



# MARC Engagement Scoring Framework & Implementation Guide

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This framework translates measurable MARC brochure engagement data into a structured, revenue-aligned engagement score. It is designed for Marketing, Sales, RevOps, and Executive teams who require a repeatable method for identifying high-intent accounts, prioritizing follow-up, and connecting physical engagement to pipeline impact.

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## SECTION 1: ENGAGEMENT PHILOSOPHY

Traditional direct mail has historically been evaluated using delivery-based metrics: items mailed, estimated reach, and response rates. While these metrics indicate distribution, they provide limited visibility into how recipients actually interact with the content. As a result, marketing and sales teams often operate without clear insight into which accounts demonstrate meaningful interest.

MARC fundamentally changes this paradigm. Rather than measuring delivery alone, MARC measures observable engagement behavior. Each interaction with a video brochure produces measurable signals such as viewing time, repeat sessions, replay activity, and multi-user engagement. These signals transform direct mail from a passive channel into a behavior-driven intelligence source.

The purpose of the MARC Engagement Scoring Framework is to translate these behavioral signals into a structured engagement score that reflects purchase intent probability. By converting raw interaction data into standardized scores, marketing and revenue teams gain a consistent method for identifying high-value accounts, prioritizing follow-up activity, and understanding which campaigns generate the strongest buying signals.

At its core, the philosophy behind the MARC engagement model is simple: not all engagement is equal. A recipient who briefly opens a brochure represents awareness. A recipient who repeatedly returns to the content, watches significant portions of the video, and shares it with colleagues represents a substantially higher level of intent. The scoring framework therefore emphasizes depth, repetition, and expansion of engagement rather than simple open activity.

### THREE GUIDING PRINCIPLES DEFINE THE MARC ENGAGEMENT PHILOSOPHY.

#### *Depth of Engagement Matters More Than Opens*

Opening a brochure represents only the first step in engagement. Meaningful interaction occurs when recipients spend time consuming the content. Watch duration provides a strong proxy for attention and message absorption. Longer viewing times typically indicate deeper interest in the product, service, or concept being presented. For this reason, the framework places increasing weight on deeper viewing thresholds.

#### *Repeat Interaction Signals Growing Interest*

One-time engagement can occur out of curiosity. However, repeat sessions indicate that the recipient is returning to the content deliberately. Replays and multiple sessions often occur when a prospect is evaluating a solution more seriously or revisiting the content before discussing it internally. The model therefore assigns higher scores to repeated engagement events, as they frequently correlate with progressing interest within the buying journey.

### *Multi-Viewer Behavior Indicates Buying Committee Expansion*

In most B2B environments, purchasing decisions are rarely made by a single individual. Engagement that spreads across multiple viewers within the same organization suggests that the content is being shared among stakeholders. This behavior is one of the strongest signals that an account may be entering an active evaluation phase. The framework therefore treats multi-viewer engagement as a significant escalation signal.

Together, these principles create a scoring system that reflects how interest evolves over time. Initial interactions indicate awareness. Deeper and repeated interactions indicate consideration. Multi-user and extended engagement patterns indicate movement toward a buying decision.

Another key philosophical component of the framework is the concept of engagement progression. Engagement signals should not be viewed as isolated events. Instead, they form a sequence that mirrors the typical path from initial exposure to sales conversation. A prospect may first open the brochure, then return to watch additional content, then replay segments while discussing them with colleagues. Each step strengthens the likelihood that the account is moving toward a purchasing decision.

Because of this progression, MARC engagement data should be treated as a leading indicator rather than a lagging metric. Traditional pipeline metrics such as meetings booked or opportunities created measure outcomes that occur later in the sales process. MARC engagement occurs earlier and can therefore help organizations identify promising accounts before formal sales conversations begin.

When operationalized correctly, this philosophy allows marketing and sales teams to move from reactive outreach to behavior-driven engagement. Rather than contacting every recipient equally, teams can prioritize accounts demonstrating the strongest engagement signals. This alignment improves sales efficiency, shortens response time to high-intent prospects, and ensures that resources are focused on the accounts most likely to convert.

