

NEW LEADS: STATUS

Creation Date

01/06/2022

30/06/2022



Total New Leads

662

333

Registrations

65

CFD

18

Pending

246

Canceled

Lead Source

- ☒ Select all
- ☒ 1948 Landing page
- ☒ 1948/American
- ☒ Adword_online_en
- ☒ AdWords ru
- ☒ Application Online
- ☒ démarchage direct
- ☒ Facebook_Landing_Fr
- ☒ Facebook-Partisan
- ☒ Form Facebook
- ☒ Form Facebook/1948 ...

Sujet_de_la_dem...

- ☒ Select all
- ☒ Oulpan Sheli
- ☒ Ulpan sheli online

Citizenship

All

Branch

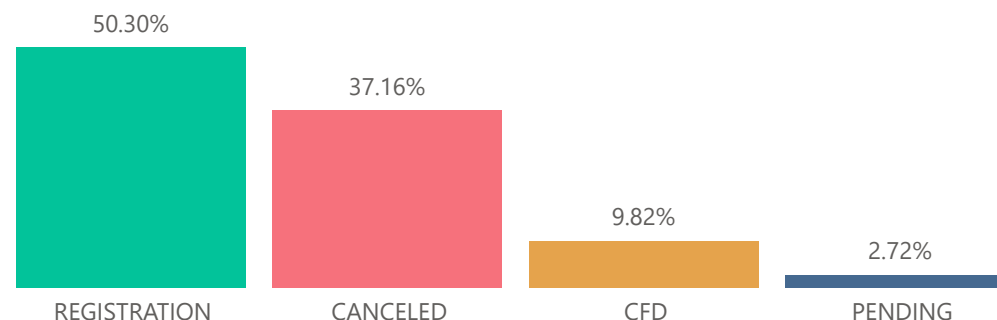
- ☒ Select all
- ☒ English
- ☒ French
- ☒ Russian
- ☒ Spanish

Region

- ☒ Select all
- ☒ Center
- ☒ Jerusalem
- ☒ North
- ☒ other
- ☒ Sharon
- ☒ South

Status	Total	%GT
REGISTRATION	333	50.30%
CANCELED	246	37.16%
CFD	65	9.82%
PENDING	18	2.72%
Total	662	100.00%

% leads by Status

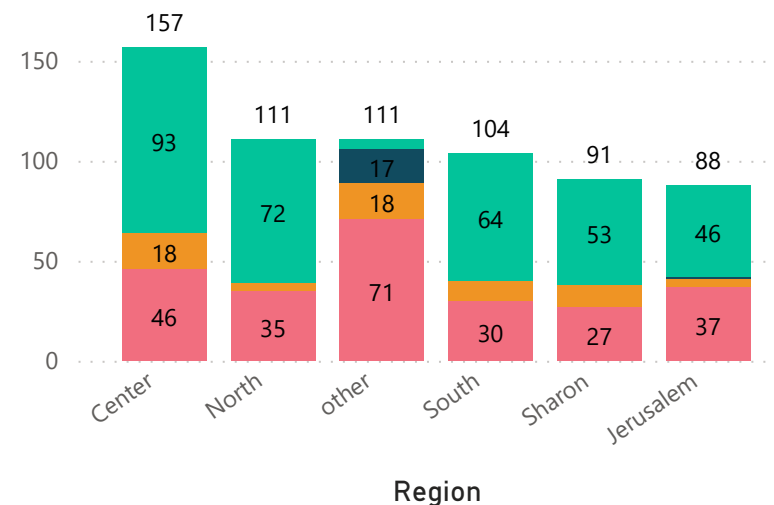


Reason for cancelled	Qty	%GT
Never answered	42	17.07%
Don't answer anymore	33	13.41%
No snif in the lead city- doesn't want to move	28	11.38%
not new immigrant and too expensive	28	11.38%
Not interested	23	9.35%
Duplicate	14	5.69%
Maybe interested , dont want to call him	14	5.69%
No money	14	5.69%
No time (work)	10	4.07%
Spam	8	3.25%
Registered to the competitor	7	2.85%
alya date more than 10 years	4	1.63%
Total	246	100.00%

City	Total leads
Tel Aviv	96
Haifa	78
other	74
Jerusalem	71
Netanya	53
Ashkelon	33
Ashdod	30
Raanana	22
Bat yam	18
Eilat	18
Beer sheva	10
Hadera	10
Naharya	10
Total	662

