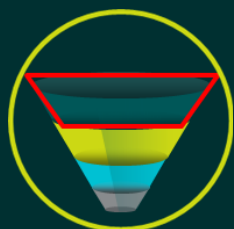


# Demand Gen Glossary

## ChannelCore™ Propensity to Buy (P2B) Leads:



Top of Funnel

ChannelCore™ Propensity modeling is a set of approaches to building predictive models to forecast target customers' behavior by analyzing their past behaviors. Propensity models help identify the likelihood of someone performing a specific action. These actions may range from accepting a personalized offer, clicking an ad, making a purchase, or clicking a campaign to signing up for a newsletter or churning. A propensity score is a probabilistic estimation of whether your customers will perform such actions. Equipped with these scores, you can also estimate the value each customer brings in real-time.

## MQLs: Marketing Qualified Leads



Middle of Funnel

These leads have shown a form of interest in buying. They're open to the idea of a sale and have taken an initial step to engage with your business, without buying.

- Downloading trial software or free eBook
- Using software demos
- Filling out online forms
- Submitting an email address for a newsletter or mailing list
- Adding items to the shopping cart

## ChannelCore™ Intent Data Leads:



Middle of Funnel

ChannelCore™ Intent Data allows organizations to identify their in-market audiences by displaying early-stage buying signals to increase their go-to-market strategy's timeliness, relevancy, and impact. Intent Data allows you to navigate towards 'warmer' prospects and use your resources on the most convertible accounts to minimize campaign waste, build a qualified B2B pipeline faster, and prioritize accounts efficiently so sales and marketing can personalize their content marketing at scale.

## hQMLs: Higher Qualified Marketing Leads



Middle of Funnel

These leads have shown a form of interest in buying. They're open to the idea of a sale and have taken an initial step to engage with your business, without buying.

- Downloading trial software or free eBook
- Using software demos
- Filling out online forms
- Submitting an email address for a newsletter or mailing list
- Adding items to the shopping cart

These leads include customized surveys identify EU plans, priorities, and needs.

## SQLs: Sales Qualified Leads



Bottom of Funnel

These leads have a high probability of converting into a customer. An SQL has shown intent to buy and has met certain requirements that determine they're a good fit for a product or service. These can come in the of the following

- BANT (Budget, Authority, Need, & Timeframe)
- Warm Handoff Appointment Setting – 30-minute scheduled call between the EU and Partner
- Face-to-Face – On location scheduled meeting between EU and Partner