Demographic data				Notes
Job title is known		3		
Buyer persona is known		3		
Business email is known		10		
Phonenumber is known		15		
ICP data enrichment				
Revenue more than (or is) X (and less than X)		3		
Revenue more than (or is) X (and less than X)		10		
Revenue is more than (or is) X		15		
Industry is any of X		3		
No. employees more than (or is) X		3		
Webtechnologies is any of X		3		
Form submissions	**Top**	**Mid**	**Low**	
Unique form submission	10	20	25	
Emails				
1 Email Clicked (is 1)		2		
2 Email Clicked (is 2 and less than 4)		4		
4 Email Clicked (is 4 or greater)		8		
Unsubscribe		-30		
Page views				
More than (or is) 3 page views (and less than 10)		3		Mainly blog
More than (or is) 10 page views (and less than 15)		10		Mainly blog
More than (or is) 15 page views (and less than 20)		20		Mainly blog
More than (or is) 20 page views		30		Mainly blog
Mid funnel unique page view		5		Solution/features/Integrations/Case pages
Bottom funnel unique page view		10		Pricing page
Product				
Start Freemium		30		
Product tour		30		
Start Free trial		30		
Recency				
Last marketing email click date - less than 30 days		2		
Last marketing email click date - less than 14 days		4 (2+2)		
Last marketing email click date - less than 7 days		8 (2+2+4)		
Website last visit ("Time last seen") - less than 30 days		2		
Website last visit ("Time last seen") - less than 14 days		4 (2+2)		
Website last visit ("Time last seen") - less than 7 days		8 (2+2+4)		
product last log-in - less than 30 days		2		
product last log-in - less than 14 days		4 (2+2)		
product last log-in - less than 7 days		8 (2+2+4)		
Last marketing email click date - more than 30 days		-15		
Last product log-in date –more than 30 days		-30		
Website last visit ("Time last seen") - more than 30 days		-30		
Trigger events				
Contact Sales		75		
Calculate Price		75		
Book Demo		75		