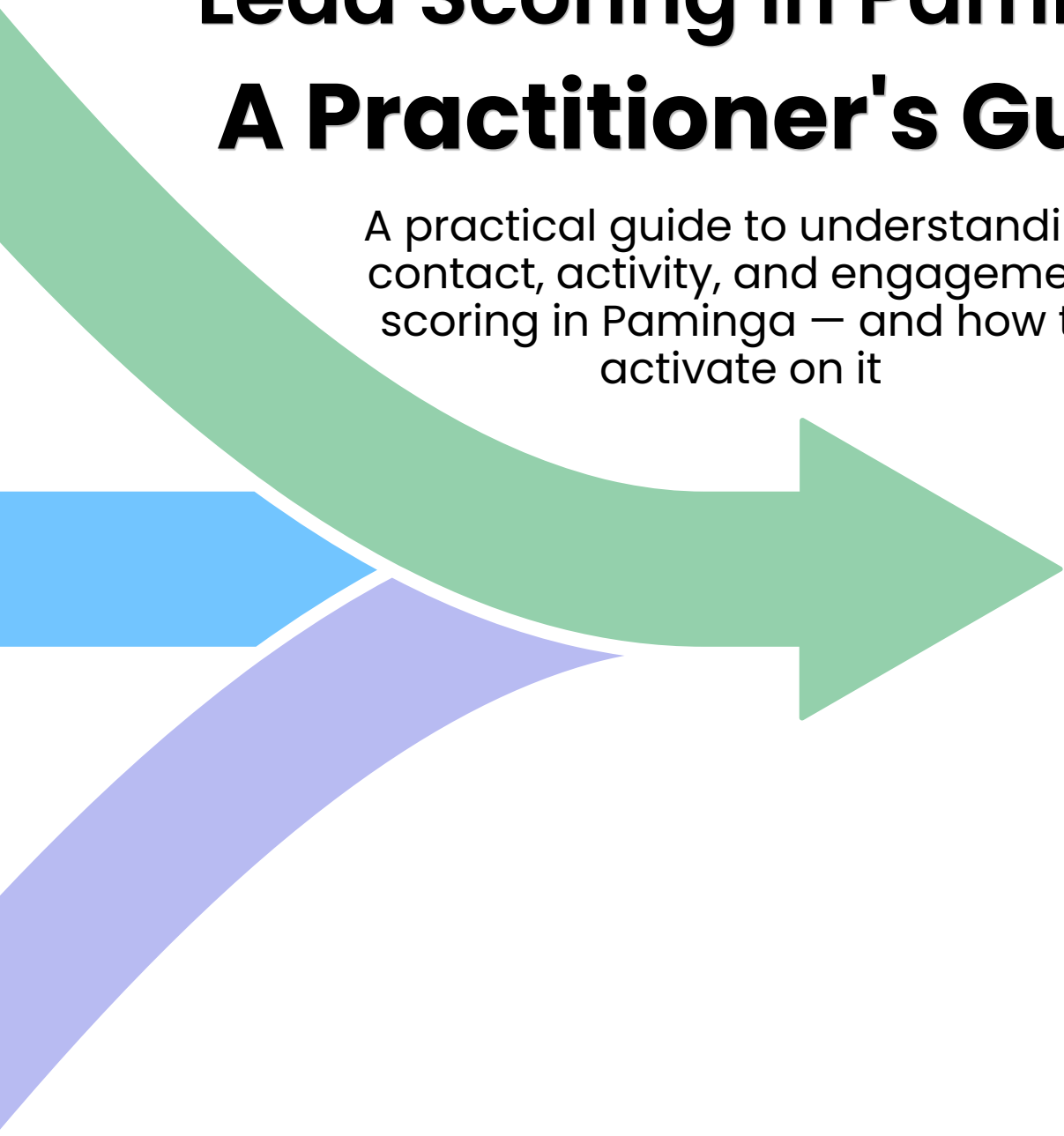




# Lead Scoring in Paminga

## A Practitioner's Guide

A practical guide to understanding contact, activity, and engagement scoring in Paminga – and how to activate on it



Paminga – The MAP for MOPs™

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# Why lead scoring models lose credibility

Team confidence in lead scoring erodes for two reasons: either every action scores too high and everyone looks like an MQL, or the model scores on fit alone and misses intent entirely.

