

Original Article

# Machine Learning Lead Scoring In B2b Hospitality Sales

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## Abstract:

*Understanding B2B sales is an important level when it comes to getting the best outcome from the lead scoring which is a tricky process if not done right; it can be a huge problem for businesses to handle and do it in the right way. Using lead scoring can be a huge process requiring so much labor-intensive work but with technology, everything is working in the right way in terms of classification of data and also analyzing the same data to make sure that it fits what is expected in the long run. Lead scoring is a huge benefit in terms of improving all the rank perspective on which client can be a repeat client in boosting customers and clients with improving leads and sales that are done to fit the prioritized efforts as expected. Having leads doesn't mean repeat sales or even improving more customers coming in the future, it always starts with having valuable clients that can come many times from the lead generated by marketing teams to make sure that everything works in making sure that business gets more sales which is the ultimate goal of marketing lead scoring. Lead scoring is the key part in making sure that marketing is done successfully with streamlining and improving team sales and marketing efforts.*

## Keywords:

*B2B, Machine Learning, Lead Scoring, Sales, Marketing.*

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## I. Introduction

Machine learning is a growing technology with so many benefits in terms of what it can offer us in the long run by understanding how we can use it to generating the right data to meet what is expected in terms of lead scoring as based with assigning value to potential customers that can do more successful marketing efforts. AI combination with machine learning is an improved approach in analyzing massive marketing data as based with preferences, behavior and expectations that are a key addition as based with serving what is expected down with improving all data insights. B2B sales work is improving and evolving in every level in making sure that it meets what is based with influencing decisions based with how sales cycles can be done in the right manner to improve what is expected in sales.

Combination of AI and ML is the new best approach down with how it can influence modern sales to be the best thing as based with how businesses can meet the expected sales options and requirements as it can be a tricky approach to use. Using technology for lead scoring is an important option to use based with ranking sales prospects to meet what is expected down with using ML and AI to predict all the sales and key approaches with driving sales optimization. Technology serves as the best approach to make sure that everything is done in the best way with improving models to meet the demographics that lead scoring can be done as based with framing data as specked options. B2B sales is an improved scale with analyzing all the key data to make sure that possible leads that are likely to convert is important in making sure that patterns are discovered in improved all the key aspects within making better decisions in the long run in lead scoring.



It can be an improved scale with prioritizing best leads to make sure that resources and labor is used in the correct way to meet what is expected. Lead scoring on its own doesn't work in the right manner without combination of other systems like CRM to make sure that it fits the evaluation of possible contacts to meet what is expected.

Sometimes there is so much data that marketing teams can be overwhelmed with so much data and leads that it can overcome what time that there is there in chasing wrong or unqualified prospects as based with reducing all the time, resources and opportunities that are based with boosting sales to meet what is based with streamlining sales process.

Improving B2B sale within the hospitality industry can be a tricky option but with the combination of AI and ML, it can improve the tailoring sales solutions as based with the data that is expected with understanding what would work and what is expected as uncovering best ways to meeting the sales requirements.

Assing value to the leads scoring process is an important aspect in improving the interest rate as based with how everything is done to improving possible sales with disqualifying useless leads that can just take so much time and resources. The paper illustrates how machine learning can be used in improving lead scoring in B2B hospitality sales.

## 2. Literature Review

### 2.1. Relevance of lead prioritization

Business to business companies faces so much significant challenges in terms of finding quality and prospect leads that could be a good addition in making sure that leads are sorted in terms of value and what it can offer. González-Flores et al., talks about marketing such leads can be a daunting process with so much data and resources that are intensive as based with focusing sales focus that is a good addition in making sure that opportunities and options are a good way to do it. Lead qualification is based on sifting through data leads that are a hard approach in terms of finding potential customers which are a good way to make sure that everything is communicated to meet what is expected to meet the business relationships. Business to business sales is a hard one especially in reducing wasting of resources which are most valuable as what is needed in dominating and improving business relationships.

