



Knowing Exactly Which Lead To Call First

An automatic lead research and scoring system built for an AI agency founder.

LEAD INTELLIGENCE

CASE STUDY

Knowing Exactly Which Lead To Call First

An automatic lead research and scoring system built for a founder running his own AI implementation agency, so every enquiry gets properly researched and ranked before anyone spends a minute on it.

The situation

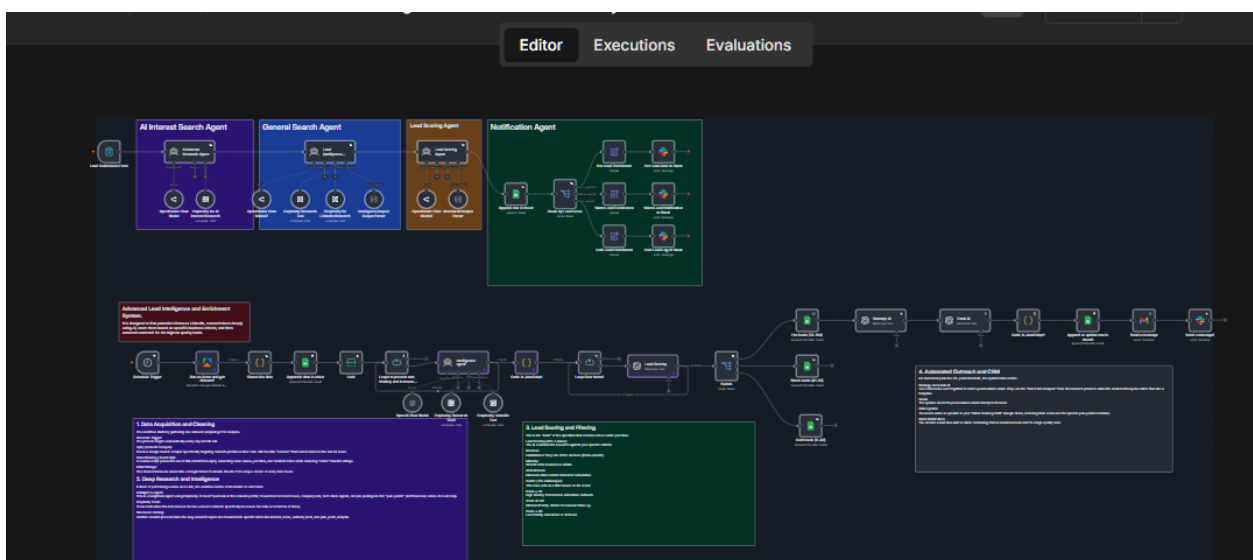
Every new lead coming in needed real research before anyone knew if they were worth chasing, their revenue, how established the business actually was, whether they were even open to AI in the first place. Doing that properly by hand for every single enquiry took real time, and by the time the research was done, the best moment to reach out had often already passed.

What I built

A system that takes a lead the moment someone submits it, researches them properly across multiple sources, scores exactly how good a fit they are, and sends the strongest ones straight into outreach automatically, while everything else still gets filed and flagged at the right level of follow up.

One simple form, a full research report behind it

Whoever had a lead to look into just entered the company's website, and a LinkedIn profile if they had one. From that alone, the system pulls together a proper picture of the company, its size, industry, recent news, technology in use, and how interested it already seems in AI, without anyone opening ten browser tabs and piecing it together by hand.



The full research, scoring, and outreach system, live and running.

One honest score instead of a gut feeling

All of that research gets turned into a single score out of 100, based on real criteria, revenue, business maturity, AI readiness, team size, and how good a fit the industry actually is. Nobody has to guess whether a lead is worth an hour of their time, the system has already worked it out.

The best leads get chased immediately, automatically

Anything that scores highly is treated as a hot lead straight away. The system writes a genuinely personalised outreach email using the specific details it found in its own research, sends it immediately, updates the records, and pings the team the moment it is done. Nobody has to remember to follow up, because it has already happened.

Everything else still gets handled, just at the right pace

Warm leads are logged and flagged for a proper follow up rather than an instant email, and colder ones are filed away rather than clogging up anyone's inbox. Every single lead, whatever its score, ends up recorded in the same place, so nothing submitted through that form ever just disappears.

What it actually changed

- Every inbound lead gets properly researched automatically, instead of relying on someone finding the time.
- Leads are ranked with an actual score, not a gut feeling, so the strongest ones never get lost in a pile of average ones.
- The best leads get a genuinely personalised outreach email within minutes of submitting the form, not days later.
- The team knows the moment a hot lead comes in, through an instant alert.
- Every single lead is logged in one place, so there is always a full record of who came in and what happened to them.

THE RESULT

What Changed Once Every Lead Got Researched Automatically

This is not about one flashy number. It is about what happens to a lead the moment it comes in, and whether anything about it ever gets missed.

BEFORE

- Every lead needed manual research before anyone knew if it was worth chasing.
- By the time research was finished, the best moment to reach out had often passed.
- Whether a lead got a fast reply depended on who saw it, and when.
- There was no consistent way to compare how strong one lead was against another.
- Weaker leads could easily take up as much time as the strongest ones.

