# Score Machine

**scoremachine.ai**
Ultimate lead scoring platform

# The Problem:

Sales Teams Are Drowning in Bad Data

7-9% of global workforce is employed in Sales

97.6% of cold calls are NOT CONNECTED.

Bad data costs businesses more than
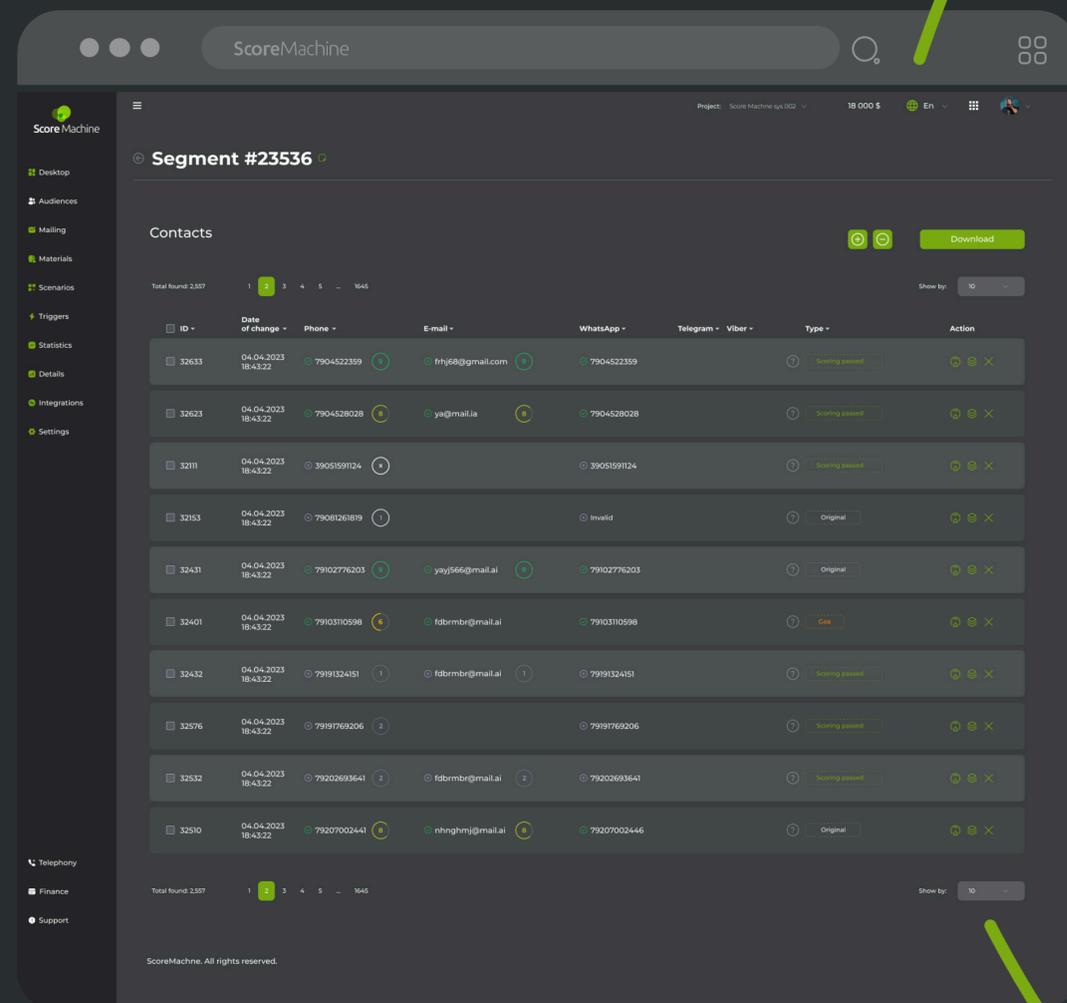**$611 billion annually.**

- Sales teams struggling to reach quota because most leads are unreachable or invalid
- Marketing budgets wasted on messaging and calls to invalid contacts
- CRM databases filled with invalid mobile numbers and outdated contact information
- Enterprises vulnerable to leadgen fraud

Sources: Bureau of Labor Statistics Data, Uplead, The Brevet Group, Peaksalesrecruiting, Cognism