New leads status by Region

Status ● CANCELED ● CFD ● PENDING ● REGISTRATION

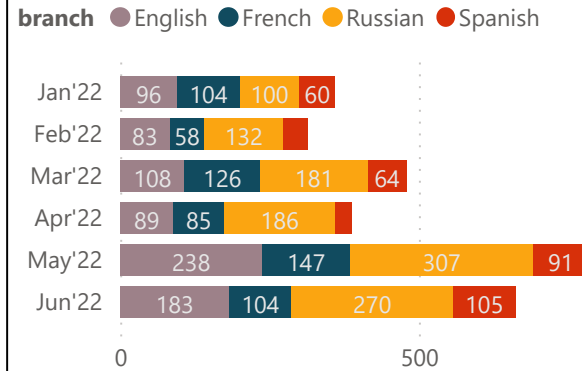


NEW LEADS: ACQUISITION ANALYSIS

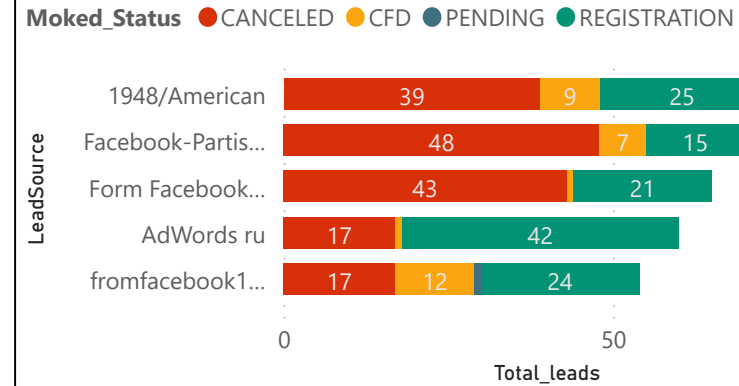
Total leads and converted number

Branch	NEW LEADS	Converted, QTY	%converted
Russian	270	171	63.33%
English	183	59	32.24%
Spanish	105	64	60.95%
French	104	39	37.50%
Total	662	333	50.30%

