



# AI Lead Scoring & Revenue Prediction

The screenshot shows the 'Leads' dashboard in the subflare application. At the top, there are navigation tabs for 'Dashboard', 'Leads' (which is active), 'Segments', and 'Heatmap'. Below these are filters for 'Start date', 'End date', 'Forms', 'Sources', 'Segments', and 'Intent Score', along with a search bar and an 'Export CSV' button. The main area displays a table of leads with columns for Date, User, Source, Segment, and Intent Score. Each lead entry includes a profile picture, name, email, source, segment (with sub-segments like 'Feature Checker' and 'Trial Taster'), and a progress bar indicating the intent score percentage.

| Date       | User                                                    | Source | Segment                                  | Intent Score               |
|------------|---------------------------------------------------------|--------|------------------------------------------|----------------------------|
| 14.12.2025 | <b>Alex Arden</b><br>alex.arden@subflare-demo.com       | direct | Feature Checker  Trial Taster            | <div><div></div></div> 35% |
| 13.12.2025 | <b>Tina Torres</b><br>tina.torres@subflare-demo.com     | direct | Feature Checker  Trial Taster            | <div><div></div></div> 35% |
| 12.12.2025 | <b>Daniel Brooks</b><br>daniel.brooks@subflare-demo.com | direct | Hot Buyer  Feature Checker  Trial Taster | <div><div></div></div> 88% |
| 12.12.2025 | <b>Maria Nguyen</b><br>maria.nguyen@subflare-demo.com   | direct | Hot Buyer  Feature Checker  Trial Taster | <div><div></div></div> 85% |
| 12.12.2025 | <b>Marcus Lee</b><br>marcus.lee@subflare-demo.com       | direct | Hot Buyer  Feature Checker  Trial Taster | <div><div></div></div> 88% |
| 08.12.2025 | <b>Tom Taylor</b><br>tom.taylor@subflare-demo.com       | direct | Hot Buyer  Feature Checker  Trial Taster | <div><div></div></div> 85% |

# Problem

## Demo request look identical

Of all the traffic a website receives, only a small percentage submits a form, and even among those who do, the quality varies. A demo request from a decision-maker researching solutions is worth more than a student downloading a whitepaper, but they look identical in the CRM.

- **Lack of process efficiency**

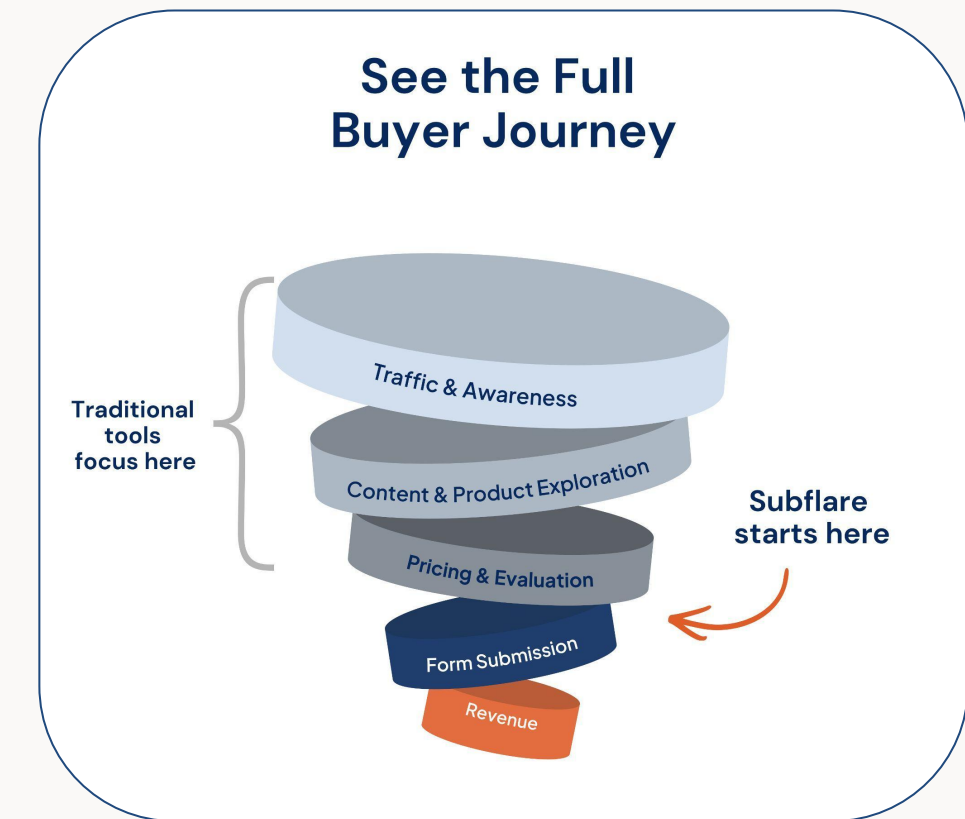
Sales reps manually research each lead, guess at intent, and often reach out too late or to the wrong people.

