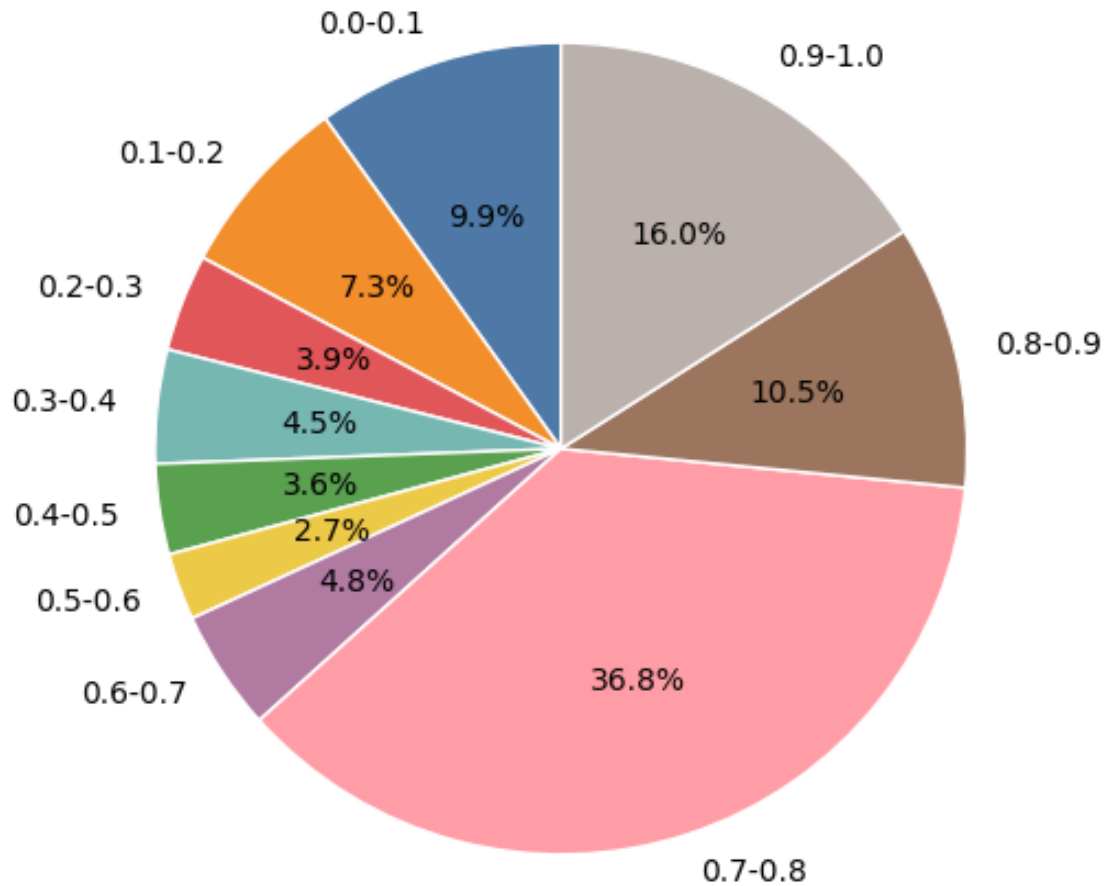


27 September 2025 Report

Percentage of leads by score range



Lead Score is a 0-1 metric that ranks existing customers by future revenue potential, dynamically combining their likelihood of buying again (Purchase Score) and their historical spending level (Lifetime Value) to help prioritize retention, reactivation, and upselling efforts.

Percentage of Leads by Score Range:

0.0-0.1: 9.9%
0.1-0.2: 7.3%
0.2-0.3: 3.9%
0.3-0.4: 4.5%
0.4-0.5: 3.6%
0.5-0.6: 2.7%
0.6-0.7: 4.8%
0.7-0.8: 36.8%
0.8-0.9: 10.5%
0.9-1.0: 16.0%

Average Lead Score by Industry:

Bygg: 0.67
Detaljhandel: 0.65
Marknadsföring: 0.64
Konsult: 0.63
IT-tjänster: 0.62

Average Revenue Per Customer by Industry:

Bygg: 114,444 SEK
IT-tjänster: 105,624 SEK
Detaljhandel: 96,719 SEK
Konsult: 84,176 SEK
Marknadsföring: 78,623 SEK

Average Lead Score by City:

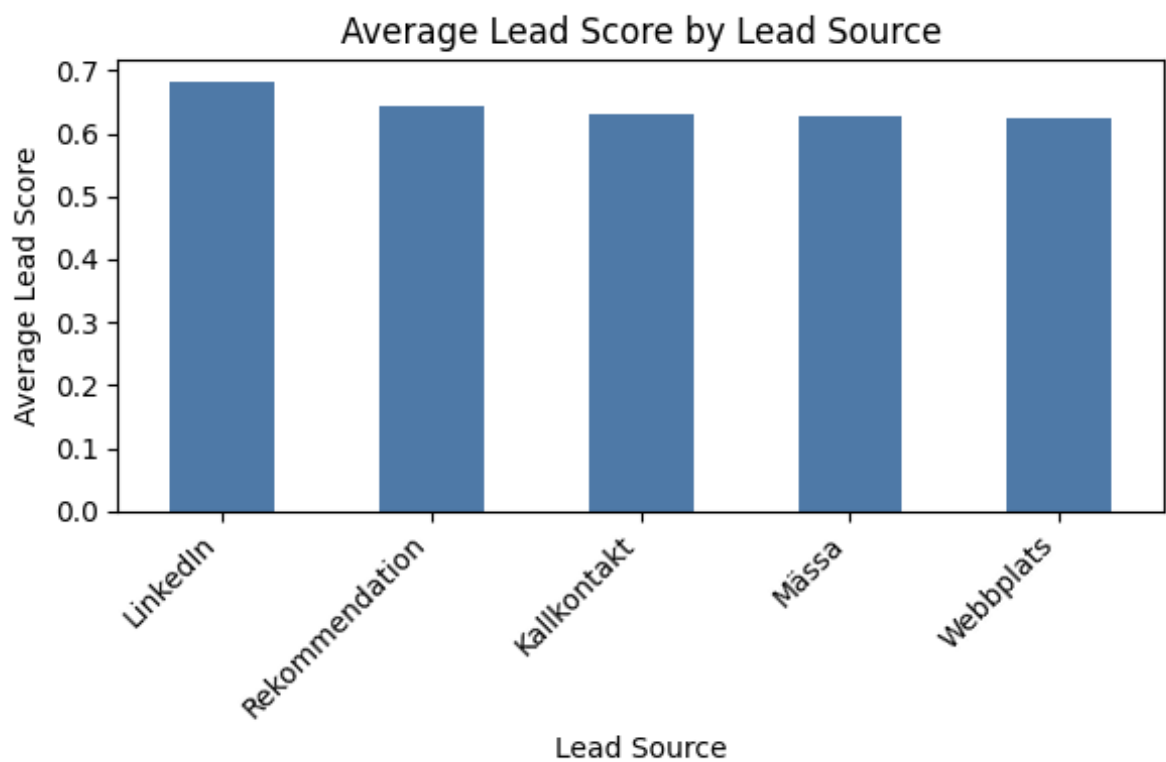
Kristianstad: 0.80
Luleå: 0.78
Örebro: 0.77
Falun: 0.77
Borlänge: 0.76
Östersund: 0.75
Skellefteå: 0.74
Nyköping: 0.74
Gävle: 0.73
Växjö: 0.73
Karlskrona: 0.73
Halmstad: 0.73
Ängelholm: 0.72
Eskilstuna: 0.71
Kalmar: 0.71
Borås: 0.71
Örnsköldsvik: 0.69
Sundsvall: 0.69
Varberg: 0.68
Motala: 0.68
Umeå: 0.68
Helsingborg: 0.68
Uppsala: 0.66
Jönköping: 0.64
Uddevalla: 0.64
Piteå: 0.62
Linköping: 0.61
Västerås: 0.60
Stockholm: 0.60
Göteborg: 0.60
Lidingö: 0.59

Karlstad: 0.59
Sandviken: 0.58
Lund: 0.58
Karlskoga: 0.58
Alingsås: 0.57
Norrköping: 0.57
Mölndal: 0.56
Malmö: 0.55
Trelleborg: 0.55
Trollhättan: 0.54
Lidköping: 0.54
Landskrona: 0.52
Södertälje: 0.51
Skövde: 0.46

Average Revenue Per Customer by City:

Lidingö: 209,040 SEK
Borlänge: 178,794 SEK
Kristianstad: 175,341 SEK
Alingsås: 163,989 SEK
Växjö: 142,938 SEK
Luleå: 142,097 SEK
Uddevalla: 141,911 SEK
Örnsköldsvik: 139,156 SEK
Kalmar: 137,389 SEK
Halmstad: 136,715 SEK
Borås: 125,797 SEK
Örebro: 121,744 SEK
Eskilstuna: 121,397 SEK
Gävle: 117,340 SEK
Nyköping: 116,936 SEK
Lidköping: 114,852 SEK
Göteborg: 113,127 SEK
Piteå: 111,224 SEK
Umeå: 98,604 SEK
Linköping: 98,217 SEK
Karlskrona: 98,212 SEK
Karlskoga: 96,528 SEK
Ängelholm: 85,995 SEK
Trelleborg: 84,954 SEK
Västerås: 81,984 SEK
Uppsala: 81,845 SEK
Falun: 80,866 SEK
Östersund: 77,629 SEK

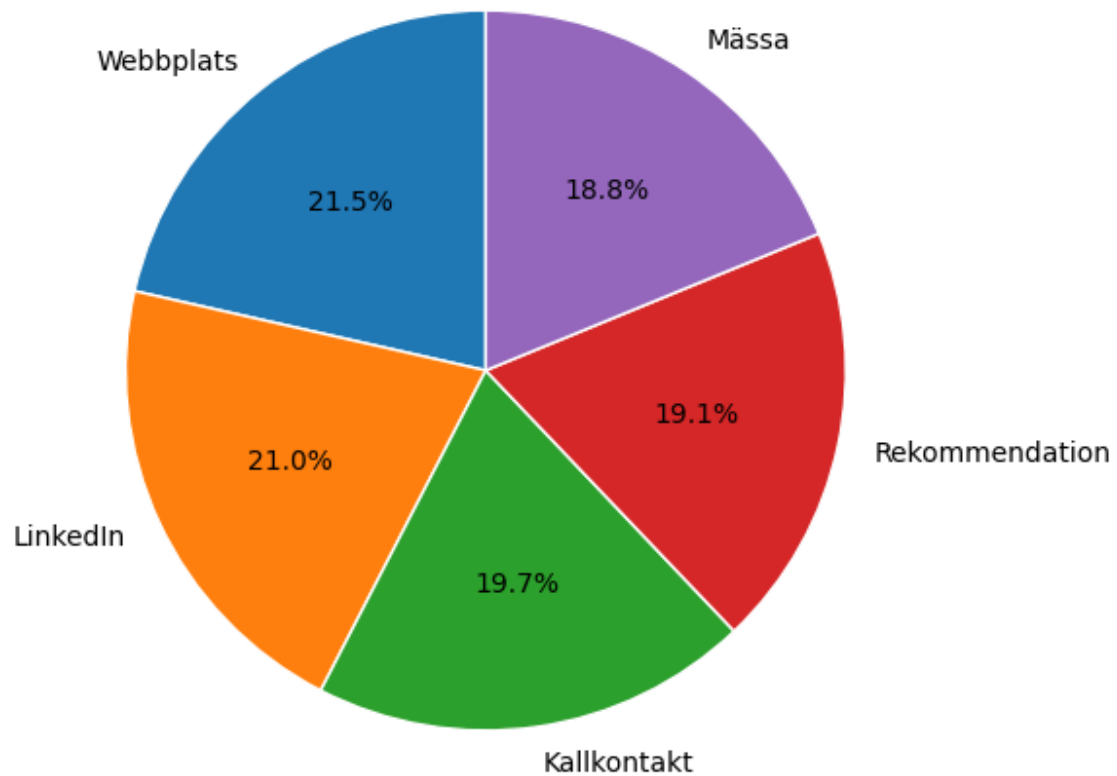
Jönköping: 77,625 SEK
Helsingborg: 75,005 SEK
Malmö: 72,009 SEK
Stockholm: 71,468 SEK
Sundsvall: 70,666 SEK
Skellefteå: 70,103 SEK
Mölndal: 69,474 SEK
Varberg: 68,211 SEK
Skövde: 66,782 SEK
Landskrona: 66,269 SEK
Trollhättan: 63,234 SEK
Motala: 59,563 SEK
Sandviken: 56,992 SEK
Norrköping: 49,978 SEK
Lund: 48,448 SEK
Karlstad: 43,699 SEK
Södertälje: 42,473 SEK



Average Lead Score by Lead Source:

LinkedIn: 0.68
Rekommendation: 0.64
Kallkontakt: 0.63
Mässa: 0.63
Webbplats: 0.63

Average Revenue per Customer by Lead Source



Average Revenue Per Customer by Lead Source:

Webbplats: 103,015 SEK

LinkedIn: 100,616 SEK

Kallkontakt: 94,529 SEK

Rekommendation: 91,625 SEK

Mässa: 90,231 SEK