The result is a single number that doesn't tell you much. Sales chases records with a thousand points accumulated over three years of inactivity. Marketing celebrates MQLs that were never real buyers. And nobody trusts the score.

The problem isn't the concept of lead scoring — it's collapsing too many signals into one number with no context for what those signals actually mean.

Paminga approaches this differently. Instead of one score, you get three — each measuring something distinct. Together, they give you a signal system, not just a number.

## How Paminga thinks about scoring

Paminga surfaces three separate score types, each measuring a different dimension of a contact's relationship with your brand.

### Contact Score

- Measure who they are
- Ex: Title, company size, location, persona tier

### Activity Score

- Measures what they did
- Ex: form fills, event registration, account sign-up

### Engagement Score

- Measures what it meant
- Ex: event attendance, repeat content visits, portal logins

#### KEY PRINCIPLE

Contact score should accelerate, not qualify. A high-fit ICP record should move through your funnel faster than someone with an unknown title and a personal email — but demographic fit alone should never be enough to MQL. Contact score is a multiplier, not a finish line. Records must demonstrate intent through activity and engagement before they surface to your team.



# Contact score

Contact score is your demographic layer. It answers the question: is this person a fit?

Typical inputs include:

- Job title or persona tier
- Company size or industry
- Geography or region
- Any field that tells you who they are, not what they've done

## Subtractors

Contact score is also where subtractors live. If a contact matches criteria that signals they're not a fit – wrong region, irrelevant industry, student email – you subtract points.

Subtractors keep your total score honest. Without them, a contact who fills in the wrong industry can still accumulate points and look qualified when they're not.

## Required rules

Within your contact score, you can mark individual rules as required. A required rule means: this condition must be true for the contact to qualify at the threshold level, regardless of their total score.

### EXAMPLE

You require that a contact's job level is Director or above. A contact who hits the full point threshold but comes in as an individual contributor never qualifies – no matter how engaged they are. Required rules ensure your score can't be gamed by volume alone.



# Activity Score

Activity score measures what a contact did. It's the action layer — broad, high-volume, and relatively low-signal on its own.

Think of activity score as capturing intent signals that are easy to generate:

- Submitting a form
- Registering for an event
- Signing up for an account or trial
- Clicking a link in an email

Activity score is a leading indicator. High activity score says: this person is doing things. It doesn't yet tell you whether those things matter.

## Run frequency

Each rule in your activity score has a configurable run frequency. Set to automatic, a rule fires as soon as the qualifying condition is met. You can also throttle frequency — for example, award email click points no more than once every two hours — to prevent a single hyperactive session from inflating a contact's score artificially.

# Engagement Score

Engagement score is where Paminga's model gets interesting. If activity score measures what a contact did, engagement score measures what it meant.

### DISTINCTION

Engagement score captures the quality and depth of interaction — not just that it happened.

Activity Score	Engagement Score
Registered for a webinar	Attended the webinar
Received a newsletter	Clicked every newsletter for six months
Clicked a link in an email	Clicked a link and converted on the destination page
Signed up for a portal account	Logged into the portal 5+ times in 30 days



# Thresholds and actions

Once contacts start accumulating scores, Paminga lets you define what happens when they hit certain levels. This is where scoring stops being passive reporting and starts driving action.

## Setting your MQL threshold

Your MQL threshold is the total score a contact must reach to be considered marketing-qualified. But Paminga also lets you set minimum score requirements per category – so a contact can't hit the MQL threshold entirely on demographic fit with zero engagement.

### EXAMPLE

MQL threshold: 40 points total. Minimum requirements: Contact score  $\geq 10$  | Activity score  $\geq 5$  | Engagement score  $\geq 15$ . A contact with 35 demographic points and 5 engagement points does not qualify – the engagement minimum isn't met.

