CASE STUDY: ONLINE UNIVERSITY

LEADSCORZ
Your best leads revealed

PROBLEM: A mid-size university marketing team needed a more effective system to validate, prioritize and manage incoming leads.

GOALS:

- Lower volumes of invalid and non-performing leads.
- Increase productivity of the Admissions team to drive lower Cost-per-Enrollment (CPE).
- Improve ROI of Marketing media spend on lead generation.

SOLUTION: LeadScorz was implemented via API as a front-end service to the University's CRM system (Salesforce.com) to process all incoming leads and manage all Affiliate (Paid) Lead Providers. Validation rules were set for each lead source, and Predictive Scoring models were built for each degree-type. All leads were validated and scored at acquisition, then routed by score and type. LeadScorz Performance Analytics were then applied to optimize lead sourcing channels and marketing spend.

OUTCOMES:

- LeadScorz Predictive Scores were highly correlated to student enrollments; for the 90-day period following full implementation, the average score of enrolled students was 84; average score of "Scrubbed" and "Staled" leads was 41 (on scale of 1-100).
- Marketing received real-time data from which to set scoring thresholds for decision-making on lead buying and internal lead routing.
- Marketing was able to reject low-scoring Affiliate (Paid) leads – lowering costs while increasing quality.
- Rich profiling data from the scoring process enabled more precise targeting of media spend for lead generation programs (DSP/RTB Display, and Social Media "lookalike" audience builds).

"The predictive scores for enrollments are incredibly accurate. The results far exceeded my expectations."

— B.R. – Sr. Director of Digital Marketing

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MACHINE LEARNING + CLOUD SERVICES + BIG DATA = HIGH ROI

LEAD VALIDATION. LeadScorz® provided both "In-Form" and "Post-Submission" validation tools that drastically reduced the problem of incomplete, invalid and fraudulent leads landing in the university's CRM system. Better data resulted in higher quality leads, lower sales costs and lower cost-per-enrollment (CPE).

99% OF VALID LEADS WERE SCORED + **50%** REDUCTION IN INVALID LEADS + **15%** INCREASE IN APPLICATION RATE = **12%** INCREASE IN LEAD ENROLLMENT RATE

PREDICTIVE SCORING. The LeadScorz Client Services team customized lead scoring models using the university's historical CRM data appended with extensive Big Data elements. Machine-learning algorithms were applied to determine which demographic, social and personal attributes provided meaningful predictive signals. Predictive Models were created for each Degree Type to maximize the accuracy of each lead's relative propensity to enroll.

LEAD SCORING MATTERS – THE PROOF IS IN THE NUMBERS

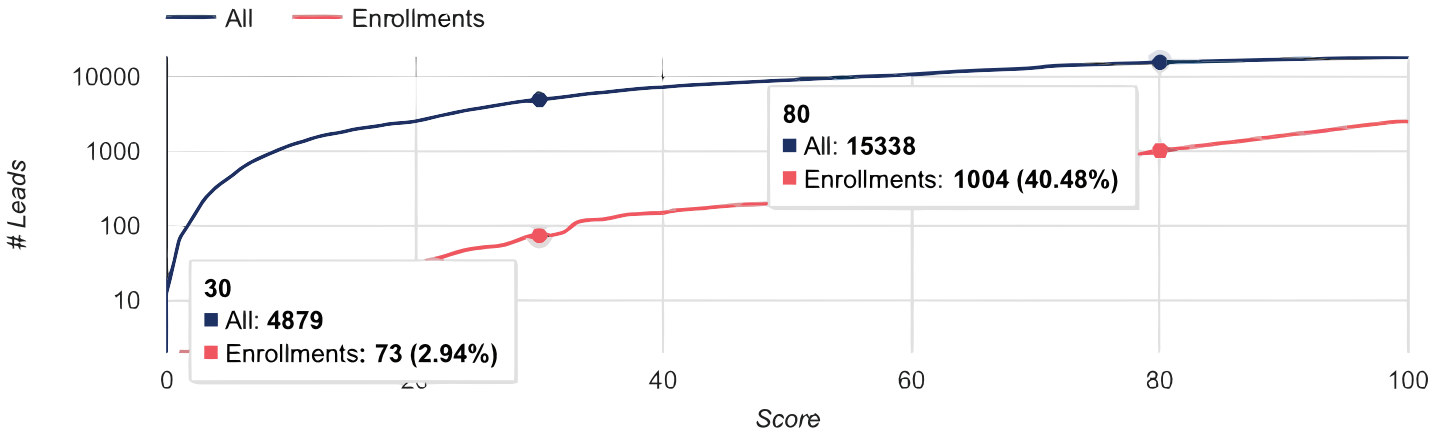
The LeadScorz Scoring Analytics Dashboard enabled the client to assess the performance and accuracy of their LeadScorz custom scoring algorithms for any period in real-time. Any of the Analytics Metrics can be sorted by Date Range, Degree Type, Lead Source or Marketing Tactic.

