

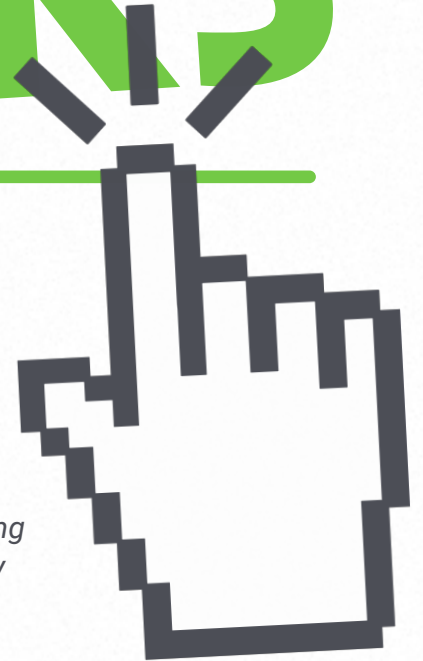
LEAD SCORING BEYOND OPENS AND CLICKS

How to Prioritize Real Intent **Using CRM Behavior Signals**

The goal is to help your CRM separate casual activity from meaningful intent.

Best used for:

Building or auditing a lead scoring model - Separating casual activity from real buying signals - Aligning marketing follow-up with buyer behavior - Helping sales prioritize the right contacts - Keeping your CRM from treating every click like a sales-ready moment



How to Use This Guide

Use the point values below to build or audit your lead scoring model.

Directions

- Score each behavior when it happens.
- Add the points to the contact or lead record in your CRM.
- Use the thresholds at the end to decide what should happen next.
- Cap low-intent signals so opens and clicks do not inflate the score.
- Review scores regularly and decay old activity if no new behavior happens.

A lead score should help your team prioritize follow-up. It should not treat every small action like the same level of interest



1. Passive Signals (Low Intent)

Passive signals show light activity. They are useful for understanding awareness, but they should not qualify a lead on their own.

Behavior	Points to Add	When to Add These Points
Email open	+1	Score only once per email. Do not use opens alone to upgrade priority.
Single link click	+2	Score the first click, but look for what happens after the click.
First website visit from an email	+3	Helpful signal, but still early-stage unless they explore further.

Rule:

Passive signals can warm a lead, but they should not trigger sales follow-up by themselves.

Suggested cap:

Limit passive signals to 6 total points in a 30-day period so repeated opens or casual clicks do not inflate the score.

2. Active Engagement (Medium intent)

Active engagement shows that someone is exploring. These behaviors suggest more than casual interest, especially when they happen close together.

Behavior	Points to Add	When to Add These Points
Multiple page visits in one session	+5	Score when someone views several pages instead of landing once and leaving.
Visit to a service or solution page	+8	Score higher because they are exploring what you offer.
Visit to a pricing, comparison, or demo-related page	+10	Score higher because this suggests evaluation.
Downloading a guide, checklist, or resource	+8	Score when they exchange information or take a clear content action.
Returning to the site within 7 days	+7	Score because repeat activity shows continued interest.

Rule:

Use active engagement to identify leads worth more relevant follow-up, but avoid upgrading priority from one isolated action.

Upgrade direction:

Move a lead from Awareness to Engaged when they complete at least two active behaviors within 14 days.

3. Repeated Behavior (High Intent)

Repeated behavior is where casual interest starts to separate from real momentum. A single action can be useful, but a pattern is much stronger.

Behavior	Points to Add	When to Add These Points
Repeat visits across multiple days	+12	Score when the lead returns on at least 2 different days within 14 days.
Multiple content downloads	+12	Score when they download 2 or more resources within 30 days.
Viewing the same key page more than once	+15	Score when they revisit a pricing, services, demo, or comparison page
Engaging with follow-up after a download	+10	Score when they click, reply, or visit again after receiving follow-up.

Rule:

Score repeated behavior as a pattern bonus, not as unlimited points.

Direction:

Repeated behavior should move a lead closer to sales readiness, especially when the activity is recent and tied to high-intent pages or resources.

4. Conversion Signals (Sales-Ready Intent)

Conversion signals show that the lead has moved beyond browsing. These actions should trigger follow-up quickly.

Behavior	Points to Add	When to Add These Points
Booking a call or demo	+40	Route for immediate follow-up.
Requesting pricing or contact	+35	Route to sales or the appropriate owner.
Replying directly to outreach with a question or request	+30	Prioritize personalized follow-up.
Completing a high-intent form	+35	Route based on the form type and urgency.