# Solution:

## Validate your leads with AI



**Triple your connection rates with accurate, fast and secure lead validation.**

**How it works:** Our proprietary ML model analyzes 118 metrics using:
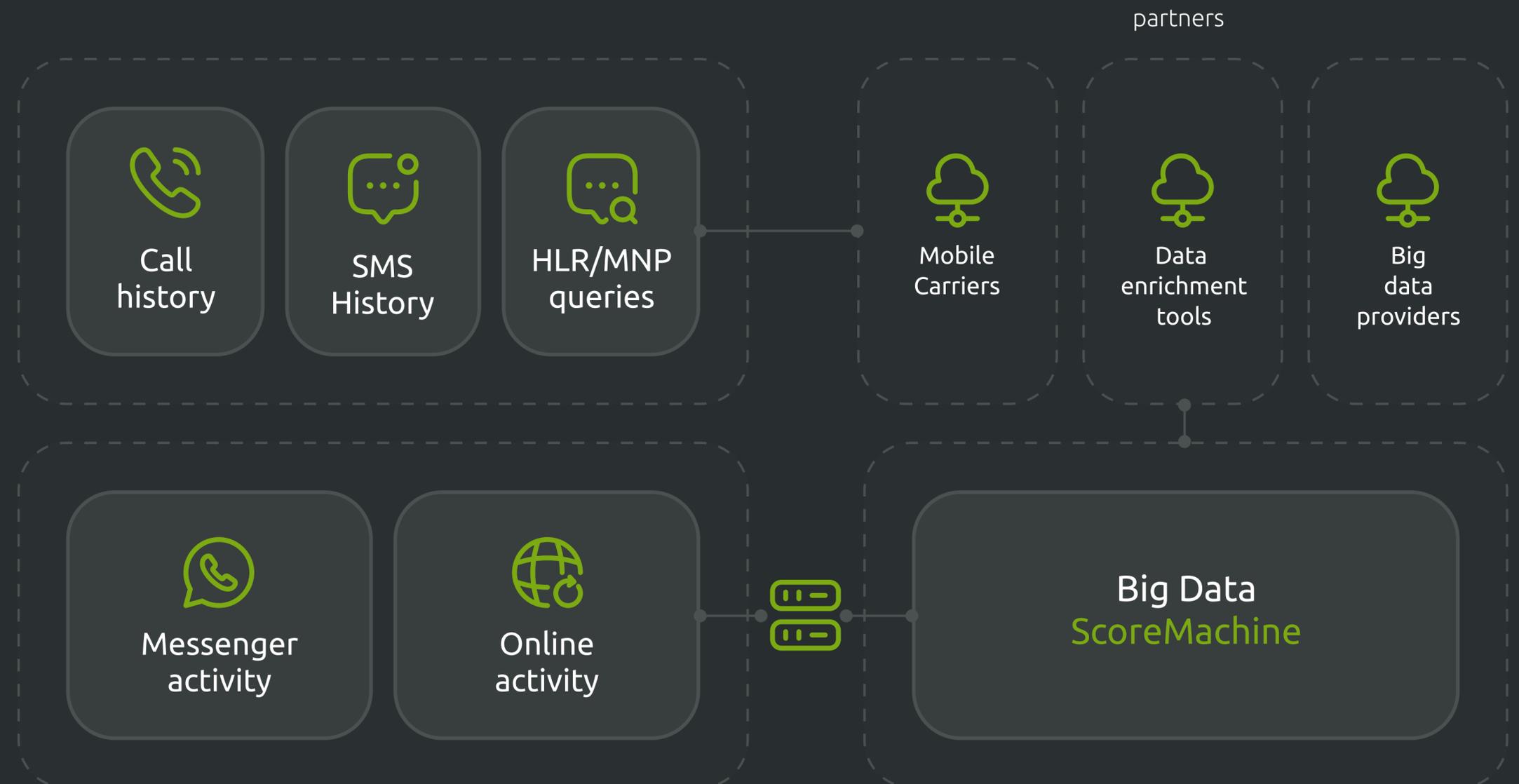
- Anonymized open source data
- Intelligence from 20+ digital data providers
- Real-time validation technology
  (instant messengers and social networks last seen statuses)

**Results:** Instant scoring for lead validity and contactability that transforms lost hours into successful sales conversations.

# How do we do it?

**36 partners
covering 160 countries**

- Patented technology for real-time validation of messenger and online activity

- Partnerships with the leading data providers covering 160+ countries

- No personal data stored/Anonymous by design - 100% compliant with ISO27001/SOC2/ GDPR regulations

partners

Call history

SMS History

HLR/MNP queries

Mobile Carriers

Data enrichment tools

Big data providers

Messenger activity

Online activity

Big Data
ScoreMachine

# Features

## Use Cases

Phone validation

E-mail validation

Messengers detection

Intelligent Scoring

## Features

- Normalization
- Line type
- Carrier look-up & MNP
- Timezone & Geolocate
- HLR & Line status

- Normalization
- Validation
- Catch-all and spamtraps detection
- Last seen data

- Whatsapp detection
- Telegram detection
- FB messenger detection
- Last seen data