By visualizing how well new lead scores are correlating to actual enrollments, the client's admissions Call Center was able to confidently adjust lead routing and prioritization of incoming leads.

By periodically viewing score-to-conversion correlation, score distribution, and enrollments by score-range deciles, the client was able to make marketing adjustments and refresh their algorithms whenever necessary to optimize as changes occurred in degree offerings, lead sourcing, seasonal impacts or market trends.

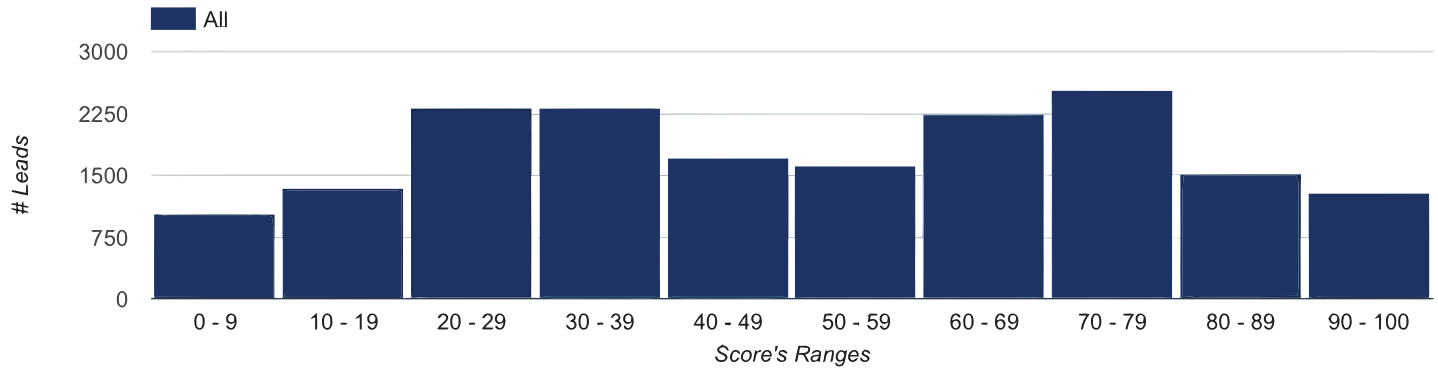
THE LEADSCORZ ANALYTICS DASHBOARD ILLUSTRATES METRICS FOR THE 3-MONTH PERIOD AFTER FULL IMPLEMENTATION OF THE LEADSCORZ SOLUTION.

