

# LEAD QUALITY ANALYSIS AND OPTIMIZATION REPORT

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## 1. INTRODUCTION

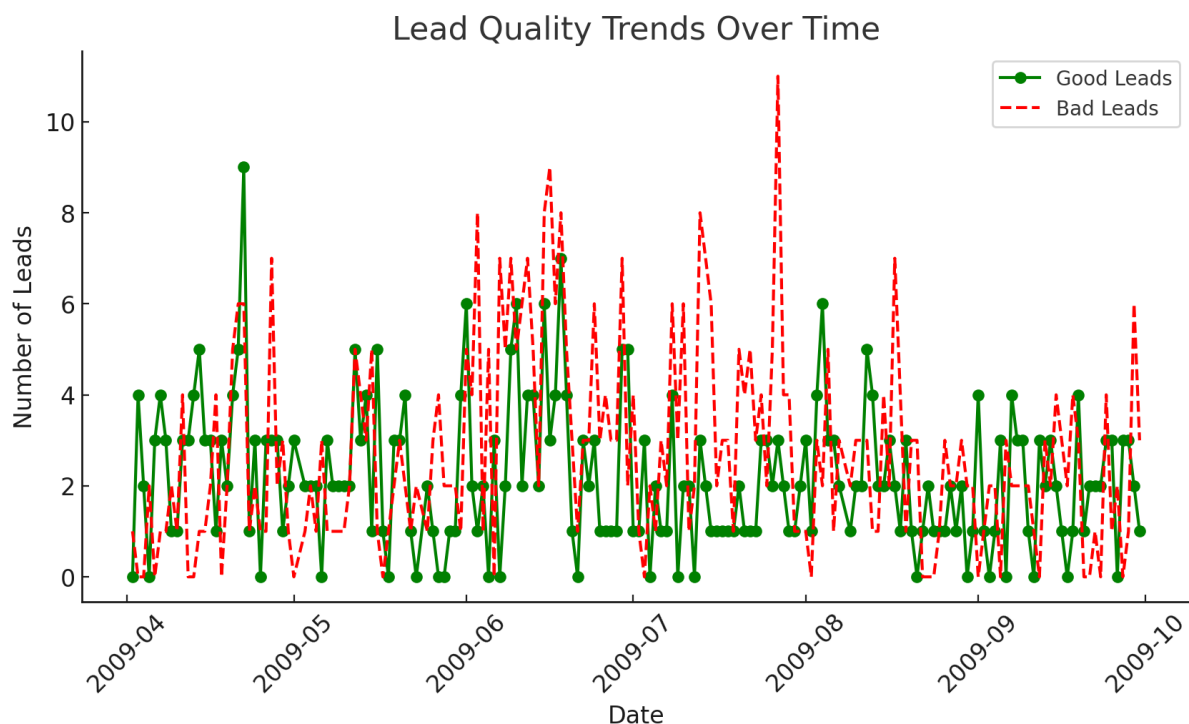
This report presents an in-depth analysis of lead quality trends, identifies key factors influencing lead performance, and provides actionable recommendations to improve overall lead quality. The goal is to assess whether it is feasible to increase lead quality by 20% to meet the advertiser's requirements.

To support the analysis, various statistical insights and data visualizations have been incorporated for clarity and better understanding.

## 2. LEAD QUALITY TRENDS OVER TIME

### Key Observations:

- Declining Good Leads:** A time-series analysis of lead quality shows a steady **decline in good leads over time**. The trend has been found to be statistically significant, with a **negative correlation** ( $-0.15$ ,  $p = 0.040$ ) indicating a consistent drop in high-quality leads.
- Bad Leads Are Not Increasing Significantly:** Contrary to concerns, bad leads are not showing a significant upward trend ( $p = 0.73$ ), implying that the primary issue is conversion rate rather than lead deterioration.
- Graph: Lead Quality Trends Over Time**



