

# Lead Scoring System

## Lead scoring system

We don't just build automations — we install a revenue intelligence layer into your CRM that tells your team exactly who to call, when to call them, and why. Our proprietary lead scoring system automatically ranks every contact the moment they enter your pipeline, so your sales team wakes up every morning with a prioritized hit list instead of a sea of names. Most agencies hand you a funnel and walk away. We hand you a system that thinks — one that gets smarter with every lead, every campaign, and every touchpoint.

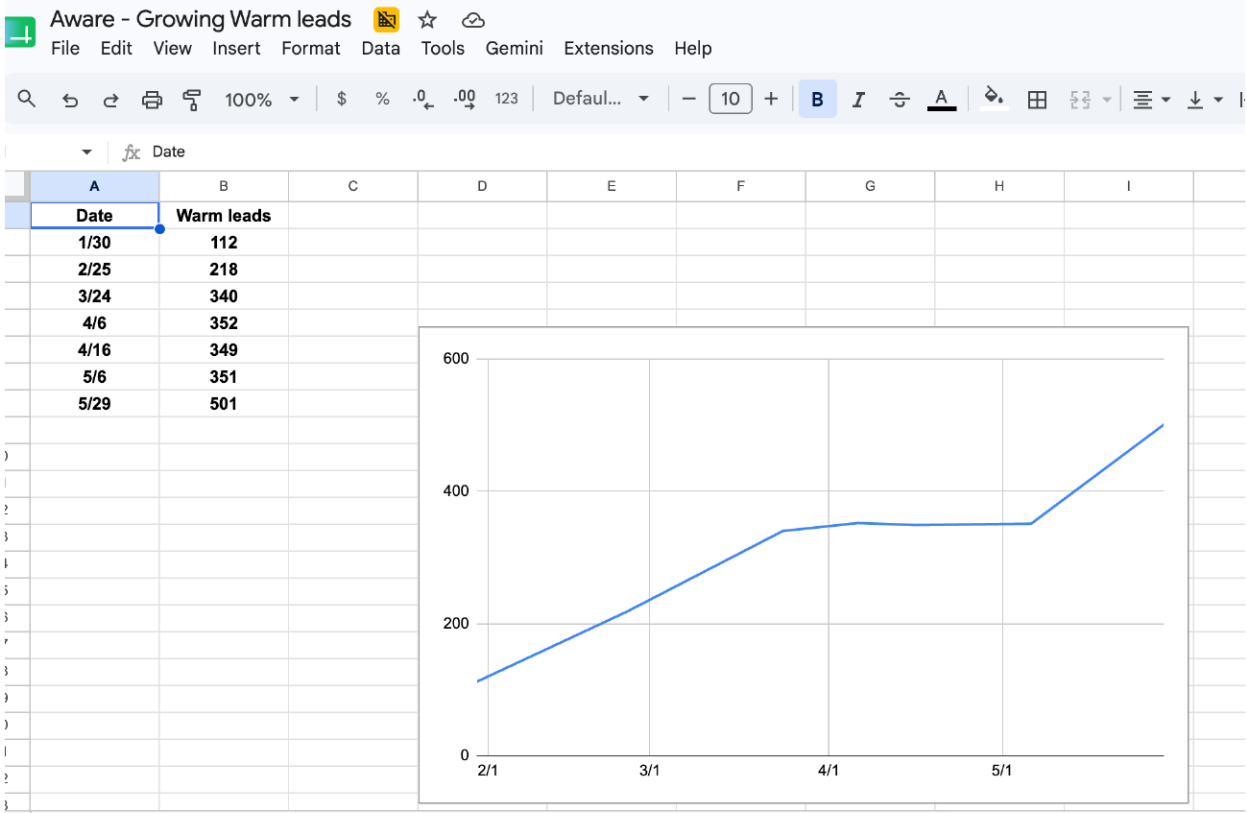
### Manage Scoring

Use the score builder to add/subtract scores in a profile and publish it to make it live. [Learn More](#)

☒ Engagement Score

| Action                                                                                 | Calculation     |
|----------------------------------------------------------------------------------------|-----------------|
| if an email is - Clicked                                                               | Add Points 100  |
| if a contact Tag added - behaviorclickers                                              | Add Points 100  |
| if a contact Tag added - behavior:openers                                              | Add Points 20   |
| if an email is - Opened                                                                | Add Points 20   |
| if a contact booked appointment and In calendar - Aware Monitoring System Calendar:... | Add Points 1000 |

# Warm Lead Growth — Aware Monitoring



# Warm Leads Database — Aware Monitoring

Aware - Growing Warm leads

File Edit View Insert Format Data Tools Gemini Extensions Help

100%

\$ % .0 .00 123

Default...

