

# Optify Releases New Lead Scoring

## Why Lead Scoring?

Whether you have a small number of people visiting your website or more leads than you know what to do with, your Sales team needs to stay focused on the most qualified prospects. You need to take what you know about market segments and potential customers, combine that with each visitor's behavior on your site, and translate those insights into a prioritized lead list for Sales. Sounds tough, doesn't it? Not if you have Optify.

## Optify Lead Scoring Feature

Optify's redesigned Lead Scoring feature helps you align your sales and marketing teams like never before. With custom lead scoring, not only can you automatically prioritize the leads and visitors you need to contact or nurture, but you can now also weed out the leads that shouldn't be passed to your sales team at all. Optify Lead Scoring results in cleaner lead lists, increased sales efficiency and higher close rates. What's not to love?

### About Optify

Optify provides hosted, easy to use Real Time Marketing software for businesses to generate leads through organic search and social media.

### Contact us

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**Score sets**

- Agencies
- ✓ Active visitors  
Optify default
- Fortune 1000
- ✓ PPC leads x
- Twitter leads
- ✓ Top leads  
In daily email for 28 users
- East coast leads
- West coast leads

▶ Lead Exclusions

+ Add new score set

**1 Name of this score set:**   Enable

**2 I want to see only visitors and leads that meet these criteria:**

Metric	Criterion	Value	Actions
<input type="text" value="State"/>	<input type="text" value="is"/>	<input type="text" value="WA, CA, OR"/>	x
and			
<input type="text" value="Total visits"/>	<input type="text" value="more than"/>	<input type="text" value="2"/>	x
and			
<input type="text" value="Average pageviews"/>	<input type="text" value="more than"/>	<input type="text" value="6"/>	x

+ Add new rule

**3 Score my visitors and leads using these criteria:**

Metric	Criterion	Value	Actions
<input type="text" value="Last visit date"/>	<input type="text" value="within"/>	<input type="text" value="4"/> days <input type="range" value="9"/>	x
<input type="text" value="Last visit duration"/>	<input type="text" value="more than"/>	<input type="text" value="30"/> seconds <input type="range" value="9"/>	x

+ Add new rule