3. KEY DRIVERS OF LEAD QUALITY

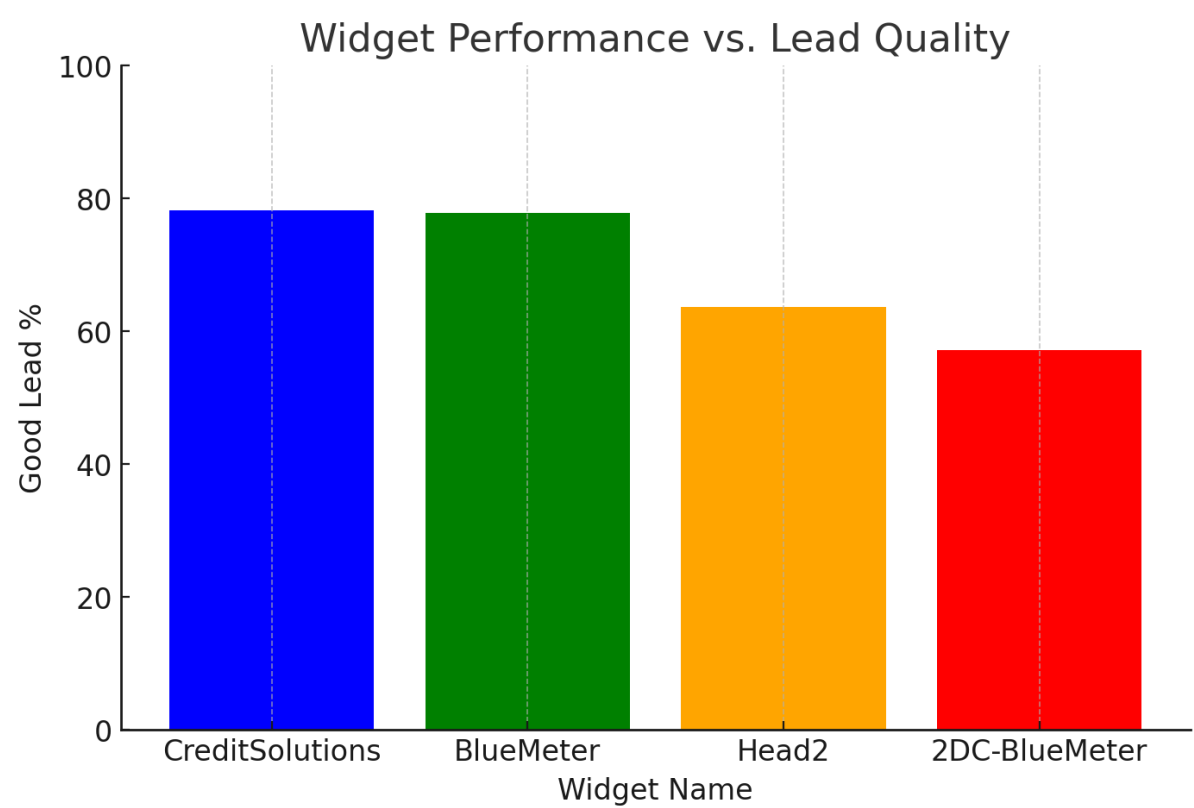
A. Performance of Different Ad Widgets

Widget Name	Good Leads (%)
CreditSolutions	78.26%
BlueMeter	77.78%
Head2	63.64%
2DC-BlueMeter	57.14%

Findings:

- The **CreditSolutions (78.26%)** and **BlueMeter (77.78%)** widgets are consistently generating the highest proportion of good leads.
- Focusing on these widgets for ad placement and scaling them up can positively impact overall lead quality.