- **Limited access**

Teams struggle to understand which campaigns, channels, and content actually drive qualified leads.

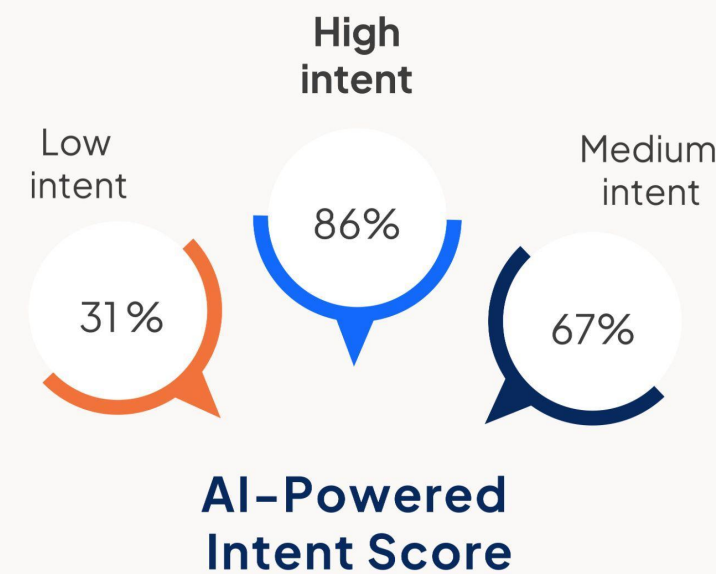
- **Poor user experience**

Without behavioral scoring tied to form submissions, teams optimize for traffic volume instead of revenue impact.



# Solution

## The Smart Solutions We Offer



Subflare tracks the behavioral journey of every website visitor and, the moment someone submits a form or demo request, it scores that person based on everything they did before submitting.



### Signal extraction

Subflare extracts pre-submission behavior, such as pages visited, time spent, scroll depth, return visits.