Ultimately, the MARC Engagement Scoring Framework exists to transform direct mail from a static marketing activity into a measurable revenue intelligence channel. By interpreting engagement behavior through a structured scoring model, organizations can bridge the historical gap between physical outreach and digital analytics, creating a clearer understanding of how offline engagement contributes to pipeline growth and revenue outcomes.

## SECTION 2: CORE ENGAGEMENT METRICS & WEIGHTING MODEL

The MARC Engagement Scoring Model translates measurable interaction behavior into a structured score that reflects the relative level of buying intent within an account. Each engagement signal—such as brochure opens, watch time, repeat sessions, replay activity, multi-day engagement, and multi-viewer interaction—is assigned a weighted point value based on the strength of the signal it represents. Foundational actions like opening a brochure establish baseline awareness, while deeper behaviors such as longer viewing durations, repeated engagement sessions, and content replays receive higher weights because they indicate stronger interest and message consumption. The model is designed to be cumulative, allowing engagement signals to build over time as recipients return to the content or share it internally. Certain behaviors carry elevated weighting because they are particularly predictive of sales progression, including multi-viewer activity that suggests internal sharing within a buying committee, executive-level engagement that signals decision-maker visibility, and engagement occurring in close proximity to sales outreach or opportunity creation. By aggregating these weighted behaviors into a single engagement score, the framework provides marketing and revenue teams with a consistent method for identifying which accounts demonstrate casual awareness versus those exhibiting meaningful purchase exploration.

Metric	Definition	Score Weight
<b>Brochure Opened</b>	Baseline engagement signal	5 points
<b>Total Engagement Sessions (2+)</b>	Repeat interaction	10 points
<b>Total Engagement Sessions (4+)</b>	High repetition	20 points
<b>Average Watch Time &gt; 45 seconds</b>	Meaningful content consumption	15 points
<b>Average Watch Time &gt; 75 seconds</b>	Deep content consumption	25 points
<b>Replay Activity Detected</b>	Rewatch behavior	15 points
<b>Multi-Day Engagement</b>	Engagement across separate days	20 points
<b>Multi-Viewer Engagement</b>	Shared internally within organization	30 points
<b>High-Intent Threshold (90+ seconds)</b>	Strong purchase exploration	30 points
<b>Executive Persona Engagement</b>	C-suite or VP-level engagement	35 points
<b>Engagement within 48 hours of sales outreach</b>	Sales-aligned behavior	20 points
<b>Engagement within 14 days before opportunity creation</b>	Late-stage influence	40 points

## SECTION 3: ENGAGEMENT SCORE TIERS

The MARC Engagement Score translates individual engagement behaviors into actionable priority levels for marketing and sales teams. These tiers allow organizations to quickly identify which accounts require monitoring, which warrant outreach, and which indicate active buying activity. By aligning engagement score ranges with clear operational actions, the framework ensures that engagement data directly informs revenue-generating activity rather than remaining purely analytical.

### **0–20: LIGHT AWARENESS – NO IMMEDIATE SALES ACTION REQUIRED.**

Accounts in this range have demonstrated minimal engagement, typically limited to a single brochure open or brief viewing session. This level of activity indicates early-stage awareness but does not yet signal meaningful evaluation of the content. At this stage, no immediate sales outreach is recommended. These accounts should remain within marketing visibility and may be included in broader nurture programs or monitored for additional engagement signals.

### **21–50: MODERATE INTEREST – ADD TO SALES VISIBILITY LIST.**

Scores within this range suggest that the recipient has engaged with the content beyond a casual open, often through moderate watch time, repeat sessions, or multiple engagement events. While the behavior indicates growing curiosity, it does not yet represent strong purchase intent. These accounts should be placed on a sales visibility list so that SDRs or account owners are aware of the activity and prepared to act if engagement continues to increase.

### **51–90: HIGH INTENT – TRIGGER SDR OUTREACH WITHIN 24–48 HOURS.**

Accounts scoring within this tier demonstrate clear indicators of active interest. Engagement patterns typically include longer viewing times, repeated sessions, replay behavior, or engagement across multiple days. These signals suggest that the recipient is meaningfully evaluating the content and may be considering the solution internally. At this threshold, the framework recommends SDR outreach within 24–48 hours to capitalize on the engagement momentum while the content remains top-of-mind.

