

# 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% +++**



**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  
LEADQUAL.COM/Case-STUDIES.HTML  
LEADS360.COM SPEED TO CALL STUDY