From Attendee to Pipeline

How to track, route, and convert

THE PROBLEM

21%

of event leads receive follow-up
within 48 hours

THREE ROOT CAUSES

Bad data capture
Badge fields don't map, personal emails route wrong, no UTMs

No enrichment
Routing decisions made on 4 fields instead of 14

Broken routing
Round-robin ignores account context entirely

TODAY'S PLAYBOOK

Six steps, one pipeline

01
Capture
MAP program setup & badge import

02
Enrich
Data before routing decisions

03
Route
Account match → tier → intent

04
Handoff
MAP → CRM sync & attribution

05
Activate
48-hour ABM follow-up window

06
Measure
5 metrics that justify the budget

01 — CAPTURE

Set up your MAP before the event

- One program per event — clean attribution, easy to clone for the next one
- Member statuses configured upfront: Registered → Attended → No Show
- Map badge fields at import — not after. Name, email, company, title, source.
- Flag personal email domains — route them separately from business contacts
- UTMs on every form — capture source, medium, campaign at the point of entry

Data quality is a routing prerequisite

- Badge data = 4–6 fields. You need 12–15 to route intelligently.
- Pull: company size, industry, revenue range, funding stage
- **CRM lookup** — existing account? Open opportunities? Current owner?
- **Enrichment provider** — webhook triggers on Attended status change
- **Intent solution overlay** — buying stage, intent score, segment
- Gate routing on **Enriched = TRUE** — do not route until this flips

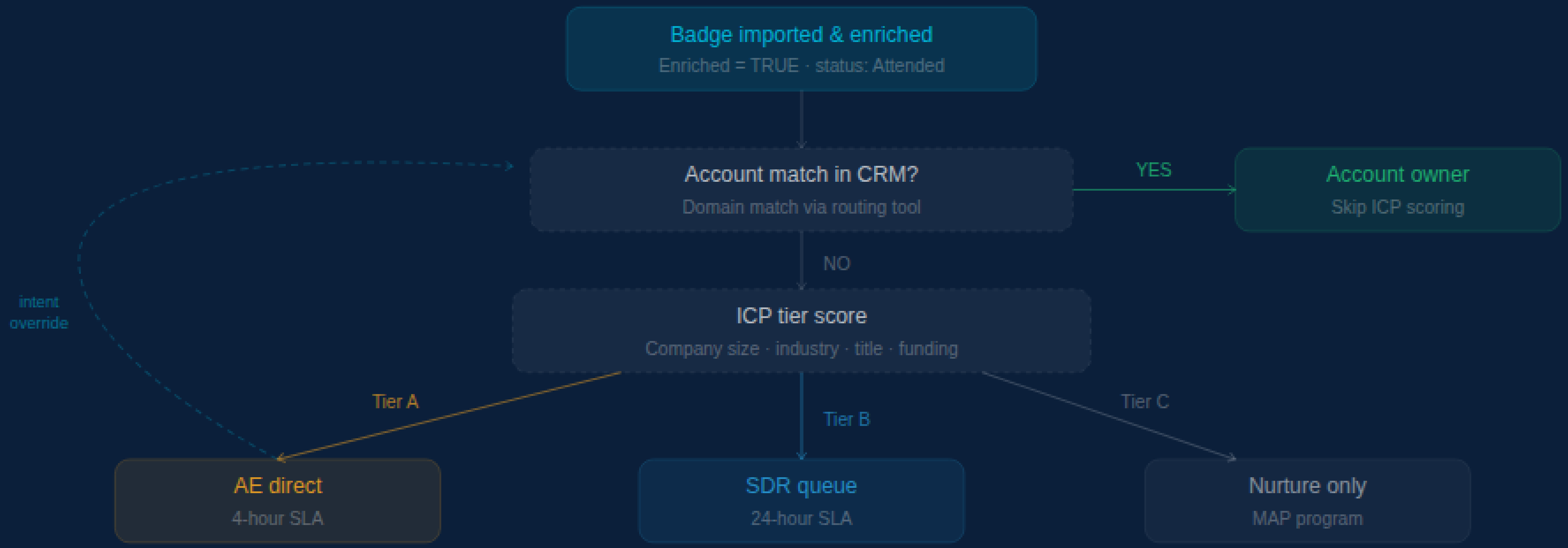
03 — ROUTE

Intent-based routing, not round-robin

- **Step 1 — Account match:** does an account exist in the CRM? Route to account owner.
- **Step 2 — ICP tier:** score by company size, industry, title, funding
- Tier A → AE direct, 4-hour SLA · Tier B → SDR queue, 24-hour SLA · Tier C → nurture
- **Step 3 — Intent override:** high buying stage from intent solution escalates to AE regardless of tier
- Log every routing decision in a CRM field — your audit trail and reporting foundation

03 — ROUTING FLOW

The decision tree



MAP to CRM sync & attribution

- **Sync trigger:** Attended + Enriched + Routed = TRUE. Not on registration.
- Create a **CRM Campaign** for every MAP Event Program — link via campaign sync
- **Attribution models:** First Touch, Last Touch, Even Distribution
- New person → Lead. Known contact → Campaign Member. Never a duplicate.
- Campaign member statuses must mirror MAP exactly
- B2B: account-based attribution — all contacts at an account share credit

05 — ACTIVATE

The 48-hour window

- Event attendance spikes intent signals for **7–14 days** after the event
- **High buying stage + attended event** → fast-track to AE, skip SDR
- Day 1: personalized email with event context + relevant content
- Day 3: ad retargeting activates via intent solution or LinkedIn
- Day 4: case study / ROI content matched to ICP segment
- Day 10: soft re-engagement. **Exit on:** meeting booked or opportunity created

06 — MEASURE

Five metrics that justify the budget

- **Lead-to-MQL rate** — % that hit MQL threshold post-enrichment
- **Event-sourced pipeline** — $ value of opportunities linked to this event
- **Pipeline ROI** — event cost ÷ pipeline generated. Target: 3–5x
- **Routing SLA compliance** — % of Tier A leads contacted within 4 hours
- **Time-to-first-touch** — median hours, lead created to first activity
- Build a CRM dashboard. Review at 7 days and again at 30 days.

TAKEAWAY FRAMEWORK

The event lead lifecycle

Six steps — repeatable, stack-agnostic, starts Monday

01 📡
Capture
One program per event. Status mapping. UTMs.

02 🔍
Enrich
Webhook on Attended. Gate on Enriched = TRUE.

03 🏷️
Score
ICP tier A/B/C before anything routes to sales.

04 🗺️
Route
Account match → tier → intent override.

05 ⚡
Activate
48-hour SLA. Intent-triggered ABM stream.

06 📊
Measure
5 metrics. CRM dashboard. 7 & 30-day review.

"Every event is a signal. Your job is to build the infrastructure that hears it."