

**From:** Association of Strategic Marketing Live Webinars  
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Live Webinar

## The Lead Scoring Equation: Behavior + Demographics = Customers

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By:

Feb 25

1pm ET

Traditional demographics are failing to identify likely buyers, so how do modern marketers keep up? Markets are becoming more fluid and fragmented so it becomes a challenge for marketers to deliver the right message to the right buyers.

Join Leo Merle, marketing programs manager, and Linda West, group manager of demand generation, both of Act-On Software, Inc., as they explore the world of lead scoring. Learn how to apply lead scoring to cultivate a tight relationship between sales and marketing by identifying hot leads ranked and scored based on profile characteristics and tracked online behavior.

In this webinar you will learn:

Identifying the three layers of segmentation: demographics, psychographics and behavior

Exploring the science of assigning lead score values to different behavior attributes

Building behavioral data to create a lead nurturing program

Pinpointing how to engage your buyers through tailored content

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