The article mostly focuses on the importance that it offers in monitoring and improving what is expected with understanding marketing options and digitization of all the high-quality leads. The article focuses on lead scoring model in meeting the focusing of efforts in finding all key lead generation to find all the key customer relationship management that it would need in organizing all key formats that are based with automation and filtering what is expected with what is meeting with business environment. Lead management is an important thing to find in finding out the right options as what is expected with different models that are within ML as based with conversion rate to be high and improved as down with all the lead scoring models to work with the data driven options. It mostly focuses on lead scoring models that can be improved to finding all the best-case scenarios as based with assigning value for the leads.

### 2.2. Optimizing marketing through ML based lead scoring

Most of the focus is derived from the marketing campaigns as based with interesting customer products and services to meet the expectation down with the right marketing channels to improving the scale of how delivery of all the services as tailoring the products and services is the best means. According to Bhatta, the article pts so much emphasis on the online digital marketing as it places with all the buying decisions are always influenced with decisions that are dependent on the marketing channels that are available. The focus is mostly down with finding the marketing channels to meeting popular marketing attribution models as the reducing the complex process as that are based with conversion rates of the leads generated. Article previews the use of inclusive approaches with using digital marketing options that it would enable with generating the right marketing campaign that is required to work with contribution of lead generation as based with various channels that it would enable. New marketing campaigns are a good option in generating more models that are defined with what is required with adding what is required for generating best leads. It works in improving all the lead sores with finding all important additions that are key with improving conversion rates based with using machine learning to work as based with improving all the best possible means to identify what works within the marketing channels as based with transforming marketing needs.

There are so many marketing channels that are required as based with conversion of what is needed down with combining historically what works or not as based with business-to-business improvement with adding what works or not. It all stems with finding all the right marketing channels down with understanding all the pending leads to work with how the B2B marketing sales are done.

### 2.3. Sales execution and marketing automation

The adoption of strategy as placed with automation of lead generation that stems from the improvement of qualified leads that are based with making sure that possible clients are placed with function of different generation of leads that are based with meeting with more sales. According to Pandey & Gangadhar, they focus mostly on using a sales acceleration and marketing automation options that are a good benefit in making sure that they meet all the potential customers to make better options with the marketing programs. Hospitality industry is a diverse one with so much progress in terms of finding the best generation of quality leads that stems from tracking the behavior and preferences for the customers to be the basis of lead generation. Getting desired quality leads that are of best quality is the goal of every business which starts with finding the right balance of leads to meet business needs. Lead acceleration is an important perspective as based with meeting customer needs is the first time that it enables businesses to improve in order to meet what is done with finding what customers are expecting and requires down with business developments. The integration of CRM within the business helps with finding the best training as opposed with the products and services that it helps to find what is expected down with the tracking automation processes. The main tool that the article places more importance is LeadSquared as the main tool of focus as it helps with sifting through the customer data to find what is expected with automation of lead acceleration and generation as the main point of work to be based with all the marketing data available.

### 2.4. ML methods for customer prediction and recommendations

The article focuses on market improving in churning out what it would help with improving lead generation and requirement in anticipating what would work as based with growing business with showing evaluation metrics. It focuses on maintaining and improving customer relationships that are based with improving and increasing revenue that starts with market churn acquisition that starts with improving customer retention rate. Focuses on using machine learn to improve the customer churn as based with addressing the quality of products and services down with providing attractive options for the business needs as based with relevance of the churn prediction that is available. The rise of churn prediction is key with improving global market as based with improving business reliance that stems with improving customer relationship development that stems from retaining customers at a huge pace with so much improvement in the marketing runs and requirements.

Finding the balance starts with showing the categories that starts with improving what the business that it could bring as based with stratifying what it would enable with improving profitability of businesses from retaining customers and getting new ones. According to Manzoor et al., reviewing the data that it would enable the churn prediction that comes with the prediction and improvement of customer churn which is the key place with lead generation and implementation. Customer data is growing as based with business improvement that starts with building an effective data model that would help in analyzing the data to finding what is working down with improving all the prediction models that it adds with the business values that are placed with the data handling. Dataset that starts with improving performance levels that comes with approaches with data to make sure that it fits the classification models for the customer data that is required to meet the predictive performance. Churning works with how different variables that works with interacting different customer data as based with features that it would enable for the interactions that it would enable with predictive needs for different features. Competition for market is a high growing rate which then means that lead generation and improvement is vital to improving customer based with showing business growth.