AFTER

- ✓ Every lead is researched automatically the moment it is submitted.
- ✓ The strongest leads get a personalised outreach email within minutes.
- ✓ A hot lead triggers an instant alert, so it never waits on anyone being free.
- ✓ Every lead gets the same 100 point score, so priority is never a guess.
- ✓ Time goes toward the leads that are actually worth it, not every single one equally.

HOW IT WORKS

From One Form Submission To A Ranked, Actioned Lead

1

A lead comes in

Someone enters a company's website, and a LinkedIn profile if they have one, into a short form. That single submission is all the system needs to get started.

2

The company gets properly researched

The system goes out and builds a real picture of the company, its size, industry, recent news, the technology it already uses, and any signs it is already interested in AI, pulling from multiple sources rather than one quick search.

3

Everything gets turned into one score

That research is weighed against five real criteria, revenue, business maturity, AI readiness, company size, and industry fit, and reduced down to a single score out of 100 that says exactly how strong the lead actually is.

4

The system decides what happens next

A high score triggers an immediate, personalised outreach email and an instant alert to the team. A mid range score gets logged for a proper follow up. A low score is filed away rather than left cluttering anyone's inbox.

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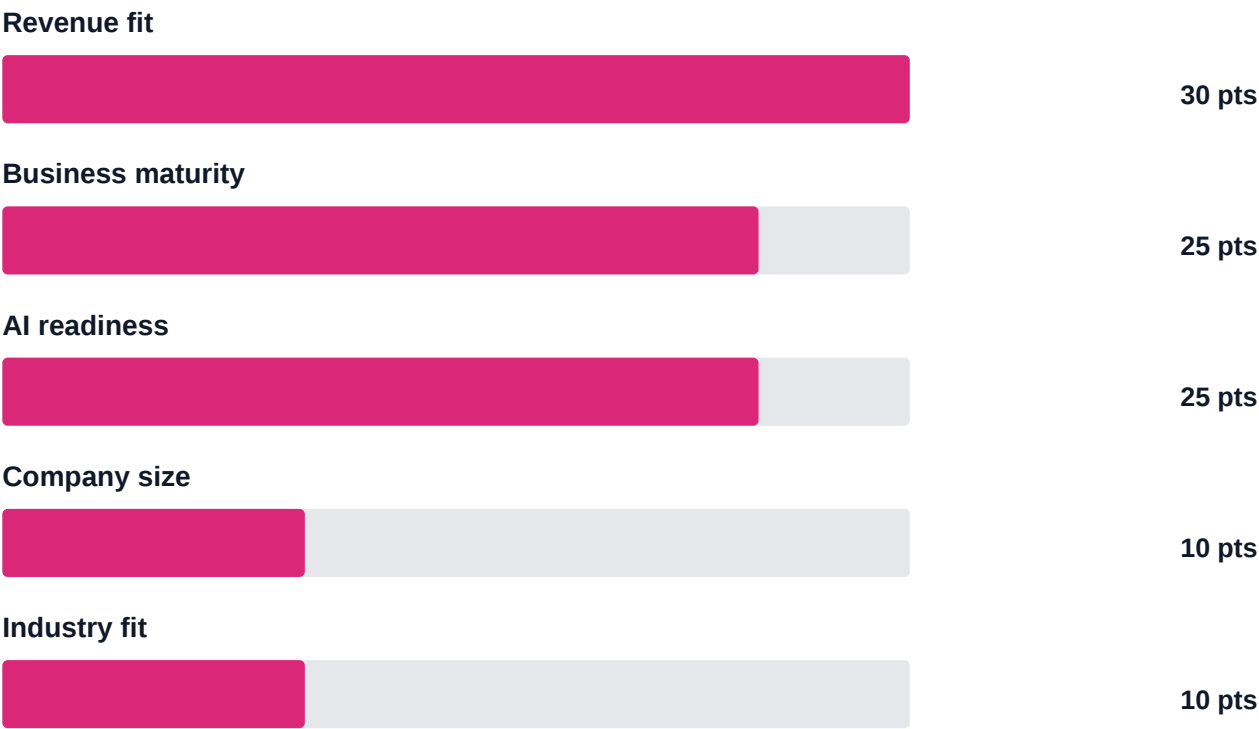
Nothing is ever left unrecorded

Whatever the outcome, every lead that comes through that form ends up logged in the same place, with its score and its research attached, so there is always a full record to look back on.

HOW THE SCORE IS BUILT

A 100 Point Score Built From Five Real Signals

Every lead is scored the same way, against the same five things, every time. Nothing about it depends on who is looking at the lead or how busy anyone is that day.



What each score actually means

- Revenue fit:** Whether the business generates enough revenue to realistically afford and benefit from AI implementation work.
- Business maturity:** How established and stable the business is, a proven track record rather than an idea on paper.
- AI readiness:** How open the company already is to AI, based on real signals found during research, not a guess.
- Company size:** Team size and structure, and whether there is someone able to actually make the decision.
- Industry fit:** Whether the company sits in an industry where AI implementation has a clear, provable return.