Key Questions

1. Are we seeing any lead quality trends over time (improving, declining)? Are they statistically significant?

* **“Best” lead**

For the “best” lead, which is the Closed value under the CallStatus column, there is a **declining** trend over time. When its statistical significance is computed, it can be said that there is a **near statistical significance** between the trend of lead quality and the time.

* **“Good” lead**

For the “good” leads, which are the EP values, there is an **increasing** trend over time. When its statistical significance is computed, it can be said that rather than being statistically significant, the trend can be due to a **random chance**. The confidence level of this trend can be improved by increasing the number of data to examine.

* **“Bad” lead**

For the “bad” leads, which are those invalid or not qualified, there is an **increasing** trend over time. When its statistical significance is computed, it can be said that rather than being statistically significant, the trend can be due to a **random chance**. Similar to the situation with the “Good” leads, the confidence level of this trend can be improved by increasing the number of data to examine.

1. What can we learn about the drivers of "lead quality" from this dataset? What segments - where the ad was shown, what kind of person filled out the ad, what kind of ad did they see - have differing lead quality rates?

* **WidgetName**

Out of all the types of FormAds, w-30-DebtReduction1-1DC-BlueMeter had the highest “Best” lead of 72.22% and the lowest “Bad” lead of 5.56%. This implies that the FormAd with one page only and has the specific BlueMeter design has the greatest number of “Best” leads. This can lead to more questions examining the relevance of the number of pages and the specific design preference of the leads. Perhaps the leads prefer having only one page to answer all questions, or perhaps the BlueMeter design is much more pleasing to the eye or more information was covered to entice the lead.

* **PublisherCampaignName**

For the PublisherCampaignName column, DebtReductionInc had the higher number of both “Best” and “Good” lead. However, it is only by a small gap, particularly 0.5 for “Good” and 4.76 for “Best.” So, this implies that there is almost the same level of successful to nearly successful leads obtained either by having the form filled out online or through calling the call center number and thus both strategies are working on an almost equal level.

* **AdvertiserCampaignName**

The analysis for the AdvertiserCampaignName is almost the same as the PublisherCampaignName column, in a sense that there is a close gap between the “Best” and “Good” leads of Debt Settlement1 Master and creditsolutions-branded-shortform. This implies that regardless of if the form was seen with the advertiser’s name on it or it is a general form, the “Best” and “Good” leads acquired are on an almost equal level.

* **State**

For the State column, all leads from Alaska are classified as “Best” leads. Next to this with 40.91% “Best” lead is Oklahoma. Meanwhile, Iowa has a 33.33% “Good” lead. This implies that the percentage of successful or nearly successful leads from those states are high. With this information, I can suggest more Ad placement put within these locations and further exploration on why these certain states have high “Best” and “Good” rates. Perhaps it is because of the population of those states or some other factor.

* **DebtLevel**

For the DebtLevel column, leads with 70,001 to 90,000 debt level have the highest “Best” percentage of 43.9% and lowest “Bad” percentage of 39.02%. Since this is a loan advertisement, it is a big indicator of the type of leads that should be targeted by the publisher. For instance, this implies that a 70,001 to 90,000 is the best range where the lead finally decides to take a loan. Perhaps the lower ranges suggest that it is too early for the leads to consider a loan, and for the higher ranges, the lead has much debt already to consider taking another loan.

* **Partner**

For the Partner column, all leads from Advertise.com are considered “Best.” Next to this, 38.18% “Best” leads and only 20% “Bad” leads are from AdKnowledge. This implies that these are the companies that provide the highest “Best” leads and lowest “Bad” leads when the publisher puts up their ad in these companies’ sites. More insights can be further explored from here, such as whether the said company sites are more often used by leads compared to the other company sites or whether it has a better interface easily accessible by more leads.

* **AddressScoreType**

For the AddressScoreType column, leads being a “Perfect Match” have the highest rate of being the “Best” leads of 25% and the lowest rate of being the “Bad” leads of 53.13%. This implies that if your name and address match perfectly, then you are more likely to be one of the “Best” leads and less likely to be a “Bad” lead. While this does not have a complete data yet, it is a good start for insights building.

* **PhoneScoreType**

The result or the AddressScoreType column is the same to the AddressScoreType, in a way that the “Perfect Match” leads have the highest rate of “Best” leads of 27.55% and the lowest rate of “Bad” leads of 48.98%. This implies that if your name and phone number match perfectly, then you are more likely to be one of the “Best” leads and less likely to be a “Bad” lead. Similar to the AddressScoreType column, this can be a good starter in finding insights, particularly regarding lead quality drivers.

1. If the advertiser says they will increase our CPL by 20% (i.e., $30 to $33) if we increase our lead quality by 20% (i.e., from 8.0% to 9.6%), do we see any opportunities to do that here? What kinds of things could we do?

Considering that we have high percentages of “Best” and “Good” leads in our data exceeding the 9.6% goal, I believe it is achievable. What I can suggest is prioritizing on the higher percentages of “Best” and “Good” leads, such as WidgetName (explore on exposing the 1-page BlueMeter form more), State (have more FormAds within Alaska and Oklahoma), and DebtLevel (focus on leads with 70,001 to 90,000 debt level) and see how that works for the lead quality.