## 3. Methodology

### 3.1. Research framework

The main source of information for the paper stems from literature reviews, article researches and data collection as the main sources of data. Using qualitative and quantitative data sources, both are the key consideration for how research I was doing for the paper. The significance of data that it helps with origination of the paper through quality and genuine data that it would enable relevance for the data to meet what I would require. The sources were quality as based with how data is used as based to how data is sourced and established at the same manner. Research framework was to combine both qualitative and quantitative data sources to meet the research gaps within this subject to find accurate and genuine information from different sources.

### 3.2. Data collection methods

#### 3.2.1. Existing data

Using existing data is a key approach for this research. There is already so much information about the use of AI and ML in meeting what is expected to how information research methods are based with combining and reviewing data. So much data now exists on using ML for lead scoring as the best possible way of developing best information as based with research methods to meet what is expected. Even if there is so much data existing, there are also just inaccurate information about the subject which then means that there starts with coming up with applied growth that starts with how different data sources are applied to how they can be used. Existing data has formed as the core part of my research as based with how information is being applied to how the research topic as based with how data is applicable and accurate to providing so much information as based with research methods that are available.

#### 3.2.2. Research data

Research data on the subject stems from sampling data in developing an accurate information from the research done. Research data can be substituted as survey in terms of understanding researched data to find the best sources of information to how they can be used as based with finding how lead scoring can be maximized through implementation of machine learning. Analysis of data formed as the basis of information through the use of other sites and data as the basis of the paper to make sure that data is accurate and genuine to form a quality paper as always. Sampling of data starts with finding how data can be applied as placed with using data to be designed down with the efficiency of data to be placed with information reliance and uses for the research paper. Using other relevant sources was a good step to make sure that data is applied down with relying how data is key for making sure that information options are accurate and dependable. Analysis of data was also important in how research data fits to what is expected as based with application of research data to meet the research options and requirements.

#### 3.2.3. Article reviews

Article reviews and research also form as a core part of my research paper through the literature review as based with meeting information at hand. Literature review was so expansive and detailed on the subject as there are so many peer review articles and papers to review down with meeting the research gaps within this source of information. Comprehensive information from the reviews was so detailed in showing the different forms of lead scoring combining with AI and ML as the best added options for research. Lead scoring is a good process if it is used in the same way would help with generating quality value leads as business-to-business sales is a hard relationship to understand and work with as it is selective and tedious if it is used in the wrong way.

## 4. Findings

Findings are that there is a huge information thrive that exists in the research options as based with understanding how lead scoring can be improved exponentially through use of machine learning and AI. Combining lead scoring with machine learning is the new better thing that would help with improving every level of customer retention and base improvement as it starts with showing best scale of how AI would change business at a huge scale. There are both stakes that comes with machine learning in lead scoring as there are also risks towards analysis of information as based with subject topic to work in the available data that exists. Artificial intelligence is growing at a huge pace with so much impact that it would have in many business sects with marketing and lead scoring as one of the many ways (Tanska, 2022). There is so much data that exists on different forms to establish different stats that comes with improving the data stemming from researching on the topic. Using AI in marketing and lead scoring would be the new better thing with sifting through huge amounts of data that exists as based with establishing the correct state of machine learning to work based with appealing ways of conveying leads to be quality and reliable. There is so much information that exists on the topic as it should be a process that would be done based on the relevance of the data to help in improving lead scoring. So much data doesn't mean all is accurate so sifting through the data would help in defining what is genuine and accurate while at the same being applicable as required based on showing that ML and AI would help in the process.

## 5. Discussion

Lead scoring is an effective process if it is used in the right way which means that it would help so much the marketing team in prioritizing the best genuine and valuable contacts and leads that would help in driving and boosting sales. Improving B2B sales is a hard approach that works with improving the complexity that happens within the modern sales process which is a hard work these days that requires so much resources and assets to make it work. Business to business sales most of the time requires stakeholders and managers to put in more work down with addressing sales and marketing that is based with improving priorities and marketing that shows the best sales force to place more resources and effort on what works (Jain, 2025).

