The 5 % control group — 9 % against 14 %

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **A low-scored lead is not called back; not being called back, it does not convert. So the score is right indefinitely.**

Population	Conversion
High-scored leads	**14 %**
Low-scored leads drawn at random and worked anyway	**9 %**

Reading	Value
Share of low-scored leads drawn	**5 %**
Does the salesperson know they come from the draw?	**No**
Deals signed on badly scored leads	**22**
Real gap against what the score suggested	**4 times smaller**

What the figure permits, and what it forbids

Use of the score	Allowed?
Ordering a list	**Yes**
Removing lines from a list	**No**
Measuring whether salespeople follow it	**No — it would stop being verifiable**

One lead in eleven signs anyway among those the score set aside.

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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-crm-enrichissement-scoring-de-leads

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