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New Kentico Survey and #Infographic Shows Business Benefits of #LeadScoring

Nashua, New Hampshire, USA, January 27, 2014 – [Kentico Software](#), the Web Content and Customer Experience Management provider, today issued the findings of a new survey conducted to measure the business impact of lead scoring, a methodology used to identify customer interest that is most likely to result in a sale. The survey results were compiled into an infographic that can be seen [here](#).

Survey participants were asked to provide the real-world business benefits they experienced using lead generation along with their original targets. The survey found results were mostly in line with expectations:

- 42% named measurable ROI on their lead generation program as a main benefit, exceeding expectations by 10%
- 38% named increased conversion rates of qualified leads to opportunities, exceeding expectations by 6%
- 31% named increased sales productivity and effectiveness, exceeding expectations by 3%
- 27% named shortened sales cycles, which 30% of adopters expected
- 27% named better forecast and pipeline visibility, which 32% expected
- 19% named the better alignment of marketing and sales efforts, which 22% expected

Lead Scoring in the Technology Mix

Most survey participants report using lead scoring as an integrated part of another marketing solution as follows:

- 86%: marketing automation
- 79%: CRM, such as Salesforce
- 71%: Email marketing
- 64%: Content personalization and segmentation
- 36%: Business directory/database, such as Data.com

56% implemented lead scoring using the built-in capabilities of their CMS or CXM solution. 36% chose lead scoring as a standalone product for integration with their website. Only 8% used a bespoke solution.

Multi Dimensional Lead Scoring

The majority of lead scoring adopters (48%) use two dimensional lead scoring, which combines visitor engagement with data profile to measure sales readiness. 16% of respondents report benefiting from more than two dimensions while 36% experienced benefits with just one scale.

Lead Scoring Rules

All businesses use different sets of criteria (or “rules”) for qualifying leads. Of those who participated in Kentico’s lead scoring survey, 73% report using fewer than 30 rules with 19 being the median of lead scoring rules used.

“Our lead scoring survey shows while companies are experiencing real business benefits with lead scoring, a high percentage of them are doing so when lead scoring is part of an integrated online marketing solution,” said Petr Passinger, Senior Business Analyst at Kentico. “For best results, it’s critical that lead scoring be used with other marketing activities, such as marketing automation, and with a targeted number of carefully vetted and constantly evaluated rules.”

Read more about Kentico’s [lead scoring](#) feature.

More than 100 qualified B2B sales and marketing professionals participated in Kentico’s Lead Scoring survey, conducted online in Q4 2013.

About Kentico CMS

Kentico CMS is an enterprise Web [Content Management System](#) and Customer Experience Management solution that provides a complete set of features for building websites, [intranets](#), community sites, and e-commerce solutions on the Microsoft ASP.NET platform, on-premise or in the Cloud. It supports mobile websites, SEO, document management, online marketing tools, multilingual websites, and multisite management, and comes out of the box with 70 ready-to-use modules, 400 configurable web parts, and source code available by request.

About Kentico Software

Kentico provides an affordable, award-winning integrated marketing solution that's easy to use but also highly customizable for powerful real-time customer-centric marketing across multiple channels, on-premise or in the Cloud. Founded in 2004, Kentico is headquartered in the Czech Republic with offices in the US, UK, and Australia. A Microsoft Gold Certified Partner with 1,100 digital agency partners, Kentico powers more than 18,000 websites in 90 countries. Customers include [Bacardi](#); [Great British Chefs](#); [Gibson](#); [Mazda](#); [Microsoft](#); [Mighty River Power](#); [Run and Become](#); [Sony](#); [Vodafone](#).

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