### **91+: BUYING COMMITTEE ACTIVATION – IMMEDIATE ACCOUNT-LEVEL SALES ALIGNMENT REQUIRED.**

Scores above 91 represent the strongest engagement signals and typically indicate that the content is circulating within the organization. Multi-viewer behavior, extended watch time, executive engagement, or repeated interactions across multiple days often drive scores into this range. These accounts should be treated as high-priority opportunities and require immediate coordination between sales, marketing, and account leadership to determine the appropriate outreach strategy and accelerate movement toward a meeting or opportunity creation.

## SECTION 4: IMPLEMENTATION STEPS

Successful deployment of the MARC Engagement Scoring Framework requires coordination between marketing, sales, and revenue operations teams. The goal of implementation is to ensure that engagement data flows into existing revenue systems and triggers clear operational responses. The following steps outline a practical approach for integrating the scoring model into campaign execution, CRM workflows, and sales processes.

### STEP 1: DEFINE CAMPAIGN OBJECTIVES AND TARGET SEGMENT

Begin by clearly identifying the purpose of the campaign and the accounts being targeted. Whether the objective is pipeline creation, account expansion, or executive awareness, defining the target segment ensures that engagement signals are evaluated within the appropriate context. Campaign goals should also determine how engagement scores will influence sales prioritization and follow-up strategies.

### STEP 2: CONFIGURE ENGAGEMENT WEIGHTS INSIDE CRM OR MARKETING AUTOMATION PLATFORM

The engagement metrics and point values defined in the scoring model should be implemented within the organization's CRM or marketing automation system. Each engagement signal—such as brochure opens, watch duration, repeat sessions, or multi-view activity—should automatically update a cumulative engagement score field associated with the account or campaign record. This ensures that engagement scoring updates dynamically as new behavioral data is captured.

### STEP 3: ESTABLISH SCORE THRESHOLDS ALIGNED WITH SALES SLAS

Once scoring logic is implemented, organizations should align engagement score thresholds with internal sales service-level agreements. These thresholds determine when engagement activity moves from passive monitoring to active sales response. Clear alignment ensures that SDRs and account teams understand when outreach is expected and prevents high-intent accounts from being overlooked.

### STEP 4: AUTOMATE ALERTS FOR HIGH-INTENT ACCOUNTS

Automated notifications should be configured to alert sales when engagement scores cross key thresholds. In most implementations, alerts are triggered when an account reaches the High Intent (51+) or Buying Committee Activation (91+) tiers. These alerts enable rapid response to emerging buying signals and help ensure that outreach occurs while engagement momentum is strongest.

### STEP 5: REVIEW SCORING ACCURACY AND OPTIMIZE OVER TIME

Engagement scoring should be reviewed periodically to confirm that it accurately reflects real pipeline behavior. Quarterly analysis comparing engagement scores against meetings booked, opportunities created, and closed-won deals can help identify which engagement signals are most predictive of revenue outcomes. Based on these insights, weighting values and thresholds can be refined to continuously improve the model's effectiveness.

## SECTION 5: EXECUTIVE REPORTING INTEGRATION

For engagement scoring to influence strategic decision-making, the data must be surfaced in executive-level reporting alongside core pipeline metrics. The objective of executive reporting is to translate engagement behavior into clear indicators of pipeline health, campaign performance, and revenue impact. By aggregating engagement scores across campaigns and accounts, leadership teams gain visibility into which segments are demonstrating meaningful interest and which marketing initiatives are generating the strongest buying signals.

### ENGAGEMENT DISTRIBUTION REPORTING

Executive dashboards should report the distribution of engagement scores across the defined engagement tiers (Light Awareness, Moderate Interest, High Intent, and Buying Committee Activation). This view allows leadership to quickly assess the proportion of accounts progressing toward meaningful engagement. Segmenting this distribution by industry, account size, or campaign cohort provides additional insight into which market segments respond most strongly to MARC outreach.