## Global vs. conditional actions

When a contact hits a threshold, you can trigger actions. Paminga gives you two types:

Action Type	When to Use	Example
Global Action	Any record that hits the threshold	Enroll in nurture workflow when engagement score reaches 15
Conditional Action	Records that meet threshold AND an additional condition	Create Salesforce task if engagement score reaches 15 AND last activity was 90+ days ago

Actions available when a threshold is hit include:

- Enroll in a workflow or automation
- Create a task in your CRM
- Send an internal notification
- Add to a paid ads audience
- Sync a field to your CRM

### TIP

You can also trigger actions when a score falls below a threshold – not just when it exceeds one. This is useful for re-engagement: if a contact's engagement score drops beneath a certain level, add them to a nurture sequence automatically.



# Building a model that holds up

A lead scoring model is only as good as the math underneath it. Before you activate, think through these principles.

## Max sums per category

For each score category, calculate the maximum number of points a contact could theoretically accumulate. This tells you what ratios are actually possible and whether your threshold is achievable.

If your contact score max is 30 and your MQL threshold requires 15 engagement points, make sure your engagement rules can actually generate 15 points from realistic contact behavior.

## Build in decay

A contact who was highly engaged two years ago and has done nothing since should not carry the same score as a contact who engaged last week. Decay rules reduce a contact's score over time if they go inactive, keeping your database current and preventing stale scores from misleading your team.

This matters especially in seasonal businesses — at the start of a new season, you want a real read on who's actually active, not a holdover score from the previous year.

## Subtract intentionally

Subtractors are one of the most underused parts of lead scoring. They keep your model honest by removing points when a contact signals they're not a fit — wrong geography, irrelevant title, unsubscribed from email. Without subtractors, unqualified contacts accumulate points passively.

## Selectively auto-MQL

Auto-MQL rules have their place — a hand raiser who requests a demo should be fast-tracked. The problem is when too many rules can independently hit your threshold. If a webinar registration, a content download, and a form fill can each MQL someone on their own, your pipeline fills with noise.

### PRESSURE TEST

Map out your scoring rules and calculate how many realistic actions — based on activity and engagement — a contact would need to take to hit your MQL threshold. High-value actions like a demo request or a live event attendance should carry more weight, but they should be the exception, not the norm. If your model only requires one or two interactions to qualify in general, either your threshold is too low or your point values are inflated. Qualification should reflect demonstrated, sustained intent — not a single lucky touchpoint.



# What good looks like – a worked example

Here's how the three-score model plays out in practice – based on Paminga's own ICP and scoring model.

## The contact

A Director of Marketing Ops at a mid-market SaaS company submits a form on our migration guide page. That's a meaningful signal – right persona, right content, right moment. But it's not enough to surface them to our sales team. Here's what the journey to MQL actually looks like for that record.

### Contact Score

20 points

- Director-level title in a priority persona tier: +15 pts
- Company size in target range: +10 pts
- Personal email domain (not work): -5 pts

### Activity Score

12 points

- Downloaded the migration guide: +5 pts
- Registered for a webinar: +5 pts
- Clicked an email link (capped at once per two hours): +2 pts

### Engagement Score

18 points

- Attended the webinar live: +8 pts
- Visited the platform comparison page three times in 14 days: +6 pts
- Clicked email link and converted on a second asset: +4 pts

**Total:** 50 points | **MQL threshold:** 40 | **Minimum engagement:** 15

This contact qualifies – and here's what that actually means. Based on the three scores, we can confirm they're an ICP fit, they're aware of Paminga, and – most importantly – they're actively engaging with us. The activity score tells us they know we exist. The engagement score is what pulls the trigger. Repeated, intentional engagement with our content is the signal we use internally to surface a record to our sales team, because it tells us this person isn't just browsing. They're interested.

#### WHAT HAPPENS NEXT

A global action enrolls them in a sales-touch workflow. A conditional action creates a Salesforce task for their assigned rep with a note that this contact has been engaging for 14 days. The rep has context before they make the first call.





## Final Thought

Lead scoring works when it reflects how your team actually thinks about buyers — not just who they are, but what they've shown you.

The three-score model in Paminga is built to give you that clarity: fit, awareness, and intent, measured separately so you can act on each one. Start simple, pressure-test your thresholds, and let the model evolve as you learn what actually predicts a good conversation.