

Introducing Level Signal: AI-powered lead scoring

Good enough isn't. So we built something better.

Most teams treat every lead the same. We don't. Our **AI Lead Scoring zeroes in on the people who are actually going to move.**

It uses real behavior, predicts who's likely to move to the next step, so your media, nurture, and sales pipeline move with purpose.

This is how you stop guessing and start accelerating.

As AI-driven marketing matures, signals from 1st-party data are critical to guiding marketing. Creative inputs and ROI targets matter. But the knowledge, intent, and value of each user is what unlocks outsized performance.

Built in partnership with Google, Level Signal sharpens that foundation so advertising targeting & optimization gets smarter, search is more effective, and every AI model makes better decisions.

Stop treating every lead like a winner.

Level Signal becomes the engine that tightens your investment, sharpens your outreach. With our AI lead scoring, you can expect:



Improved ROI



More qualified pipeline

Faster sales cycles



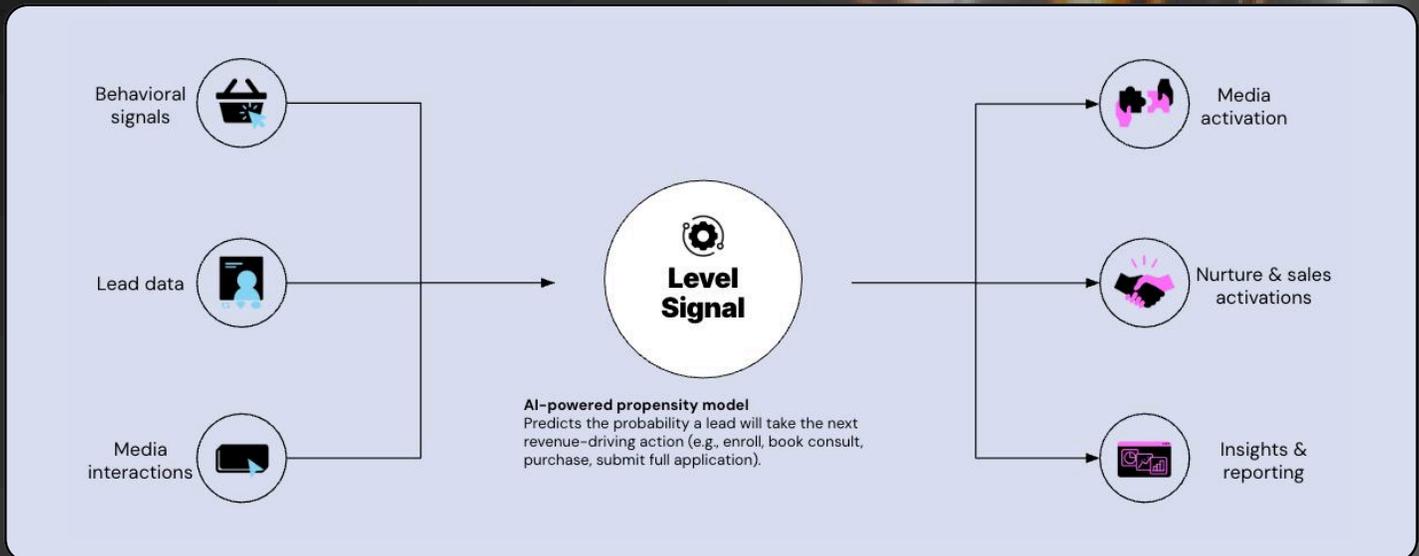
73%
in lead to enrollment



How we power the prediction.

Our model learns from the signals that actually reveal intent. It reads how people move through your site, what they view, how often they return, how they interact with your media, and what they share through forms and your CRM. From that mix of behavior and context, it **predicts who is ready for the next step** whether that's an application, consult, purchase, or demo.

Once the model knows who is ready, **that signal flows everywhere it needs to go**. Google and Meta bidding sharpen. Your CRM routes leads by priority. Your lifecycle journeys adjust message, timing, and pressure.



How to get started.

Level Signal works best when you have a clear next step in your funnel, enough activity to show real behavior, and tracking in place through Google Analytics or a similar setup.

If your CRM and lifecycle tools can act on the score, you will see faster qualification, less waste, and more high-intent users moving to sales.

Step 1

Verify tracking, data, and CRM alignment

Step 2

Define the key step you want to predict

Step 3

Train and validate the model with real signals

Step 4

Push intent into media, then refine with live performance



Let's talk

info@level.agency



www.level.agency