New leads by month and branch

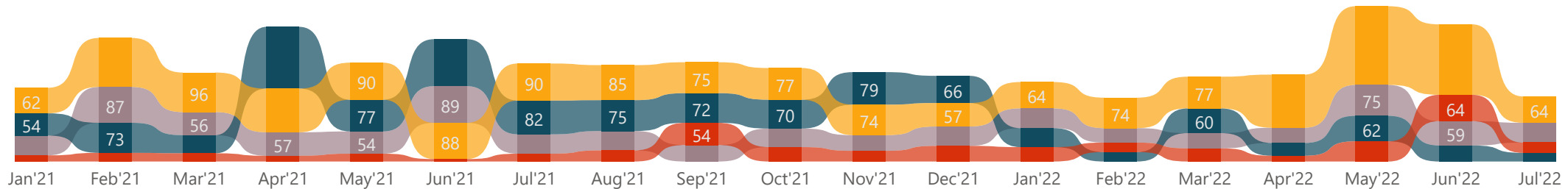


New leads by lead source



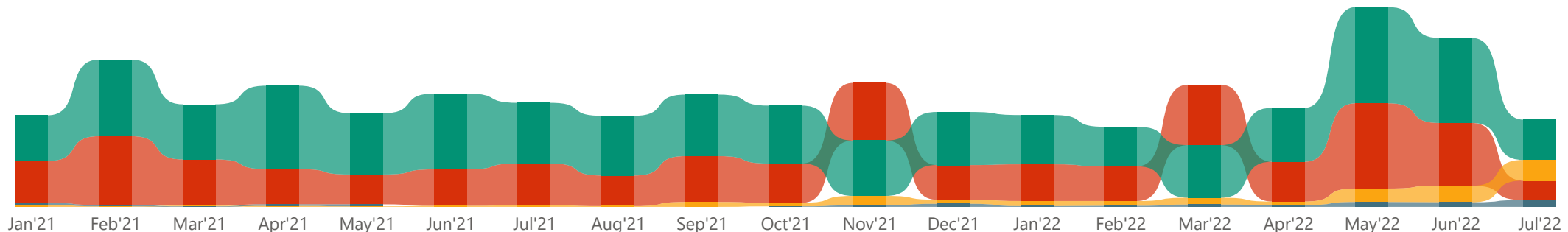
REGISTRATIONS NUMBER BY BRANCH

Branch English French Russian Spanish



NEW LEADS NUMBER BY MONTH AND STATUS

Status CANCELED CFD PENDING REGISTRATION



Sujet_de_la_d... ▼

All ▼

Year ▼

☐ Select all
☒ 2022

Month'year ▼

☐ Select all
☐ Jan'22
☐ Feb'22
☐ Mar'22
☐ Apr'22
☐ May'22
☒ Jun'22
☐ Jul'22

branch ▼

☒ Select all
☒ English
☒ French
☒ Russian
☒ Spanish

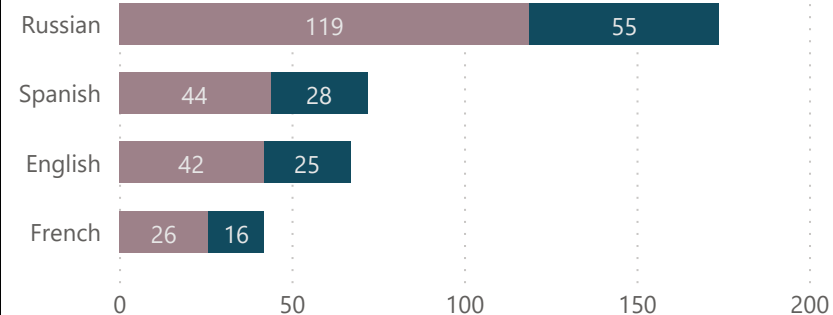
LeadSour... ▼

☒ Select all
☒ 1948 Landing page
☒ 1948/American
☒ Adword_online_en
☒ AdWords ru
☒ Application Online
☒ démarchage direct
☒ Facebook_Landing...
☒ Facebook-Partisan
☒ Form Facebook

New accounts preferences : zoom or in-person

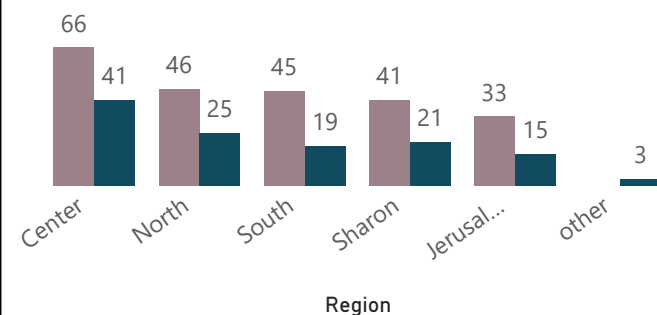
Format preferences by language branch

IN-PERSON ZOOM



Format preferences by REGION (selected options)

IN-PERSON ZOOM



New accounts (selected months)

branch	IN-PERSON	ZOOM	Total
Russian	119	55	174
Spanish	44	28	72
English	42	25	67
Total	231	124	355

Year

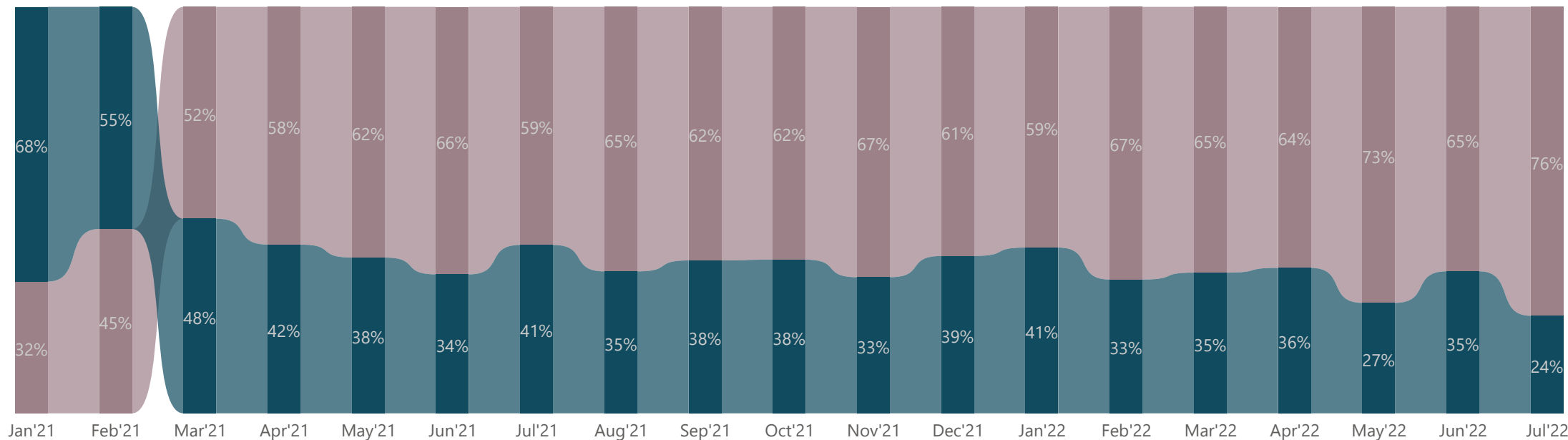
- ☒ Select all
☒ 2022

Mon'year

- ☐ Select all
☐ Jan'21
☐ Feb'21
☐ Mar'21
☐ Apr'21
☐ May'21
☐ Jun'21
☐ Jul'21
☐ Aug'21

