

Qualify, Classify and Score Accounts with BuzzBoard

A framework for account-first go to market motions

This technical brief will explore and explain BuzzBoard's unique account scoring model, which we refer to as "QCS." That is, Qualify, Classify, and Score.

The purpose of this model is simple - to qualify, segment and prioritize accounts for go to market activities, such that resources are efficiently and cost effectively used, and resources are applied first to the accounts deemed to be most likely to produce revenue in the nearest time. In short, QCS helps you close more deals, and generate more revenue, faster.

The model is customizable for each customer (by business or vertical), but the basic premise is that as leads and accounts enter your CRM or marketing automation system, we help you qualify, classify and score them based on a set business attributes as exemplified by the target business digiographic signals. (Digiographic signals, similar to firmographics and technographics, represent the digital footprint left behind by the business.)

The whole approach of our QCS model reflects our "account-first" philosophy - highly compatible with Account-based Marketing strategies, wherein each sales lead is verified and managed at the account level and where every step of the process considers account level attributes for validation and for progressing associated sales leads down the funnel.

The QCS Model

Qualify

We first qualify the account and sales lead records for general business hygiene such as invalid domains, business operational status, franchise/national brand suppression, and so on. This step ensures that bad data is kept out of your CRM at the top of the funnel.

Classify

Once the accounts and associated sales leads are qualified, they may then be classified. Our in-house **Artificial Intelligence (AI) and Machine Learning (ML)-based category identification** logic ensures that only the accounts and associated leads for the business categories relevant to your business make it into your CRM and marketing automation systems.

BuzzBoard's AI/ML category identification logic identifies and matches SMBs to about **400 Parent Categories** that in turn map to over **20,000 Child Categories**.

The category information and detailed signal data can further be used to personalize your messaging, whether it be in email marketing, digital advertising, outbound telesales, inbound chat, or web personalization, across segments and go to market activities.

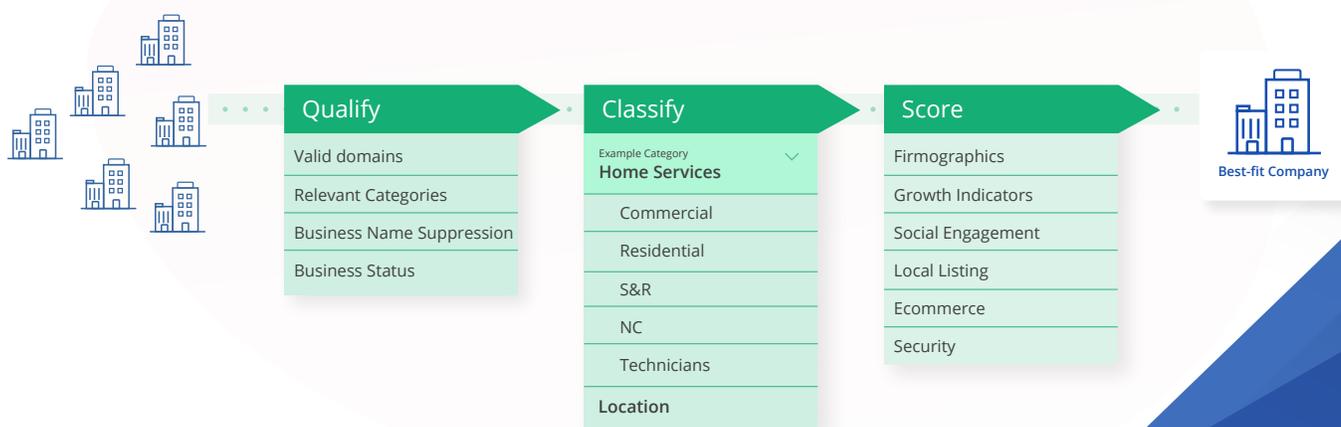
Score

Leveraging our **6,400+ digiographic signals**, we select the signals that align best with the vertical being catered to or the product/solution being sold.

Alternatively, you may choose a bespoke signal combination that reflects your predetermined **Ideal Customer Profile (ICP)**. (Our data science and go-to-market experts can help you determine your ICP as well.)

Whether you are selling an Applicant Tracking System, a Customer Engagement Platform or a Field Service Management solution, or something else, our signal stack can be customized to best identify the impending need a target small to mid-sized business may have for your solution/service.

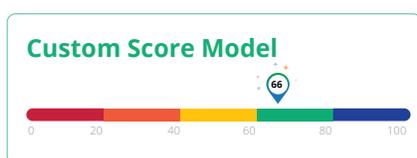
Once the best signals for your solution/service have been identified and pulled for each of your leads, our AI-driven scoring algorithm kicks in.