SCORING THRESHOLD SELECTOR



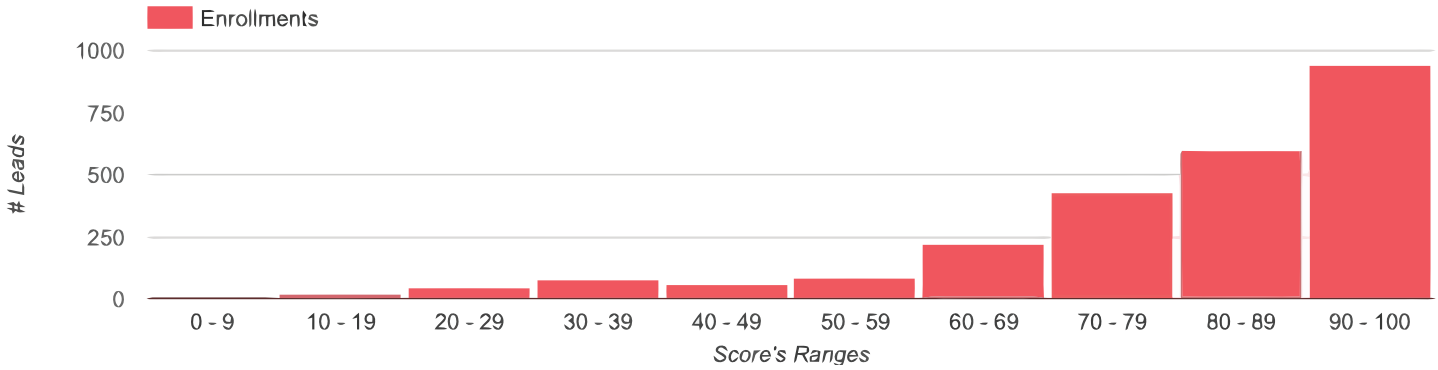
The Scoring Analytics Dashboard enabled the client to identify optimal score thresholds for routing leads. For example, choosing a threshold score of 30 illustrates that only 3% of those leads had enrolled, whereas 60% of enrollments were scored 80+, allowing the client to route over 27% of incoming leads to lower-cost response processes and enabling their recruiting staff to spend more time on higher quality prospects and increasing total conversions.

SCORE DISTRIBUTION BY DECILE



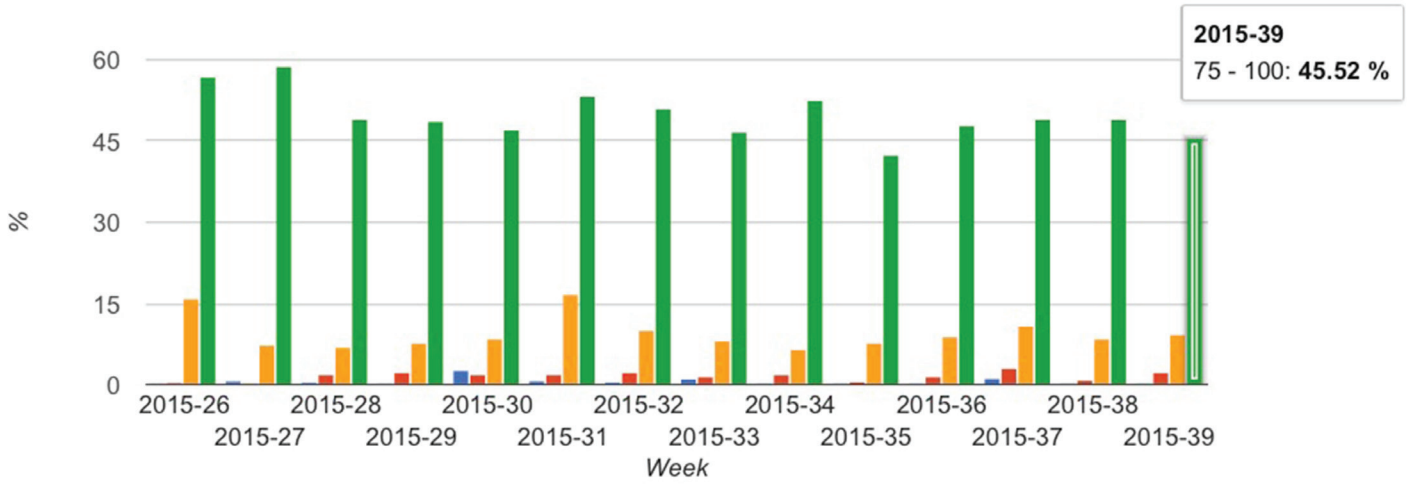
The population of leads for this period showed a normal (bell-shaped) distribution curve. A skewed or polarized distribution indicates it may be time to refresh the scoring model with more recent conversion data.