### PIPELINE CONVERSION ANALYSIS

To connect engagement scoring directly to revenue performance, organizations should track conversion rates from each engagement tier to key pipeline milestones, including Meetings Scheduled, Opportunities Created, and Closed-Won deals. Over time, this analysis reveals how engagement scores correlate with downstream revenue outcomes. For example, accounts within the High Intent or Buying Committee Activation tiers should demonstrate significantly higher conversion rates than those in Light Awareness tiers.

### REVENUE FORECASTING SIGNAL

When tracked consistently, engagement scoring becomes a leading indicator of pipeline development. Executive reporting should monitor trends in the number of accounts entering higher engagement tiers over time and compare these patterns against future pipeline creation. This allows leadership teams to use engagement score distribution as an early signal of campaign performance and potential revenue impact, transforming MARC engagement data from a marketing metric into a meaningful input for revenue forecasting and budget allocation decisions.

## SECTION 6: EXAMPLE ROI IMPACT

To illustrate how engagement scoring translates into revenue impact, consider a typical MARC campaign where accounts generate a 68 average engagement score (High Intent tier) versus a low-engagement cohort averaging <25 (Light Awareness). In a “standard” MARC campaign profile, you generally see: broad baseline engagement (opens + initial watch), a smaller subset that returns for repeat sessions (intent building), and an even smaller subset that shows buying-committee behaviors (multi-viewer, multi-day, deep watch). The scoring framework creates ROI by concentrating sales effort where probability is highest, reducing wasted touches on low-signal accounts and accelerating speed-to-lead on high-signal accounts—both of which lift opportunity creation and win performance.

### Illustrative tier-to-pipeline performance (using a standard campaign benchmark pattern)

Below is a practical way to present the delta executives care about—meeting, opportunity, and win yield by engagement tier—showing why an average score of ~68 materially outperforms <25.

Engagement Tier	Avg Score Example	Meeting Rate	Opportunity Rate	Win Rate	Sales Cycle Impact
Light Awareness	<25	1-2%	0.5-1%	10-15%	Baseline / slow
Moderate Interest	21-50	3-6%	2-4%	15-20%	Slightly faster
<b>High Intent</b>	<b>51-90</b>	<b>8-12%</b>	<b>6-10%</b>	<b>20-30%</b>	<b>Noticeably faster</b>
Buying Committee Activation	91+	15-25%	12-20%	25-40%	Fastest

### What “avg score = 68” changes operationally

When a campaign’s engaged accounts cluster in High Intent (around 68), sales can prioritize outreach to a smaller, higher-converting pool (51+), typically producing multiples of the opportunity creation rate seen in Light Awareness (<25). The ROI lift comes from (1) higher conversion efficiency (more opps per outreach hour), (2) faster follow-up while interest is active (improves meeting set rate), and (3) earlier identification of buying committees (improves win rate and reduces cycle time). In executive reporting, this becomes defensible: “Accounts with engagement  $\geq 51$  generate materially more meetings and opportunities than accounts <25,” which is the direct mechanism by which engagement scoring improves pipeline yield and forecasting confidence.

## CONCLUSION

The MARC Engagement Scoring Framework provides a structured method for transforming brochure interaction data into actionable revenue intelligence. By assigning weighted values to measurable engagement behaviors—such as watch depth, repeat interaction, and multi-viewer activity—the model allows organizations to distinguish between simple awareness and meaningful buying signals. This enables marketing and sales teams to prioritize the accounts most likely to convert, improving response timing and increasing the efficiency of outreach efforts.

When integrated into CRM systems and executive reporting, engagement scoring becomes more than a campaign metric. It functions as an early indicator of account intent, helping revenue teams identify emerging opportunities before traditional pipeline signals appear. Over time, organizations can refine scoring weights using closed-won analysis, further strengthening the predictive value of engagement data.

Ultimately, the framework bridges the gap between physical outreach and measurable pipeline impact. By operationalizing engagement signals into clear tiers, workflows, and reporting structures, MARC transforms direct mail engagement into a reliable input for sales prioritization, campaign optimization, and revenue forecasting.