

ICP Scoring Table

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What This Is

An Ideal Customer Profile scoring model helps you rank accounts by fit. Instead of guessing which leads to pursue, you score them against weighted signals. High scores get attention. Low scores get deprioritized.

This is a blank framework. Adapt the signals and weights to match your market.

How to Use It

1. Define your signals across the six categories below.
2. Assign a weight (1-5) to each signal based on how predictive it is for your business.
3. Score each account 1-5 on every signal.
4. Multiply score by weight for each row.
5. Sum the weighted scores for a total account score.
6. Use the threshold guide to prioritize.

Scoring Table

Signal Category	Signal	Weight (1-5)	Score (1-5)	Weighted Score	Notes
Firmographic	Employee count in target range				
Firmographic	Revenue in target range				
Firmographic	Industry match				
Firmographic	Company age/maturity				
Technographic	Uses target CRM (HubSpot, Salesforce)				
Technographic	Uses marketing automation				
Technographic	Uses relevant tools in your stack				
Intent	Active job postings in target function				
Intent	Recent funding event				
Intent	Technology adoption signals				
Intent	Competitor mentions or reviews				
Engagement	Website visits				
Engagement	Content downloads				
Engagement	Email opens/clicks				
Fit	Geography match				
Fit	Language/region				
Fit	Buying committee accessible				

Timing	Fiscal year alignment
Timing	Budget cycle (Q1 planning, mid-year reviews)
Timing	Contract renewal window
TOTAL:	

Threshold Guide

Total Score	Tier	Action
80+	Tier 1	Prioritize. Personalized outreach. Multi-channel sequence.
50-79	Tier 2	Standard sequence. Monitor for signal changes.
Below 50	Deprioritize	Nurture list or exclude. Review quarterly.

These thresholds are starting points. Adjust based on your conversion data after running 100+ accounts through the model.

Tips

- **Start with 10-12 signals.** More than 20 creates noise without improving accuracy.
- **Weight the signals you can verify.** Firmographic data is reliable. Intent data is directional.
- **Revisit weights quarterly.** Your best-fit accounts today may differ from six months ago.
- **Use this with Clay.** Build the scoring logic as calculated columns. Automate the score, not the judgment.

Free resource from say2neeraj.com. Share it, adapt it, make it yours.