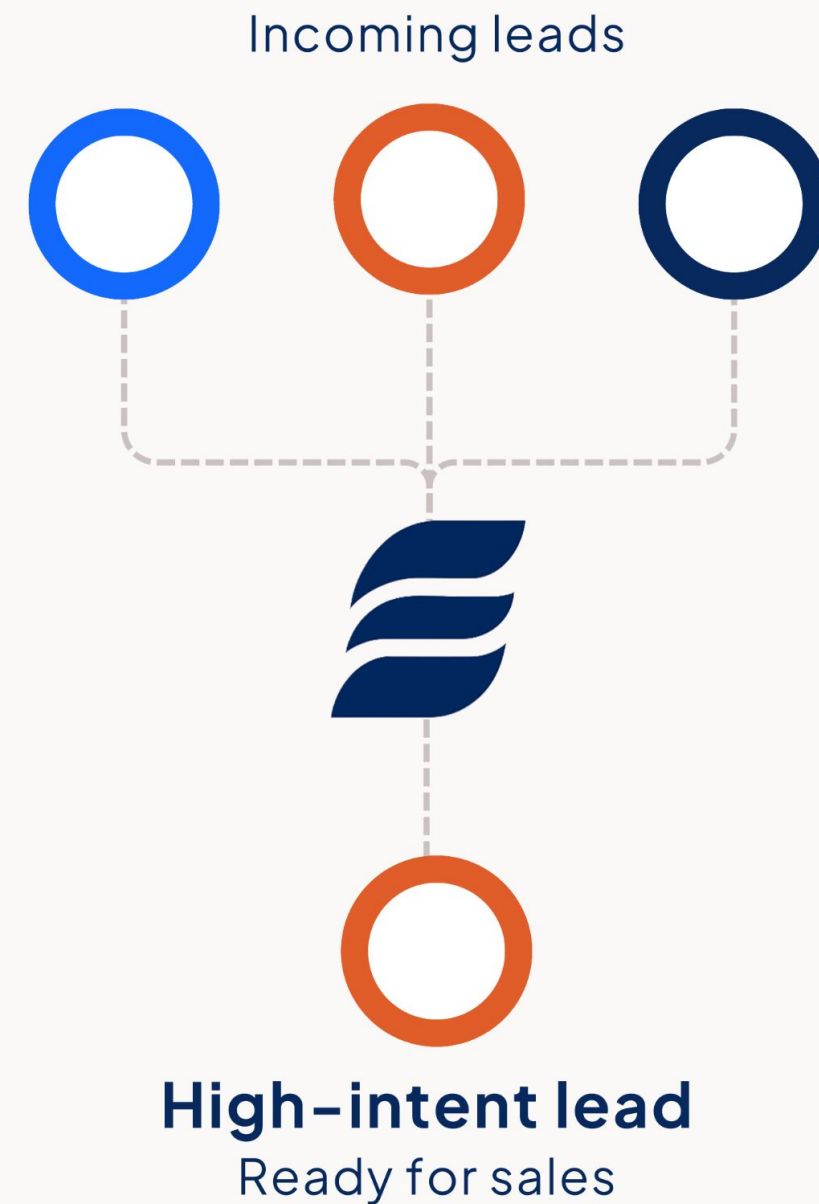
### Noise removal

Visitors who come to the website but never submit a form are filtered out.



### Behavioral intelligence

The leads are then scored based on buying intent, so that your team prioritizes high intent leads.



# How it Works

## Form-to-opportunity improvement



Subflare tracks all website visitors in the background. The moment someone submits a form of any type, Subflare pulls together their entire behavioral history and generates an intent score.

### The exception

Visitors who never submit a form are excluded from reporting.

### The result

Every lead in the dashboard is someone who took action, scored by how they behaved before that action.

# Setup

## Installation In Minutes.

The setup process for tracking takes minutes. We provide you with your unique company JS snippet. Once the snippet is installed on your website, Subflare starts working in the background.



