

Total Unique Leads

874

Average Lead Quality Score

2.58

% High Quality Leads

27.8%

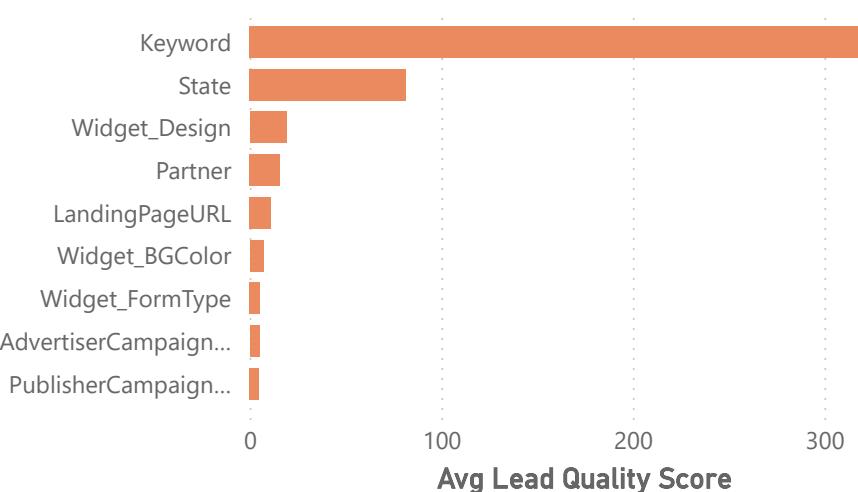
Gap to Target (Absolute)

- 18.2%

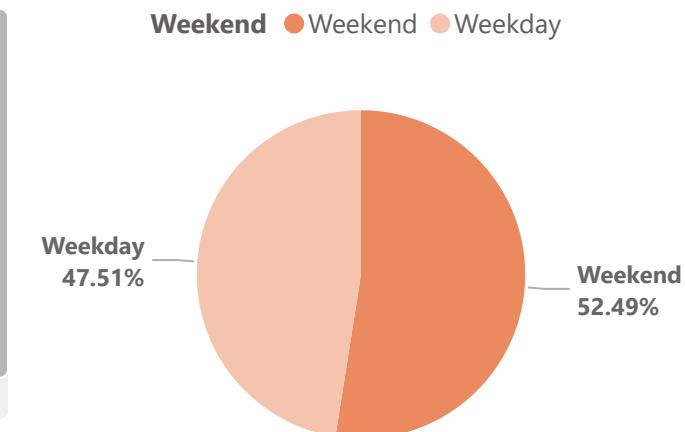
Monthly Lead Quality Trend (WQI)



Avg Lead Quality Score by Category



AvgLeadQualityScore by Weekend



Opportunity Map