Graph: Widget Performance vs. Lead Quality



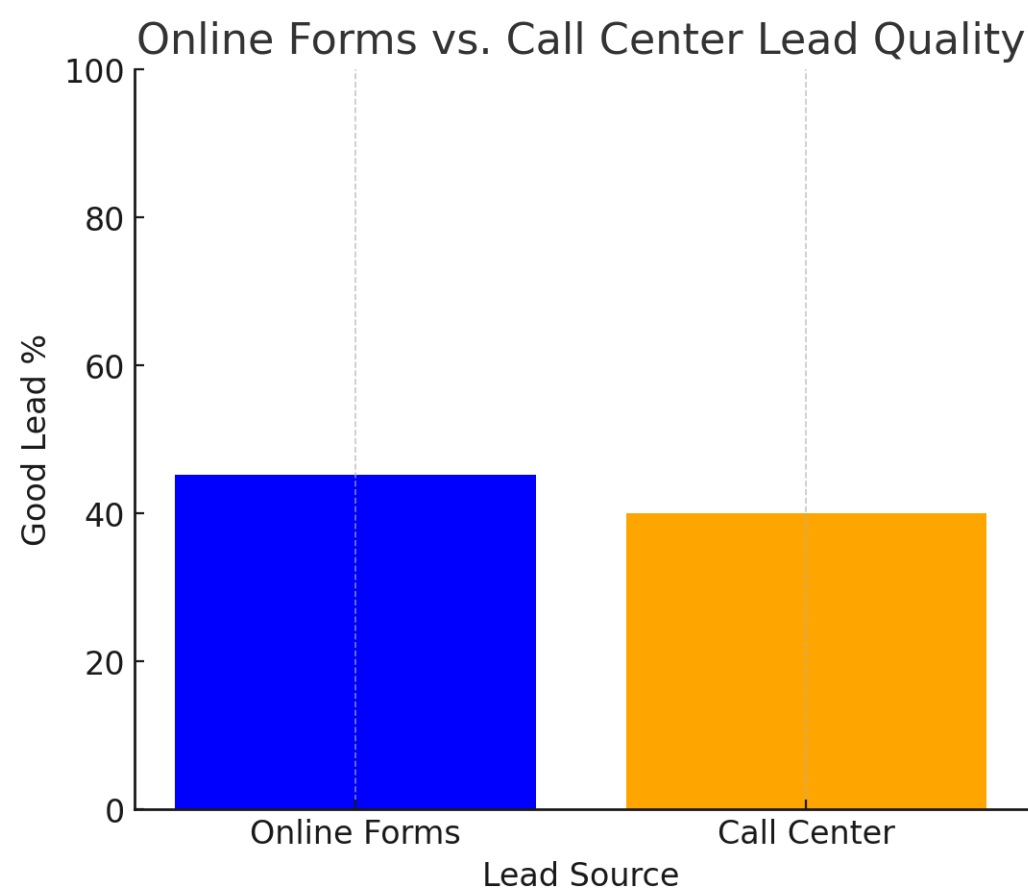
**B. Impact of Lead Source (Online Forms vs. Call Center)**

Lead Source	Good Leads (%)
Online Forms (Debt Reduction Inc)	45.26%
Call Center (Debt Reduction Call Center)	40.00%

**Findings:**

- **Online-generated leads (DebtReductionInc) outperform call center leads by approximately 5.26% in good lead quality.**
- Investing more in online lead generation may lead to **better quality and improved conversion rates.**

**Graph: Lead Quality Comparison - Online Forms vs. Call Center**



**C. Debt Level’s Influence on Lead Quality**

- The **DebtLevel** column had significant missing or inconsistent data, limiting its usefulness in analysis.
  - If corrected, segmenting leads based on debt levels could provide further insights into quality improvement opportunities.
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#### **4. STRATEGIES TO IMPROVE LEAD QUALITY BY 20%**

To meet the target of a 20% improvement in lead quality, the following strategies should be implemented:

##### **1. Prioritize High-Performing Widgets**

- Allocate more budget towards the **CreditSolutions** and **BlueMeter** widgets, which have the best conversion rates.
- Reduce spending on lower-performing ad creatives to enhance overall lead quality.

##### **2. Increase Focus on Online Form Submissions**

- Data shows that **online forms produce higher-quality leads than call center submissions**.
- Redirecting ad spend from call center leads to **online campaigns** can yield better results.

##### **3. Optimize Marketing and Publisher Campaigns**

- Identify **top-performing referral domains and partners** (e.g., Google, Yahoo).
- Allocate more resources towards sources that consistently generate higher-quality leads.

##### **4. Implement Stricter Lead Verification**

- Enforce higher **AddressScore and PhoneScore thresholds** to minimize low-quality leads.
- Validate lead details more thoroughly before sending them to the advertiser.

##### **5. A/B Testing and Ad Content Optimization**

- Experiment with different **ad creatives and messaging** in high-performing widgets.
- Test **different CTAs (Call-to-Actions)** to improve engagement and lead conversion.

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#### **5. CONCLUSION**

Based on the findings, a **20% increase in lead quality is achievable** with the right strategic changes. By optimizing ad selection, improving verification processes, and focusing on high-performing lead sources, the advertiser can **justify increasing the CPL from \$30 to \$33** while ensuring better lead quality.

##### **Next Steps:**

- **Implement widget and campaign optimizations** based on this analysis.
- **Conduct A/B testing on ad creatives** to enhance engagement.
- **Strengthen lead verification measures** to further improve lead quality.