### Install JS snippet

Start tracking  
anonymous behavior



### AI analyzes patterns

Assigns intent scores and  
personas automatically

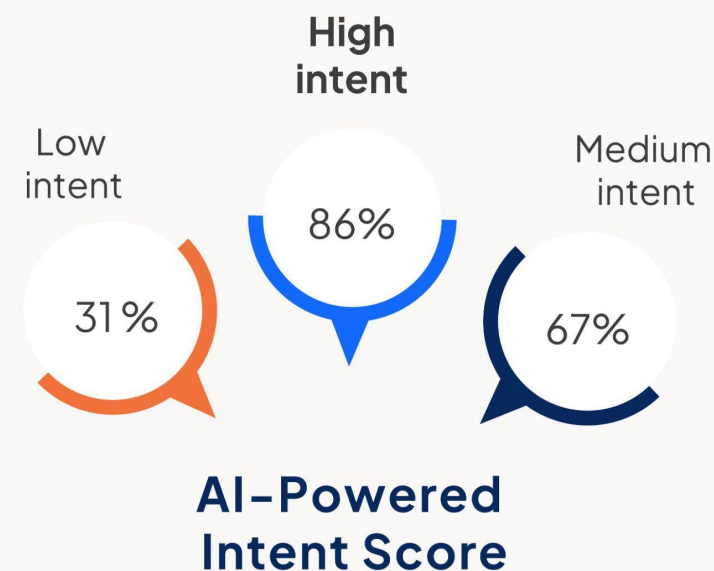


### Lead converts

Sales sees enriched profile with behavior  
+ score

# Integration

Work with the tools you currently have



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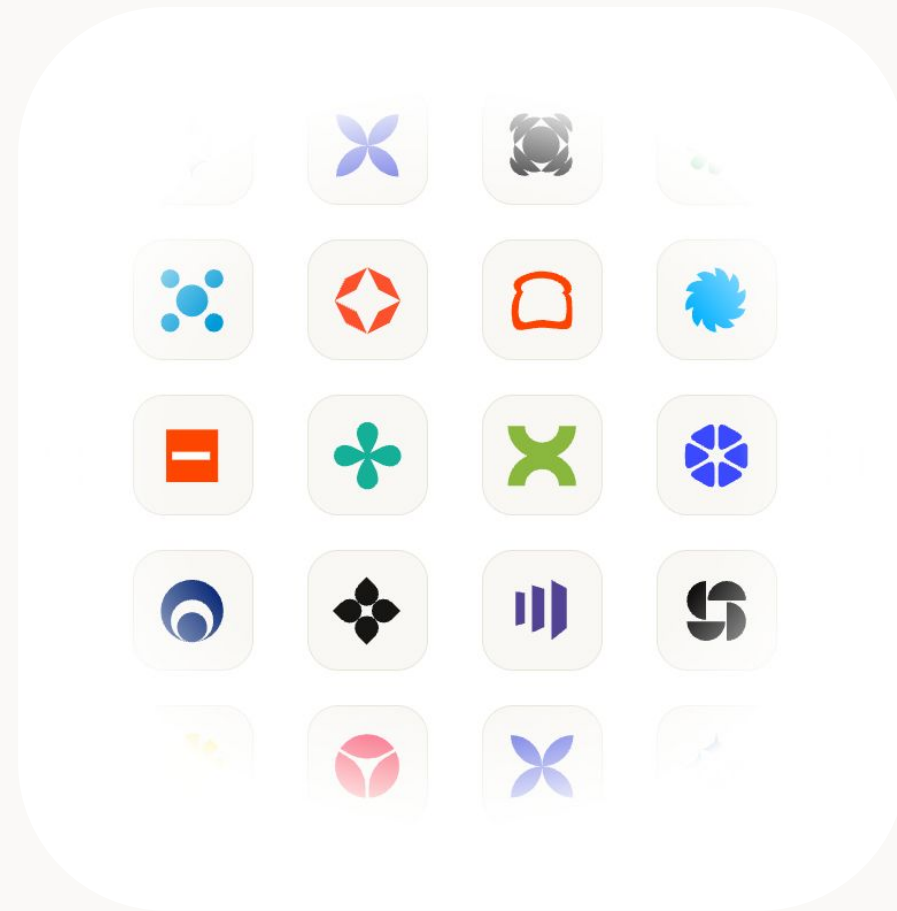
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# Integration & Governance

## Integrated with your tools

Subflare integrates with your CRM, removing the learning curve and giving your team an extra layer of information to close the deal.

## GDPR & Data Governance

Fully GDPR-compliant with all data hosted on EU-based servers, meeting the highest standards for data governance and privacy.

## AWS Startup Partner

Selected and funded by Amazon Web Services, leveraging enterprise-grade cloud infrastructure.



# Your Contact



We currently have an Early Access Program for our first 20 founding customers, securing exclusive lifetime rate protection and priority access to new features and white-glove onboarding.



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Growth & Partnership

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