Lead scoring canvas and validation checklist

Keep fit, engagement and explicit requests visible separately. Example criteria below are prompts, not recommended point thresholds.

Project / team: _____ Owner: _____
Date / edition: _____ Must-have outcome: _____

Dimension / example	Evidence / source	Rule / next action
Fit: relevant organisation and offer match		
Fit: supported region / market		
Unknown data: clarify rather than assume poor fit		
Engagement: meaningful, reliably observed activity		
Repeated activity: limit its influence		
Old activity: review relevance and supported controls		
Explicit suitable request: preserve meaning and ownership		

Complete the blank fields with your actual configuration. The prompts are a working template, not evidence that the setup is already implemented.

Validate before you commit

Use one realistic scenario and one exception. Note the actual evidence, not only whether the connector or platform reports success.

[ ] Marketing and sales agree what deserves priority.

[ ] Fit is separated from engagement and explicit intent.

[ ] Real opportunities and unsuitable active readers are tested.

[ ] Existing customers and open opportunities are considered.

[ ] Incomplete records and old activity are included in validation.

[ ] A handover includes owner, reason and expected response.

[ ] Sales feedback and the next model review have owners.

Critical blocker / missing evidence

Next action / responsible person

Decision / next review date

Reference / Referenz: https://knowledge.hubspot.com/scoring/build-lead-scores

Implementation guidance, not a performance guarantee. Verify current product scope and requirements before purchase or rollout.