10

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|    |            |              |              |          |                           |                 |                  |   |
|----|------------|--------------|--------------|----------|---------------------------|-----------------|------------------|---|
| H9 |            |              |              |          |                           |                 |                  |   |
|    | A          | B            | C            | D        | E                         | F               | G                | H |
| 1  | First Name | Last Name    | Phone        | Email    | Created                   | Tags            | Engagement Score |   |
| 2  | Jesus      | Rodriguez    | +18304215151 | jesus.r  | 2025-07-30T14:34:06-05:00 | leadsource:coun | 791              |   |
| 3  | Jose       | Rivera       | +13256574230 | jose.riv | 2025-07-30T14:33:33-05:00 | leadsource:coun | 791              |   |
| 4  | Rich       | Harriman     | +15414735120 | rharrin  | 2025-09-17T17:04:40-05:00 | leadsource:oreg | 722              |   |
| 5  | William    | Bence        | +13603859368 | wbenc    | 2025-09-15T15:59:02-05:00 | leadsource:wash | 721              |   |
| 6  | Josh       | Sainsbury    | +15097542011 | jsainst  | 2025-09-15T15:58:58-05:00 | leadsource:wash | 721              |   |
| 7  | Gabe       | Gants        | +15097259263 | ggants   | 2025-09-15T15:58:55-05:00 | leadsource:wash | 721              |   |
| 8  | Kenneth    | Mccorison    | +18145632220 | kmcco    | 2025-08-06T14:49:31-05:00 | leadsource:penn | 701              |   |
| 9  | Brian      | Winslow      | +13155363000 | brianw   | 2025-08-06T14:47:40-05:00 | leadsource:newy | 701              |   |
| 10 | Jay        | Wilson       | +15182704160 | jwilson  | 2025-08-06T14:47:27-05:00 | leadsource:newy | 701              |   |
| 11 | Christina  | Dzwonkowski  | +17156857640 | christir | 2025-08-15T17:04:28-05:00 | leadsource:wins | 681              |   |
| 12 | Clinton    | Thetford     | +18067757300 | cthetc   | 2025-07-30T14:34:24-05:00 | leadsource:coun | 681              |   |
| 13 | Troy       | Schwiegerath | +18066695820 | tschwi   | 2025-07-30T14:34:11-05:00 | leadsource:coun | 681              |   |
| 14 | Mario      | Garcia       | +18062445454 | dalhar   | 2025-07-30T14:34:09-05:00 | leadsource:coun | 681              |   |
| 15 | Steve      | Rosa         | +19798641801 | stevenr  | 2025-07-30T14:33:40-05:00 | leadsource:coun | 681              |   |
| 16 | Ryan       | Dirker       | +12547505911 | ryandir  | 2025-07-30T14:33:30-05:00 | leadsource:coun | 681              |   |
| 17 | Charles    | Rogers       | +19797330184 | cctxoe   | 2025-07-30T12:32:53-05:00 | leadsource:pros | 681              |   |
| 18 | Patrick    | Pinder       | +18303038856 | patrick  | 2025-07-30T12:32:46-05:00 | leadsource:pros | 681              |   |
| 19 | Wade       | Hedtke       | +18307803732 | wade.h   | 2025-07-30T12:32:45-05:00 | leadsource:pros | 681              |   |
| 20 | Cindy      | Stafford     | +18303938573 | cstaffo  | 2025-07-30T12:32:44-05:00 | leadsource:pros | 681              |   |
| 21 | Billy      | Jordan       | +13612750878 | blair.d  | 2025-07-30T12:32:39-05:00 | leadsource:pros | 681              |   |
| 22 | Michael    | Scanio       | +19086549800 | mscan    | 2025-07-23T20:06:56-05:00 | leadsource:coun | 681              |   |
| 23 | Leslie     | Bence        | +14000000750 | lbence   | 2025-08-15T17:40:07-05:00 | leadsource:wins | 680              |   |