Lead scoring report for events

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This article is designated for all users.

About

The Lead scoring report helps event managers evaluate participant engagement and identify leads as **Hot**, **Warm**, or **Cold**. Lead scores are based on participant activity during an event, making it easier to prioritize post-event sales and marketing follow-up.

Engagement is measured across multiple activities, including:

- Content viewership
- Chat and Collaborate interactions
- In-video quiz participation
- Chat and Collaborate poll participation

The report combines engagement data with user profile information to generate lead scores and rankings.

Looking for more information about this feature? Feel free to contact your Kaltura representative.

You can generate one of the following report types:

- **Lead Scoring Summary Report** – Provides an overview of lead distribution and scoring.
- **Lead Scoring Detailed Report** – Provides participant-level scoring details.

See Analytics tab - Reports for instructions on generating and downloading this report.

Lead Scoring Summary Report

Data in the **Lead Scoring Summary Report** includes:

- Lead-Scoring Object id: [Profile ID]

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- Partner ID: [Partner ID]
- Virtual Event ID: [Event ID]
- Information from two parallel segmentation groups - **Percentage groups** and **Absolute score groups:**

Percentage groups (P-group)

- **Percentage groups (P-group)** are based on relative scores compared with the rest of the participants of the event. This table shows Hot, Warm, and Cold Leads; Percentage rating; Number of users; Average score (average of total scores of all members in this percentage group (e.g., Hot Leads); Average Engagement Score (average score users in this group have scored for their activity and engagement throughout the event); and Average User Profile Score (average score users in this group have scored for their profile details such as their job title).

Absolute score groups (S-group)

- **Absolute score groups (S-group)** are based on their absolute scores. This table shows Top score leads, Mid score leads, and Low score leads; From score; To score; Number of users; Average score (average of total scores of all members in this score group (e.g., Top score Leads); Average Engagement Score (average score users in this group have scored for their activity and engagement throughout the event); and Average User Profile Score (average score users in this group have scored for their profile details such as their job title).

Lead Scoring Detailed Report

Data in the **Lead Scoring Detailed Report** includes:

- Lead-Scoring Object id: [Profile ID]
- Partner ID: [Partner ID]
- Virtual Event ID: [Event ID]
- Information per participant including Absolute rank, Total score, User name, User's email, S-group, S-group rank, P-group, P-group rank, Engagement score; User profile score, and Detailed scores.

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