In the traditional way of doing B2B sales, it is more inefficient as placed with allocation of resources that are placed with lack of right insights that are needed to work on what is important. Marketing data is so overwhelming with using traditional methods and this is where ML and AI come in to remove the challenges of traditional B2B lead scoring. AI comes in way to addressing challenges with lead generation and uses that comes with driving better solutions down with accelerating decisions from the leads sourced and generated. ML offers predictive analytics as the main range of automation capability in how it would help in real time assessment including future probabilities on what customers to place more emphasis upon. Predictive analytics pushes data driven sales in forecasting future lead generation and activation with showing likelihood of future lead contacts down with potential of all leads to what is genuine and probable to happen (Sharma et al., 2023).

AI would help with predictive models down with improving sales cycles to make sure that there is better prioritization of high leads that would enable potentials including better follow-ups not to waste resources and time. Predictive analytics makes everything better in terms of forecasting accuracy down with streamlining what it would enable down with tailoring the services and products to meet with the marketing options and materials to what would work and improve through the available predictive models. With AI and ML, it helps everything works with refining the quality of customer engagement down with improving how interactions are done based with how conversion rates can be done in the right manner to improve the open rate for customers to meet personalization for customers and future leads generation. Tailoring and personalizing lead marketing options and campaigns is a good approach in making sure that lead prioritization can be done as based with improving lead generation and business growth. AI makes everything better with automation of leads scoring to make sure that quality value opportunities are handled as the main goal as it can be resource intensive approach if not done in the right manner.

The application is high with showing AI adoption in B2B sales as the best option to make sure that opportunities in marketing are improved at a huge rate starting with data analysis and mining. Shaping and improving marketing dynamics is a good way of improving strategic initiatives to make sure that it meets the best interactions as to what would work in making sure with the customer experience to what works within the marketing dynamics. AI helps with sales forecasting in terms of improving and understanding different dynamics in terms of how to anticipate and improve the lead generation and scoring to improve marketing relationships ad deals. Driving lead scoring through machine learning would offer so much customer church accuracy and speed as compared to traditional methods. There is a higher 90 percent scoring performance level when combining lead scoring with AI and ML to make sure that it fits personalization options and needs. Higher automation makes everything easier with less resources that are spent with improving marketing options through strategic use of ML within marketing needs (Almonkari, 2025).

## 6. Conclusion

Improving lead scoring starts from integration of technology as compared to using old school traditional methods which are a problem and have more downsides while offering less. Successful marketing depends on efficient lead scoring that works with showing sales strategy that works in showing ways to converting leads to successful customers for our businesses based on daily work established with having quality leads over noise. There are so many benefits that comes with using lead scoring integrated with machine learning starting with improving marketing options and requirements. There are different scoring models that are based with making sure that provided products and services as placed to how accurate is down with the types of models that would be placed to meet what is expected. Determining the best scoring system would work with combining data based on value that each lead offers with shopping different demographics with lead scoring options. Using ML would help so much in combining data faster with more accurate reducing errors and bias that can impede better analysis of high-quality leads. B2B starts with lead scoring that starts with assessing clients that are ready to buy down with depending higher sales cycles to meet what is expected down with sales and marketing experience. Lead scoring helps with improving sales efficiency that works with making sure that lead qualification methods to how data can be converted to increase chances of repeat and more customers. Lead scoring helps in making sure that it meets the quality standards that works between making sure that sales work with showing marketing functions. Machine learning helps with showing the best options in terms of providing the customer profile for scoring starting with improving and finding the right patterns for more leads in the long run. Combining with AI, it would help with determining key attributes that adds a buying potential customer based with different scoring model down with business additions with good faster sales cycles without hustle of long and related cycles. Choosing right data points depends on different data points that should be down with the level attributes in terms of basing the data on signals that one can be a potential customer. Understanding lead scoring is so important to understand all the signals for a potential customer down with showing how each customer can react to the products and services. This paper is extensive in showing the impact that it would have on the indication of interest that it would enable.

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