

# Flightplan → Buyer-Intent Tracking in HubSpot

Turn the static Flightplan target list into a live buyer-intent system — tracking engagement, fit, and growth signals, rolling them into a single score, and surfacing hot accounts automatically.

**EDITIONS** Company scoring uses HubSpot's **Lead Scoring tool** (Marketing Hub or Sales Hub); Segments / Active Lists ship in all editions. Sources linked at the foot of this spec.

## THE MODEL AT A GLANCE



## THE SIGNAL PROPERTIES

Custom Company properties that hold the raw signals the score reads from.

### Engagement

Mostly HubSpot defaults

Email opens & clicks

Page views / revisits

Form submissions

Last activity date

### Fit

Custom firmographic / tech

Current Processor

Company Type

Business Model

ICP Fit

### Hiring & Growth

Custom, fed on research

Hiring Payments / RevOps role

Recent Funding

Headcount Growth

Growth Signal Notes

## THE BUYER-INTENT SCORE

A HubSpot **Combined score** — engagement (behavior) plus fit (firmographics). Both sub-scores stay visible.

### Engagement group

|                              |     |
|------------------------------|-----|
| Replied to an email          | +30 |
| Submitted a form             | +25 |
| Clicked a sequence link      | +15 |
| Visited site in last 14 days | +15 |
| Opened 2+ sequence emails    | +10 |
| 3+ page views in 30 days     | +10 |
| No activity in 60+ days      | -15 |

### Fit group

|                                         |     |
|-----------------------------------------|-----|
| ICP Fit = Strong                        | +25 |
| Processor = displaceable competitor     | +20 |
| Hiring Payments / RevOps role           | +20 |
| Company Type = Platform / ISV           | +15 |
| Recent Funding                          | +15 |
| Processor = None / Unknown (greenfield) | +10 |
| Headcount Growth = Growing              | +10 |

**Hot**  $\geq 70$

High intent — act now

**Warm** 40-69

Nurturing — keep sequencing

**Cold** < 40

Monitor only

## SEGMENTS

### Flightplan — High Buyer Intent

Target = Yes · Score  $\geq 70$  · Active list

### Warm (40–69)

Ongoing nurture

### Greenfield Processor

Processor None/Unknown + ICP Strong

### Hiring Signal

Fast-moving trigger

## WORKFLOWS & ALERTS

### Hot account alert

Score  $\geq 70$  → notify owner, create outreach task

### Re-engagement flag

Was warm+, quiet 30 days → notify + re-touch task

### Hiring fast lane

Hiring role = TRUE → immediate alert + tailored sequence

Engagement flows in from HubSpot tracking; fit from the Data Agent + research; hiring / growth is ticked manually — score and segments update themselves.

### Quick-start checklist

- |                                                                                                  |                                                                                    |
|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <input type="checkbox"/> Import Flightplan as Companies with clean domains + <b>Target = Yes</b> | <input type="checkbox"/> Create firmographic + hiring / growth custom properties   |
| <input type="checkbox"/> Build the Combined Buyer-Intent Score (engagement + fit)                | <input type="checkbox"/> Create the High Buyer Intent active segment ( $\geq 70$ ) |
| <input type="checkbox"/> Build the 3 workflows (hot alert, re-engage, hiring lane)               | <input type="checkbox"/> Set the daily / weekly / monthly monitoring routine       |

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Sources: HubSpot — [Understand the lead scoring tool](#) · [Create segments \(active / static lists\)](#) · [Populate records with smart properties](#).