



# MQL Scorecard Revamp

Category	Criteria	Weight	Scoring Scale (1-5)	Notes
Fit	ICP Match ( Industry, Size, Region)	30%		
	Role / Persona Alignment			
Intent	Declared interest (form fill, opt-in)	30%		
	Buying signals (pricing page views, trial request, demo intent)			
Engagement	Content depth (webinar, whitepaper vs. blog skim)	20%		
	Recency/frequency of interactions			
Sales Notes	Feedback from SDR / AE	20%		

## Score Calculation

Total Score =  $\left( \frac{\text{Fit Avg} \times 30 + \text{Intent Avg} \times 30 + \text{Engagement Avg} \times 20 + \text{Sales Notes} \times 20}{5} \right)$

## Score Interpretation

Total Score Range	Outcome
80–100	Sales-ready lead (immediate follow-up)
60–79	Nurture sequence (ABM play, drip email, retargeting)
< 60	Marketing nurture only (not passed to Sales yet)



# Instructions for use

This scorecard helps marketing and sales evaluate leads beyond the “checkbox” MQL definition.

Instead of a single gate, use weighted scoring across fit, intent, and engagement.

A lead should pass a minimum threshold before being routed to Sales.

**Pro Tip:**

Not all MQLs are created equal. By weighting Fit, Intent, and Engagement, you reduce friction with Sales and ensure only high-quality leads are routed downstream.

For more like this you can visit our homepage: [www.metricdrivenmarketing.com](http://www.metricdrivenmarketing.com) or check out the book that inspired this, Pipeline Proven, by scanning this QR code:



# Score calculation – detailed description

## Step 1. Assign scores for each criterion

Each sub-criterion is rated **1–5** (1 = poor, 5 = excellent).

Example:

- ICP Match = 4
- Role Alignment = 5
- Declared Interest = 3
- etc.

## Step 2. Calculate category averages

Take the **average score** for all sub-criteria in each category.

Example:

- Fit (ICP + Role) =  $(4 + 5) \div 2 = 4.5$
- Intent (Declared + Signals) =  $(3 + 4) \div 2 = 3.5$
- Engagement (Depth + Recency) =  $(2 + 4) \div 2 = 3.0$
- Sales Notes = 5

## Step 3. Apply weights

Multiply each category's average score (out of 5) by its weight:

- Fit:  $4.5 \times 30\% = 1.35$
- Intent:  $3.5 \times 30\% = 1.05$
- Engagement:  $3.0 \times 20\% = 0.60$
- Sales Notes:  $5 \times 20\% = 1.00$

## Step 4. Scale to 100

Add them up  $\rightarrow 1.35 + 1.05 + 0.60 + 1.00 = 4.0$   
**(out of 5).**

Convert to 100 scale:  $4.0 \div 5 \times 100 = 80$ .

Final Score = **80/100**  $\rightarrow$  **Sales-Ready Lead**