


Lead scoring report

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 This article is designated for all users.

Empower Event Managers to evaluate lead rankings (hot, warm, or cold) based on engagement levels during an event. Armed with this insight, post-event marketing and sales activities can be tailored more effectively. Lead engagement is measured through various touchpoints such as content viewership, Chat and Collaborate interactions, In-Video Quiz participation, and Chat and Collaborate polls participation.

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

The Lead scoring report ranks leads based on user profile and engagement level scores.

You may choose from two types of Lead scoring reports - **Lead Scoring Summary Report** or **Lead Scoring Detailed Report**.

 See [Analytics tab - Reports](#) for instructions on generating and downloading this report.

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

- Lead-Scoring Object id: [Profile ID]
- 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)** 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)** 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).

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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