ENROLLMENTS BY SCORE DECILE



The above view illustrates the performance of leads over the selected period relative to their LeadScorz Predictive Score; validating the efficacy of the client's custom scoring algorithms (the higher the score, the higher the number of conversions).

SCORE VS. CONVERSION CORRELATION TREND-LINE



The above chart tracks the trend line of weekly distribution of conversions (enrollments) within each quartile of the scoring range. When clicked, the green columns show the percent of conversions with scores in the upper quartile, the blue columns show the percentile of conversions with scores in the lower quartile, etc. The overall trend line illustrates how well LeadScorz correlates "score-to-conversion" over time.

CONCLUSIONS

- By implementing the LeadScorz Lead Management Platform and Customized Scoring Services as a pre-processing station for all their incoming leads, the client was able to manage their Lead Acquisition, Validation and Lead Funnel nurturing processes much more efficiently, driving much better outcomes.
- By leveraging the power of "Big Data" and "Machine Learning" science to facilitate real-time Predictive Scoring, LeadScorz has empowered the client with significantly enhanced analytics to deliver on-demand deep insights into the effectiveness of their lead-generation tactics and internal lead-nurturing processes.
- The seamless integration of the LeadScorz cloud services with its SaleForce.com CRM system provided automatic bi-directional updating of both system databases. This enabled optimization of their scoring algorithms and the monitoring of all facets of their Lead-Generation and Student Recruitment program.
- A further by-product of the LeadScorz system was the output of highly accurate demographic targeting data which enabled the micro-targeting of media and lead buying across all marketing channels, including Display Exchanges, Facebook, Google and Bing SEM, and Affiliate Leads, plus Direct Marketing and Outreach programs.

STOP GUESSING AND START CLOSING

With LeadScorz, all new leads are validated and scored BEFORE they're posted to your CRM queue. As a result, your sales team will know immediately which leads in your sales funnel are the strongest and weakest, empowering them to work more efficiently and close like never before. And with your success guaranteed, LeadScorz is a low risk/high ROI proposition.

LEADSCORZ SETS THE STANDARD

- Most technically advanced scoring platform in the industry
- Dynamic tuning of your scoring algorithm
- ROI metrics for each of your lead sources
- Real-time synch via API with most CRM, Marketing Automation and Lead Management Systems
- Low setup costs, no long-term contract

ABOUT LEADSCORZ

LeadScorz is a division of Vega Performance Marketing, Inc. (VPM), a Seattle, Washington based digital marketing agency and longtime Microsoft Partner formed in 2011 by online marketing veterans Vidur Luthra, Judd Boone and Patrick Murphy. The Company's mission is to apply leading edge technology to manage and optimize its clients' marketing media spend, while augmenting existing investments in Salesforce Management, CRM, and other Marketing Automation tools. The LeadScorz division was launched in 2015 to address the unmet need of clients driving large volumes of online leads from both Affiliate and programmatic media campaigns. Our cloud-based Lead Management Platform leverages leading edge Cloud-services technology and " Big Data" in order to deliver the industry's most accurate predictive lead-scoring solutions to verticals, including Education, Financial Services, Fundraising, Consumer Goods and others.

WE GUARANTEE YOUR SUCCESS! **Call or email us to learn more.**
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