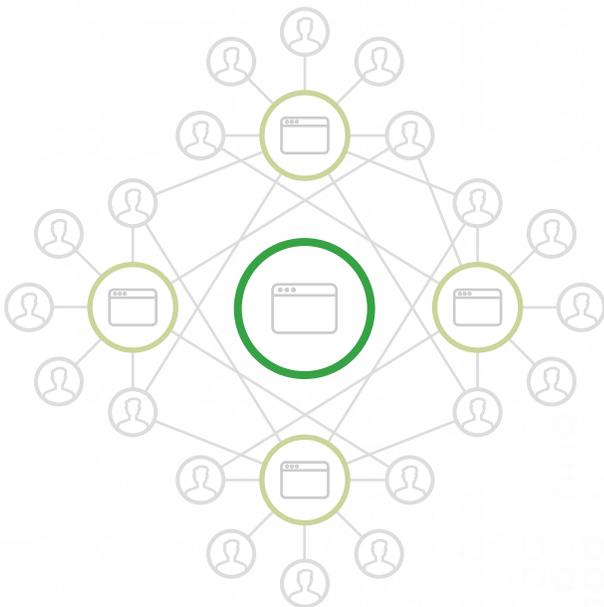
- First question to ask about any lead is fit — does it look like your existing customers?
- If the prospect is not a fit for your product, they are less likely to buy regardless of how engaged they are.
- The advantage of a fit model is that because it leverages so many external signals, you can make predictions right away without having to wait for behavior to build up.

Behavior Score

To start, it's important to understand there are two types of intent data – 1st-party and 3rd-party.



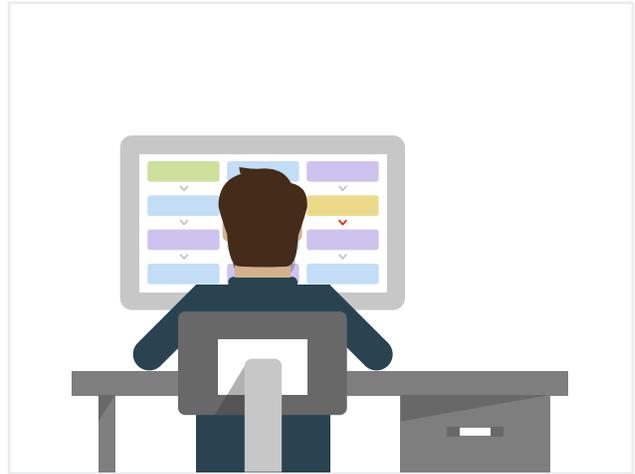
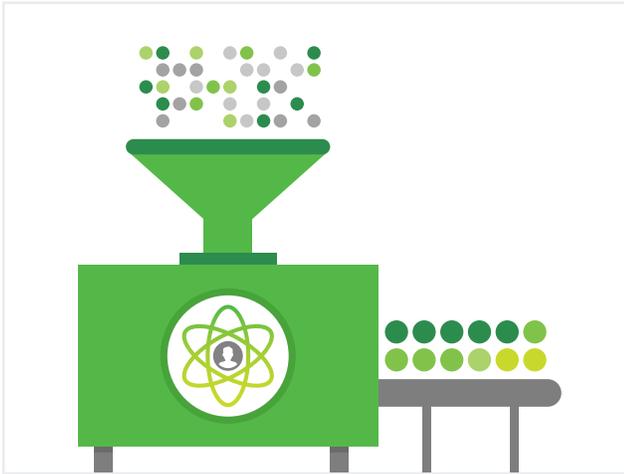
1st-party intent data or what we at Infer call Behavioral is the activity that you're capturing on your website, inside your marketing automation platform, or through your application logs. Because it's data that you own it's referred to as 1st-party data. The content being consumed by prospects on your site is highly relevant, which adds to the intensity of the signals.



3rd-party intent data is collected by networks of B2B publishers either at the IP level, or through user registration and shared cookies. With third-party intent data, you not only have to match on companies, but also on topics that are relevant to your particular business resulting in fairly low coverage. When analyzing third-party intent data sources, our tests found that the coverage is currently too low and the intent signals too weak to be valuable for predictive modeling.

- Once you've identified prospects who are a good fit, the next step is to look for behavior that would indicate that a prospect is in market and likely to buy.
- A good behavior score should be able to stand on its own and be able to predict an outcome in set time frame – like the next 3 weeks.

Why is predictive behavior scoring more powerful than traditional marketing automation lead scoring?



INFER BEHAVIOR SCORING	TRADITIONAL LEAD SCORING
Applies machine learning to weigh each signal appropriately	Humans manually define rules based on gut instinct and human intuition
Leverages the full spectrum of activity data being collected by your marketing automation platform including every email click, website visit, and social engagement	Leverages a small subset of the activity being collected by your marketing automation platform
Has statistical confidence to predict conversion points within a set time period	Has no way of calculating a lead's time to close based on activity
Looks at the concentration of activity, the breadth of engagement	Rolls up a broad set of behaviors only focusing on manually input positive and negative activities
Automatically selects the most predictive behaviors to include	Limited to the conditional rules set by the user only
Decays activities and inactivity at the appropriate rate	Doesn't discount score for inactivity

