

Best Practices for Setting Up Lead Scoring

Oracle Eloqua

Leverage Lead Scoring to systematically nurture customers with automated marketing campaigns and automatically route purchase ready customers to sales.

Oracle Eloqua has a predictive ranking methodology called Lead Scoring to identify where a prospect is in the buying cycle. Leverage the lead scoring technology to systematically score and rank leads based on their interests, buying intentions, and campaign interactions.

You can automate the appropriate follow-up for each lead, whether that is to quickly send the lead to sales for a timely sales conversation or to nurture that lead with automated marketing campaigns.

After implementing a lead scoring model, Oracle Eloqua will continuously re-score leads over time based on a contact's (or account's) actions and current behaviors.

Considerations Before Implementing Lead Scoring

Start with a clear definition of what a good lead means to the marketing and sales teams.

The marketing and sales teams must work together to define the:

- Definition of a qualified lead
- Appropriate next steps for any qualified leads in the pipeline

These definitions will be used to create your company's unique Lead Scoring models.

Once a Lead Scoring model is created in Oracle Eloqua, your marketing team can systematically generate qualified leads, while the sales team works to close them.



Target Audience

- Marketing Leader
- Marketing Team

More Kit Components

- [Video](#)
- [Do You Know About Eloqua Lead Scoring](#)

Quick Links to Resources

- [Oracle Help Center](#)
- [My Oracle Support \(MOS\)](#)
- [Oracle University](#)
- [Eloqua Hub](#)

Other Helpful Links

- [Supported Environments](#)
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PRE-PLANNING CHECKLIST

Set up a Qualification and CRM Routing Process First

If you are new to Eloqua or you do not already have a qualification process in place, set up a lead qualification and CRM routing process first. Lead scoring should come after this step. See [CRM Integration](#) for more information.

Standardize Fields and Ensure Field Normalization Across Your Database

For lead scoring to work properly, you must make sure your field values are consistent across the database. If required, change fields with different values to show the same value.

For example, if region is one of the scoring criteria, ensure the region value is standard throughout the database and there are no variations, spelling mistakes, or abbreviations used for the same intended information (for example, United Kingdom/UK/Great Britain). See [Fields and views](#) for more information.

Use [picklists](#) wherever possible to help standardize data. And, make use of Contact Washing Machine app in programs to ensure field normalization. See implementing [Contact Washing Machine App](#) for more information.

Have Enough Data on Your Customers

You need enough data for each customer in order to rank one customer over another. Make sure you have an account and profile data collection process in place, along with multiple touchpoints for each customer to continually track engagement and new behaviors. See [Creating multi-step campaigns](#) for more information.

Involve Sales in The Process

Identify key stakeholders in your sales team and ask them to provide insight on their ideal customer. Use their input to help create a lead scoring model. Use this [training presentation to present](#) to your marketing team and sales leaders.

Determine How Many Lead Scoring Models Are Required

Your company may have different business units, product lines, or geographies that require their own lead definitions and scoring criteria. For example, the North American team might have a different set of criteria than the European team. Determine how many lead scoring models are needed to fit your company's specific needs.

Support for multiple active lead score models is included in the Standard and Enterprise trims or as an add-on to the Basic package. See [Multiple lead scoring models](#) for more information.

Roll Out Multiple Lead Scoring Models in a Phased Approach

If your company requires multiple lead score models, plan to rollout each one in separate phases. Designate one model to be the first, set it up, and activate and optimize it. Then apply your learnings to define and implement additional lead scoring models.

HOW ORACLE ELOQUA LEAD SCORING SET UP WORKS

At a high level, there are six steps to configure a new lead scoring model in Oracle Eloqua.

1. Define your lead score model
2. Define the profile scoring criteria
3. Define the profile value rules and weighting
4. Define the engagement scoring criteria
5. Define the engagement recency and frequency
6. Configure your thresholds
7. Activate in Oracle Eloqua

Before you create your lead scoring model in Oracle Eloqua, define your profile criterias, rules, weightings, and engagement frequencies that fit your company's specific needs. Be sure to work with your sales team for this process.

1. DEFINE YOUR LEAD SCORING MODEL



Effective lead scoring combines prospect demographic and behavioral data to prioritize and route leads. Lead scores in Oracle Eloqua will include a combination of profile and engagement criteria. For more information, see [How Oracle Eloqua Evaluates Leads](#).

Download the Lead Scoring Matrix Workbook

Leverage the Lead Scoring Matrix Workbook to guide you through the planning process. The matrix workbook will help you map out your lead scoring model and define your specific lead scoring criteria. See [Lead Scoring Matrix](#) to download the workbook.

2. DEFINE THE PROFILE SCORING CRITERIA

Profile Criteria is explicit data about your lead, such as title, industry, or company revenue. This type of demographic data helps to identify the prospect and the prospect's fit.

Based on the profile criteria, the lead is given a profile score of:

- A
- B
- C
- D

A represents the best fit and D represents a poor fit.

List Your Profile Criteria Attributes

Use the Lead Scoring Matrix Workbook to list the profile criteria attributes that matter most to your company. See [Configuring profile criteria](#) for more information.

Start Out with Five or Less Categories for Profile Criteria

It is recommended to start out with no more than five categories for the profile criteria. This keeps your matrix and lead scoring model simpler in the beginning. You can always add more categories and/or additional models in the future. See this [Lead Scoring Training Course from Oracle University](#) for more information.

Ensure Close to 100% Field Completeness for The Field Chosen in The Criteria

It is recommended to specify values for the fields chosen as the criteria for each contact in your database. Incomplete fields for contacts can cause incorrect scoring. Create campaigns specifically to gather profile data for every lead.

