

7 TYPES OF LEADS

Lead Type	Funnel stage	Definition
Cold leads	Top-of-funnel	Leads that fit your customer profile but haven't yet interacted with your company
Warm leads	Middle-of-funnel	Leads that haven't shown explicit interest in buying from you but know who you are and what you offer
Hot leads	Bottom-of-funnel	Leads that show overt interest in your products or services
Information qualified leads (IQLs)	Top-of-funnel	Leads that are looking to find an answer to a question or a solution to a problem and can be reached with informational content
Marketing qualified leads (MQLs)	Middle-of-funnel	Leads that are familiar with your brand and engage with your marketing content
Product qualified leads (PQLs)	Middle-of-the-funnel	Leads that have already received some value from your product, such as through a free trial or freemium version of your product
Sales qualified leads (SQLs)	Bottom-of-funnel	Leads that have actively expressed interest in your products or services