

INTERNET LEADS BY THE NUMBERS

A LOOK INSIDE THE STATS THAT DRIVE LEAD CONVERSION

78% OF PROSPECTS CONVERT WITH THE FIRST PARTY TO MAKE CONTACT

80% OF LEADS DO NOT CLOSE ON THE FIRST CALL



THE FIRST PARTY TO CONTACT A PROSPECT



HAS A 238% HIGHER RATE OF CONVERSION THAN THE SECOND

40% OF LEADS EVENTUALLY CONVERT WITH LONG TERM FOLLOW UP

50% OF LEADS ARE ONLY CALLED 1 TIME

LEADS CONVERT 22 TIMES MORE OFTEN WHEN CONTACT IS MADE IN 5 MINUTES OR LESS

THE AVERAGE LEAD REQUIRES OVER 5 ATTEMPTS TO MAKE CONTACT



RESPONDING TO LEADS IN THE FIRST MINUTE CAN IMPROVE CONVERSION AS MUCH AS

+++ 391% +++



OF LEADS THAT EVENTUALLY CONVERT ARE CONTACTED IN THE FIRST 24 HOURS

MAKING 2 CALLS VERSUS 1 INCREASES THE CHANCES OF CONTACTING A PROSPECT BY 87%

5 BEST HOURS TO CONTACT AND QUALIFY A LEAD

1. 4-5 PM
2. 2-3 PM
3. 8-9 AM
4. 3-4 PM
5. 9-10 AM



3 BEST DAYS TO CONTACT AND QUALIFY A LEAD

1. THURSDAY
2. TUESDAY
3. WEDNESDAY



RESOURCES:
INSIDESALES.COM / M.L.T. LEAD RESPONSE MANAGEMENT STUDY
LEADQUAIL.COM/Case-STUDIES.HTML
LEADS360.COM SPEED TO CALL STUDY