Rule:

Conversion signals should trigger action even if the lead's total score is not perfect.

Direction:

Do not batch these leads into a general nurture flow. Send them to the right person or workflow immediately.

Scoring Thresholds

Use these thresholds to decide what should happen next.

Score	Stage	What it Means	Recommended action	Examples of lead behavior	Owner
0-9	Awareness	The lead has shown light activity, but not enough intent.	Keep in nurture. Do not send to sales yet.	<ul style="list-style-type: none">- Visited the website once- Read blog post- Opened an email	Marketing
10-24	Engaged	The lead is paying attention or exploring.	Send more relevant content based on what they viewed or downloaded.	<ul style="list-style-type: none">- Viewed 2-3 pages- Downloaded a guide or resource- Clicked a link in an email	Marketing
25-39	Sales-Ready	The lead has shown meaningful behavior or repeated interest.	Trigger personalized follow-up from marketing or sales. suggests evaluation.	<ul style="list-style-type: none">- Attended a webinar- Repeated content engagement- Requested more information	Sales
40+	Priority Lead	The lead has shown strong intent or completed a conversion action.	Follow up quickly. Do not leave them in a general queue. information or take a clear content action.	<ul style="list-style-type: none">- Requested a demo- Started a trial- High-value page viewed	Sales

Stop pretending every click means something



Lead Score Review Panel

Use this section to test how the scoring model should route a real lead.

Score	Stage	Recommended Action	Owner	Notes

Non-Negotiable Rules

Use these rules to keep your scoring model useful.

1. Do not let opens carry the model

Opens can help show visibility, but they are not strong enough to prove intent.

2. Cap low-intent activity

A lead should not become sales-ready because they opened several emails or clicked casually a few times.

3. Give more weight to behavior after the first click

What happens after the email matters most. Look for page visits, return visits, downloads, replies, and form completions.

4. Score recency

Recent behavior should matter more than old behavior. A pricing page visit yesterday is more useful than a resource download from six months ago.

5. Decay stale scores

If no meaningful new behavior happens in 30 days, reduce the score or move the lead back into nurture.

6. Review the model regularly

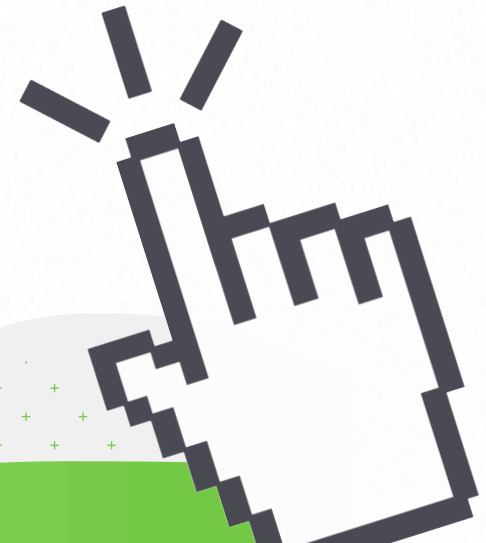
Lead scoring should improve as you learn which behaviors actually lead to conversations, opportunities, and customers.

Score Decay Direction

Lead scores should not stay high forever. Use a simple decay rule:

Inactivity period	Suggested adjustment
30 days with no meaningful activity	-10 points
60 days with no meaningful activity	Move back one stage
90+ days with no meaningful activity	Return to nurture or re-engagement

Do not decay active sales conversations without reviewing the opportunity status first.



What This Guide Helps You Fix

A weak lead-scoring model treats too many actions the same way. A stronger model helps your team understand the difference between:

- someone who noticed an email
- someone who clicked once
- someone who explored your site
- someone who came back
- someone who is actively evaluating
- someone ready for follow-up



Use this framework as a starting point.

Adjust the point values based on your sales cycle, buying journey, and which behaviors actually lead to meaningful conversations.



Need Help Building a Lead Scoring Structure **That Actually Works?**

Lead scoring gets stronger when behavior, CRM visibility, and follow-up work together.

ContentBacon can help map the right signals, tighten your model, and connect it to content and workflows that move leads forward.

Book a Strategy Call



LET'S GET **COOKING!**

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The ContentBacon logo, consisting of the letters 'CB' in a bold, white, sans-serif font. The logo is centered within a large, solid green circle. The circle has a subtle drop shadow, making it appear to float above the dark grey background. There are also some faint, overlapping circles in shades of green and grey in the background.