3. DEFINE THE PROFILE VALUES AND WEIGHTING

Along with defining the categories of leads that fit your organization, you will assign points and weights to each profile value to define the lead score.

Ranking	Category	Field Values	Score (%)	Total Weighting
1	Pain / Need / Solution Interest	Tier 1	100	30%
		Tier 2	60	
		Tier 3	30	
1	Job Role	Tier 1	100	30%
		Tier 2	60	
		Tier 3	30	
2	Industry	Tier 1	100	25 %
		Tier 2	60	
		Tier 3	30	
3	Lead Source	Tier 1	100	15%
		Tier 2	60	
		Tier 3	30	
			Total Possible	100%

Use the Lead Scoring Matrix Workbook to prioritize the profile criteria attributes that matter the most to your company. See [Configuring profile criteria](#) for more information.

Do Not Score On Open-Text Fields

Field standardization ensures no mismatch between the contact field value and the value against which it is matched and measured. Using open-text fields means that it can hold a nonstandardized value or even one with a typing error, for example, matching US (in open text field) against Unites States of America (in lead scoring criterion).

4. DEFINE THE ENGAGEMENT SCORING CRITERIA

Engagement Criteria is implicit data, such as visits to your website and responsiveness to emails. This type of data helps to determine a lead's online behavior and indicates how interested the lead is.

Based on the engagement criteria, the lead is given an engagement score of:

- 1
- 2
- 3
- 4

1 represents the most suitable and 4 represents the least suitable.

See [Configuring engagement data](#) for more information.

5. DEFINE THE ENGAGEMENT REGENCY AND FREQUENCY

Along with defining the types of engagements that matter most to your organization, you will assign frequency and timeframes to each engagement category to define the lead score.

Ranking	Category	Timeframe	Score (%)	Total Weighting
1	Event/Webinar Attendee Date (Contact field)	< 60 Days	100%	30%
2	Form Submission	3 Days	100%	25%
		7 Days	50%	
		30 Days	25%	
3	High Value Web Content	3 Days	100%	20%
		7 Days	50%	
		30 Days	25%	
3	> 3 Website visits	3 Days	100%	15%
		7 Days	50%	
		30 Days	25%	
4	Email Click-through	3 Days	100%	10%
		7 Days	50%	
		14 Days	25%	
Total Possible Points				100%

See [Configuring engagement data](#) for more information.

6. CONFIGURE YOUR THRESHOLDS

Oracle Eloqua will evaluate a lead against the profile and engagement criteria. It will then combine the profile score and the engagement score to assign a lead score.

A1 represents the most qualified lead and D4 represents the least qualified.

You will configure the thresholds used to determine the profile score (A, B, C, or D) and engagement score (1, 2, 3, or 4).

Profile Fit	Rating
> 75%	A
50 – 75%	B
25 – 50%	C
< 25%	D
Level of Engagement	Rating
> 75%	1
50 – 75%	2
25 – 50%	3
< 25%	4

See [Configuring thresholds](#) for more information.

7. ACTIVATE IN ORACLE ELOQUA

Once you have defined your first lead scoring model, you are ready to set it up in Oracle Eloqua. Follow the [Steps To Create A Lead Scoring Model](#) for step by step instructions.

Explicit = Profile fit of customer



Implicit = Level of engagement or interest

Score	Description	Marketing action
A4	The right prospect but no interest.	Priority but may need specific “why now” messaging.
B1	Good fit, very interested.	Send to sales queue for follow-up.
C1	Not an idea prospect but very interested.	Will they ever be a good fit? Continue to nurture.
D4	Wrong fit, no interest.	Fulfill request and segment out.

For C1 line – need to change ‘idea’ to ‘ideal’

AFTER IMPLEMENTATION

Once you have activated your lead score model in Oracle Eloqua, use the following steps to maximize success with your lead scoring model.

□ Define Appropriate Follow-Ups

After defining a lead scoring model, map lead scores with the appropriate follow-up action.

For example, you can map the specific lead to be sent to your CRM system for sales outreach or other lead scores to be sent to a nurturing program.

□ Integrate Your Lead Scores with Your CRM

Once you have activated your lead model in Oracle Eloqua, you can send qualified ranked leads to your CRM. See [Integrating Lead Scores with Your CRM](#) for more information.

□ Segment Based on Lead Scores

You can also start segmenting your contacts based on their lead score. See [Segmenting Based on Lead Scores](#) for more information.

□ Monitor Your Lead Scoring Model

Continually re-evaluate your scoring system. It is important to monitor the impact on sales, each lead type and conversion rate. Assess the results every quarter and optimize as needed.

Here are some metrics that you can track to evaluate your lead scoring model's performance.

Track status of leads by lead score:

- What % of A leads are closing?
- What % of B leads are converting from MQL(Marketing Qualified Lead) to SAL (Sales Accepted Lead)?

Measure the impact on sales due to:

- Increased sales acceptance rate
- Decreased average number of days in the sales cycle
- Increased revenue per deal

See [Viewing the Performance of Your Leads Score Model](#) for more information.

□ Addressing Common Concerns with Lead Scoring

Here are a few common issues you may run into with Lead Scoring and how to address them.

I Don't Have Any Highly Scored Leads ('Hot Leads')

- Increase engagement through increased marketing activity
- Ensure criteria are not too tight on the engagement scoring side
- Ensure criteria are not too tight on the profile scoring side

I Have a 'Trough' of Engagement

- Engagement criteria may be 'all or none' geared

Evolution Over Time

- The buyer and their journey will evolve, so should your Lead Scoring matrix.

RESOURCES

- [Oracle Eloqua Help Center for Lead Scoring](#)
- [Get a 90 Day Start Guide with Oracle Eloqua Hub](#)
- [Oracle University Oracle Eloqua Lead Scoring Training Course](#)

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