- Contactability scoring
- Device type detection
- Best time to connect
- Best channel to connect

## Business Value

**1** Save up to **30% of the outreach marketing budget** by aligning channels and contacting only valid numbers

**2** Ensure **99% accuracy in email verification**, increase email deliverability and domain health

**3** Explore new channels and **increase conversion rates by 40%** through multi-channel campaigns

**4** Increase the **number of successful connections x3 - from 3% to 9% on an average** power dialing campaign

# Competition

| | Ultimate lead scoring platform **scoremachine.ai** | Number validations tools **clearoutphone.io** | E-mail validation tools **zerobounce.net** | Enrichment platform **datagma.com** |
|---|---|---|---|---|
| Normalization | **All** | only phone | only e-mail | All |
| Validate | **All** | only phone | only e-mail | only e-mail |
| Geolocate | ✓ | ✓ | ⊗ | ⊗ |
| Timezone | ✓ | ✓ | ⊗ | ⊗ |
| Line type | ✓ | ✓ | ⊗ | ✓ |
| E-mail type | ✓ | ⊗ | ✓ | ✓ |
| Messengers detection | **WA, TG, Viber, FB, RCS** | ⊗ | ⊗ | only WA |
| Number activity | ✓ | ⊗ | ⊗ | ✓ |
| E-mail activity | ✓ | ⊗ | ✓ | ⊗ |
| Messengers activity | ✓ | ⊗ | ⊗ | ⊗ |
| Carrier Look-up | ✓ | ✓ | ⊗ | ⊗ |
| Intelligent Scoring | ✓ | ⊗ | ⊗ | ⊗ |

# Integrations

## We are ready to provide integration of any complexity

**{ REST:API }**

### REST API

Integrate ScoreMachine directly in your application with our robust REST API

**SMPP** v3.4

### SMPP

Connect ScoreMachine via SMPP protocol for high-volume phone number validation

**make** formerly Integromat

### Make.com

Build powerful phone validation scenarios with ScoreMachine in your Make.com workflows

**ZOHO**

### Zoho

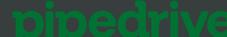Validate and score phone numbers automatically within your Zoho CRM

**zapier**

### Zaiper

Automate phone validation workflows between ScoreMachine and 5000+ apps without coding

**HubSpot**

### HubSpot

Enhance your HubSpot contact database with real-time phone number validation

**pipedrive**

### Pipedrive

Ensure phone data quality directly in your Pipedrive deals and contacts

**salesforce**

### Salesforce

Validate phone numbers automatically across your entire Salesforce ecosystem

# Pricing

Under 100000 API/SMPP calls per month

| Normalization | Validation | Telegram | Whatsapp |
|---|---|---|---|
| **$0.001** | **$0.005** | **$0.020** | **$0.020** |

| HLR+Line status | Scoring 7/10 | Email validation | Email scoring |
|---|---|---|---|
| **$0.010** | **$0.030** | **$0.005** | **$0.010** |

# How much would you save?

## SMS campaign case study

### Audience validation

For example, consider an SMS campaign targeting 100,000 numbers.
Validation scoring would cost **$3,000**

### Campaign without validation

Sending a single 70-character message to this audience without validation would cost
**$10,920**. A typical campaign consists of 1-2 blasts per week over 5 total blasts = **$54,600**

### Validated campaign

On average, 30-40% of contacts are invalid. Scoremachine pays for itself
on the first blast by identifying and removing **32%** of invalid contacts

**\* Twilio pricing (per message):**

- UAE: $0.10920
- Saudi Arabia: $0.19490
- Qatar: $0.26340
- Kuwait: $0.31640

| Number of leads | Price per lead | Scoring costs |
|---|---|---|
| **100 000** | **$0.03** | **$3 000** |

| Number of texts | Price per SMS | Costs without scoring |
|---|---|---|
| **500 000** | **$0.1092** | **$54 600** |

| Number of texts | Price per SMS | Costs with scoring |
|---|---|---|
| **340 000** | **$0.1092** | **$37 128** |

### Total savings

Validation cost: $3,000
SMS campaign (validated): $37,128 ($7,425.60 × 5 blasts)
Total cost with validation: $40,128 instead of $54,600

**Total savings: $14,472
or 26.5% of the total budget**

# How to Start with **ScoreMachine**

### Book a Demo

Our dedicated team will analyze your needs and help you set up the perfect validation workflow.

### Create a Workspace

Upload your lead lists and get instant scoring results in CSV format with our bulk processing feature.

### Connect via Integrations

Choose from multiple integration options including REST API, SMPP, and native CRM connectors for real-time validation.

# Thank you!

Try it free and see why we outperform every other validation tool