

# Lead Quality Analysis Report

- Lead quality trends over time:

The data shown provides a monthly snapshot of lead generation activity and quality from April 2009 to August 2009. It includes the number of good leads (those meeting qualification criteria or converting to a desired outcome), bad leads (those not meeting criteria), and a calculated lead quality rate. This is used to analyse trends in lead generation effectiveness and identify areas for improvement in the lead qualification process.

The Lead Quality Rate is not consistent. It starts at 15.25% in April, drops significantly in May (10.17%), rises in June (14.12%), drops again in July (9.21%), and slightly recovers in August (14.16%).

Based on Chi-square statistics, we got p-value: 1.091631401653597e-05 which shows it is statistically significant and the p-value is extremely low indicate that the observed variations in lead quality are unlikely to be due to random chance.

	MonthYear	GoodLeads	BadLeads	LeadQualityRate
0	2009-04	79.0	57.0	15.2510
1	2009-05	59.0	57.0	10.1724
2	2009-06	86.0	141.0	14.1215
3	2009-07	49.0	110.0	9.2105
4	2009-08	62.0	67.0	14.1553



Chi-square statistic: 30.663202318024208, p-value: 1.091631401653597e-05  
Significant trend in lead quality over time!

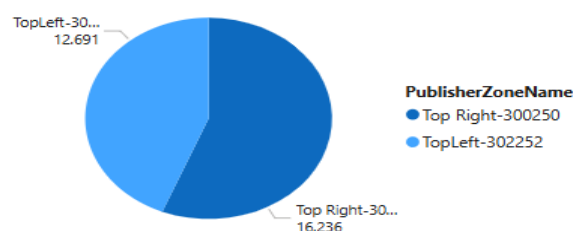
- Observations from Drivers of Lead Quality:

The analysis indicates that factors such as ad type (widget name), ad placement, and lead registration method (online forms vs. customer support-assisted forms) have a significant impact on lead generation.

- Based on segments where the ad was shown

The pie chart compares lead quality rates across two publisher zones:

Lead Quality Rate By Segment

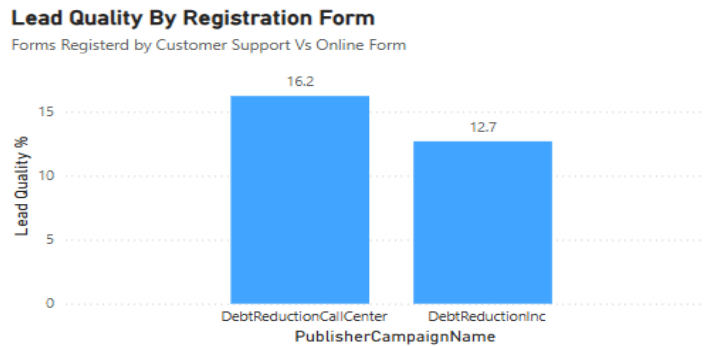


- Top Right-300250 performs better with a lead quality rate of 16.24%.
- Top Left-302252 has a slightly lower lead quality rate at 12.69%.

This suggests that ad placement influences lead quality, with Top Right-300250 performing better.

## 2. Based on Person filled out for the Ad:

The bar chart shows lead quality percentages based on the source of form registration:



- DebtReductionInc (customer Support-assisted registrations) achieves a higher lead quality of 16.2%.
- DebtReductionInc (Online Form Registration) has a lower lead quality of 12.7%.

This indicates that customer support-assisted registrations generate better leads than self-filled online forms.

## 3. Based on Type of Ad:

The table displays the lead quality percentage categorized by different widget types. Key observations include:

- The widget w-300250-DebtReduction1-1DC-yellowarrow has the highest lead quality at 24.49%, significantly above the average of 13.01%.
- Widgets like w-300250-DebtReduction1-1DC-white and w-300250-DebtReduction1-1DC-Head3 have much lower lead quality percentages of 10.32% and 6.67%, respectively.

Lead Quality Based on Type of Ad		
WidgetName	Goodleads	Lead Quality %
w-300250-DebtReduction1-1DC-yellowarrow	12	24.49
w-300250-DebtReduction1-1DC-Head2	14	15.73
w-300250-DebtReduction1-1DC-BlueMeter	14	15.22
w-300250-DebtReduction1-1DC	88	14.19
w-300250-DebtReduction1-2DC-BlueMeter	12	13.79
w-300250-DebtReduction1-1DC-yellowarrow-blue	31	13.36
w-300250-DebtReduction1-1DC-CreditSolutions	149	13.17
w-300250-DebtReduction1-1DC-yellowarrow-dark	15	11.11
w-300250-DebtReduction1-2DC-CreditSolutions	8	10.67
w-300250-DebtReduction1-1DC-white	45	10.32
w-300250-DebtReduction1-1DC-Head3	5	6.67
<b>Total</b>	<b>393</b>	<b>13.01</b>

## • Opportunities for Boosting Lead Quality by 20% to Achieve Higher CPL

Based on the analysis, the overall Lead Quality Rate is 13%, with a 20% increase bringing it to 15.6%.

Result Grid			
Filter Rows:			
Export:			
Wrap Cell Content:			
	total_leads	good_leads	lead_quality_percentage
▶	3021	393	13.0089

Several key drivers contribute to a Lead Quality Rate exceeding 15.6%, particularly within the ad type category. Notably, the widget w-300250-DebtReduction1-1DC-yellowarrow achieves the highest lead quality rate at 24.49%, while both ad placement and customer support-assisted form submissions exhibit a similar lead quality rate of 16.2%.

Enhancing ad quality and design can significantly improve lead generation. Equally important is strategic ad placement, ensuring ads are displayed in highly visible locations for maximum impact.

Additionally, strengthening customer support can provide potential leads with a clear understanding of the ad's value, increasing their likelihood of engagement and conversion.