

## General: Behavior Scoring



<b>Email: Clicks any link (excluding the unsubscribe link)</b>	<b>+1</b>
<b>Email: Clicks any link 3 times in 1 week (excluding the unsubscribe link)</b>	<b>+10</b>
<b>Form: Content download</b>	<b>+10</b>
<b>Form: Webinar registration/access (for live or on-demand)</b>	<b>+10</b>
<b>Webinar attended live</b>	<b>+20</b>
<b>Video: Watched video</b>	<b>+10</b>
<b>Website Activity Total</b>	