Example Use Cases



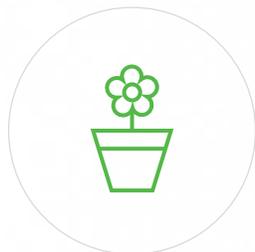
Prioritize leads in order for Sales to focus on prospects that are showing the highest buying propensity



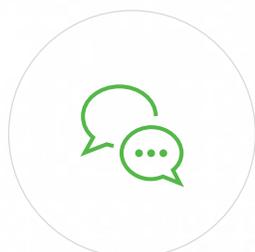
Create sales service level agreements (SLAs) that are applicable for different stages of the buying journey



Surface accounts and contacts that are actively engaged and likely to buy



Monitor leads in nurture databases to send prospects back to sales as soon as they re-engage



Personalize communications



Measure the impact of marketing programs

Walk the Grid

Combine fit + behavior scoring into a simple 4x4 matrix helps improve the accuracy and develop programs around various segments:

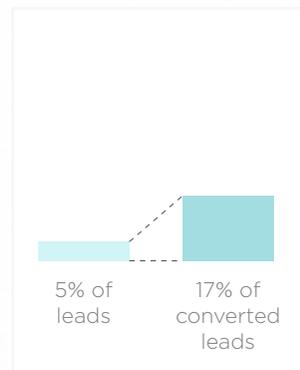
behavior score
likelihood of conversion within the next 3 weeks

	1	2	3	4	
fit score good fit to buy your product	A	8.2x	2.8x	1.2x	0.8x
B	2.2x	1.2x	0.6x	0.2x	
C	1.4x	0.3x	0.2x	0.1x	
D	0.4x	0.1x	0.0x	0.0x	

Recommendations

A1

Skip the SDR, these are your very best leads. They represent a disproportionate percentage of your overall conversions. Put your best people on them and get them across the finish line.



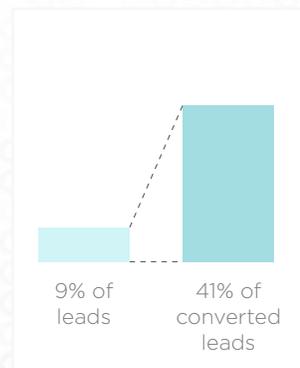
CONVERTS
8.2x
AS OFTEN

A2

B1

B2

These leads convert at a lower rate than your A1s but in aggregate they represent a large portion of your conversion. Stay focused and work to get them across the finish line.



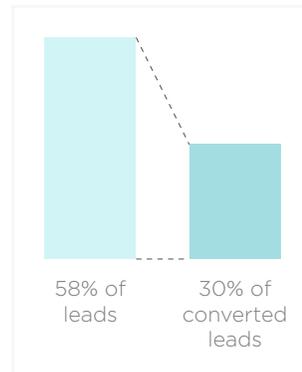
CONVERTS
2.3x
AS OFTEN

Recommendations Continued

- A3
- A4
- B3
- B4

These leads may not make an immediate impact but are worth investing in to build pipeline for the following month.

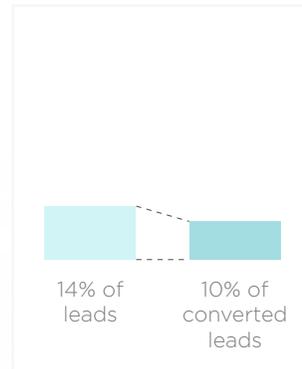
Use marketing campaigns and sales development to stay top of mind and drive deeper levels of engagement.



CONVERTS
0.8x
AS OFTEN

- C1
- D1
- C2
- C3

These leads require more sales effort for a lower return. Leads with low fit scores are usually not profitable to work, but since these leads are showing a high level of buying behavior, they are worth investigating.

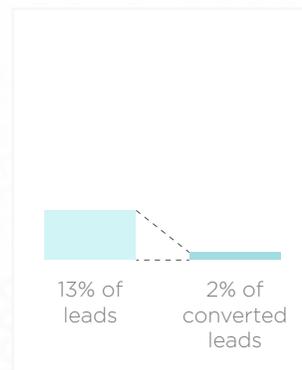


CONVERTS
0.4x
AS OFTEN

- C4
- D2
- D3
- D4

Simply based on fit, these prospects are unlikely to convert into revenue.

Focus on leads with high fit scores first, and place these leads into low-touch nurture programs to build up engagement.



CONVERTS
0.2x
AS OFTEN

“

Infer helps us prioritize our top sales leads by looking across two dimensions: whether they are a great fit for New Relic software analytics, and whether they're currently exhibiting buying behavior. As more and more companies discover our software analytics products, we use Infer's dynamic scoring to provide the right contacts to our sales team at the right time. The company's behavioral models automatically surface deals that will close significantly sooner and more often than our average prospect.



T. Baxter Denney

VP of Online Marketing and Operations
New Relic



About Infer

Infer delivers predictive business applications that help companies win more customers. It leverages proven data science to rapidly model the untapped data sitting in enterprises, along with thousands of external signals from the web.

Customers include high growth companies like AdRoll, Cloudera, Concur, New Relic, Nitro, Tableau, Xactly and Zendesk. Headquartered in Palo Alto, California, Infer is funded by leading investors, including Redpoint Ventures, Andreessen Horowitz, Social+Capital Partnership, Sutter Hill Ventures and Nexus Venture Partners.



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