The Non-Opinionated AI Scoring Model

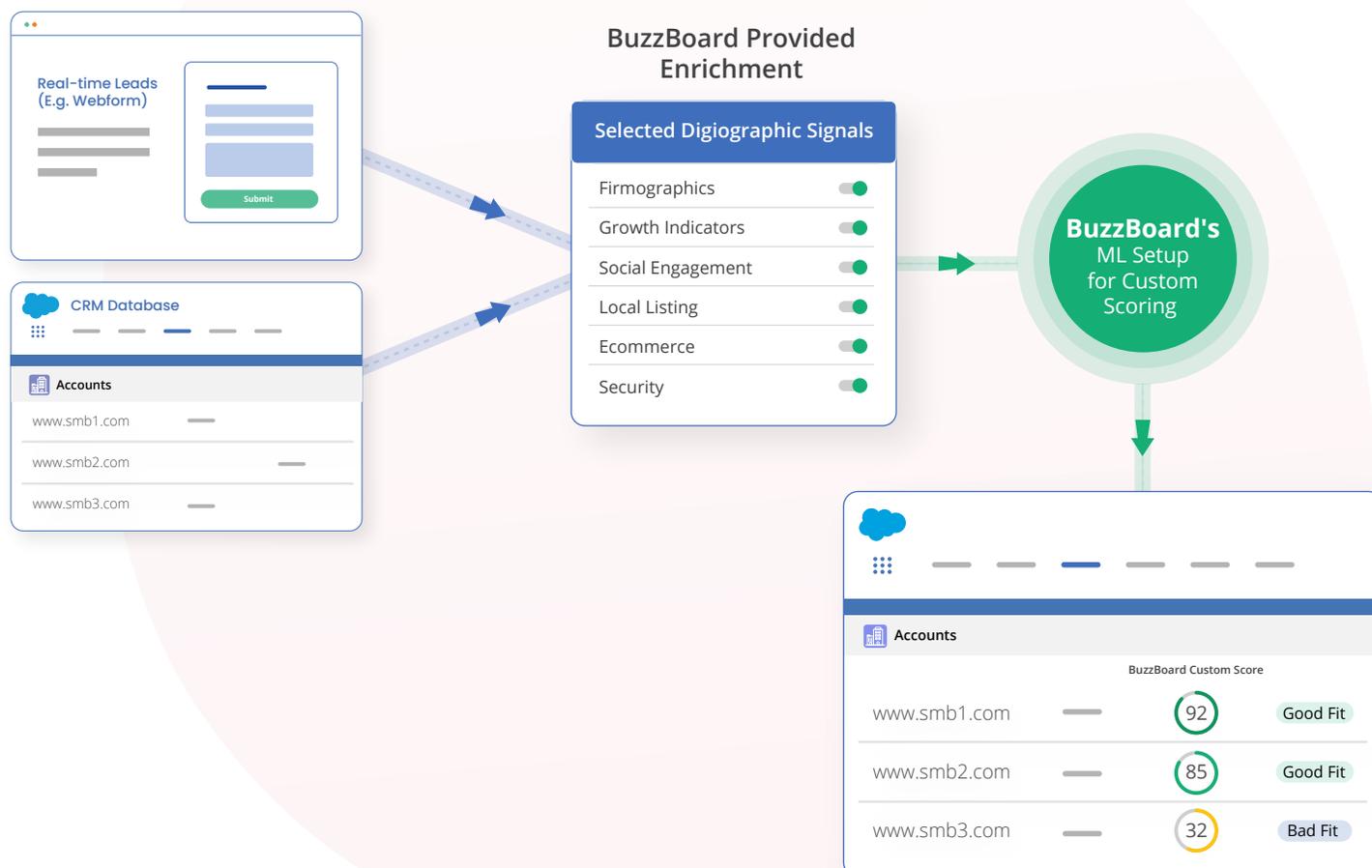
Our custom scoring model is premised on allowing **Machine Learning** and **Artificial Intelligence** to determine correlation amongst the various signals identified and then to use those correlations to affix weightages against each signal. Our model arrives at an unbiased, non-opinionated, custom scoring model, tailored to your business, that scores every lead and associated account on a scale of 1-100, as exemplified by their digiographic signals.

Enrichment of your account and sales leads is a very important component at each step of the model, to ensure your CRM and marketing automation databases are not weighed-down by bad data. (And to ensure you aren't paying your vendor for storage for bad data!)



BuzzBoard's AI-driven Custom Scoring Engine

Customer Account Records



Program Execution

The category information and detailed signal data can further be used to personalize your messaging, whether it be in email marketing, digital advertising, outbound telesales, inbound chat, or web personalization, across segments and go-to-market activities.

[Talk to us](#) about how you might specifically pass that output of our scoring model in platforms across your technology stack that enable your go-to-market processes.

Conclusion

To re-cap, the purpose of our QCS scoring model is simple - qualify, segment and prioritize accounts for go to market activities, to close more deals and book more revenue, faster.

We pair our human intelligence - our data science and go-to-market experts can help you identify relevant signals, help you shape your ICP, and help you determine your Total Available Market (TAM) - with Artificial Intelligence and Machine Learning to come up with an account-first scoring model that ensures precious resources are efficiently and cost effectively used, high-priority accounts are handled first.

Common benefits you may realize from introducing our QCS 'account-first' scoring model include:

- Build trust between marketing and sales, with cleaner handoffs, by forwarding down the funnel better qualified leads.
- Better match your messaging and offers to targeted audiences, to markedly improve your marketing outcomes and conversion rates.
- Improve SDR efficiencies by having them work on precise scoring based high-priority, more qualified leads, resulting in higher conversion rates from SQL to Opportunity to Closed Won.
- Maintain CRM and funnel hygiene—your funnel is only as clean as your CRM and marketing automation database. Stop poor quality leads from entering the funnel to begin with.

[Schedule a demonstration of BuzzBoard today](#), and let's start talking about what signals we might include in your custom model.

BuzzBoard, Inc.

345 California St., Suite 600,
San Francisco, CA 94104

 +1 (415) 906-6934
 solutions@buzzboard.com
 www.buzzboard.ai