New accounts by month (selected branch and citizenship)

IN-PERSON ZOOM



Branch

- ☒ Select all
☒ English
☒ French
☒ Russian
☒ Spanish

Citizenship

- ☒ Select all
☒ American
☒ Autre
☒ Azerbaidzan
☒ Azerbaijan
☒ Belarus
☒ Belge
☒ Belgian
☒ British
☒ British
☒ Francais
☒ French
☒ Georgia
☒ Other
☒ Russia

Overall Registrations

355 Jun'22

TOTAL REGISTRATIONS

662

TOTAL LEADS

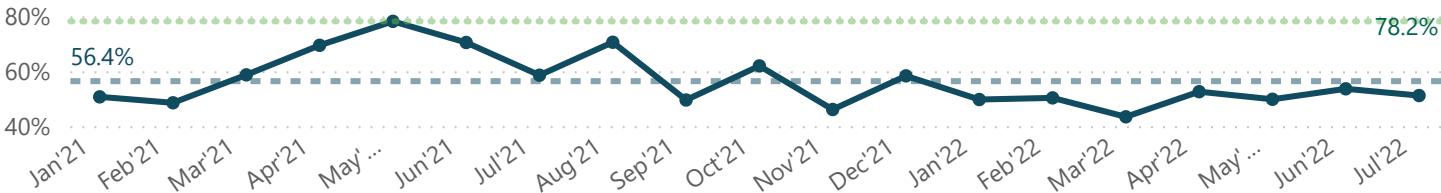
50.30%

CONVERSION RATE

Registration Goals



Conversion rate %



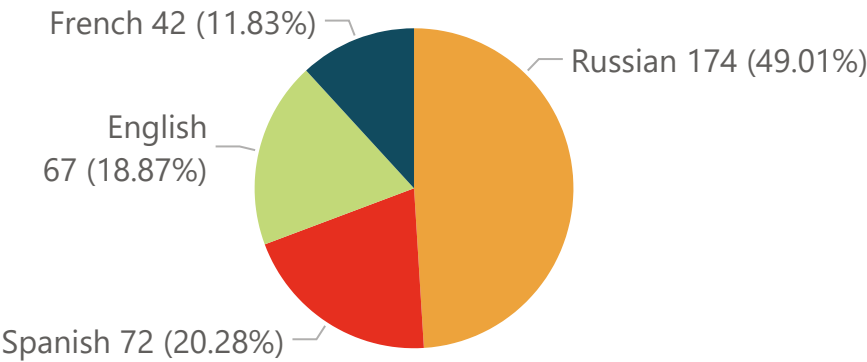
Year

- ☒ Select all
- ☒ 2021
- ☒ 2022

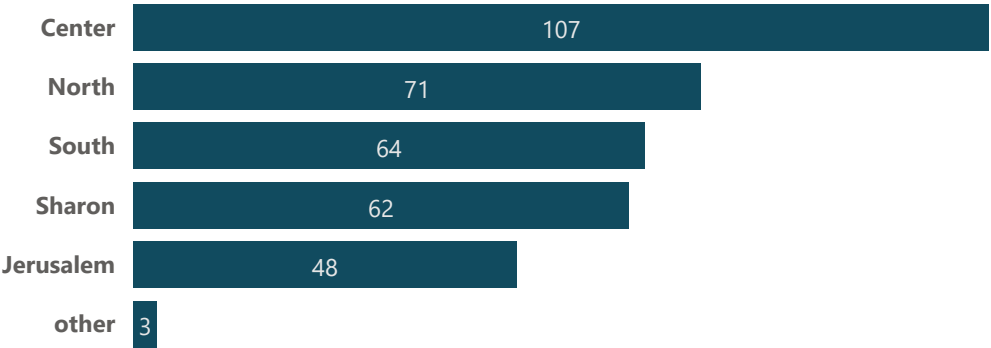
Month and ...

- ☐ Jan'21
- ☐ Feb'21
- ☐ Mar'21
- ☐ Apr'21
- ☐ May'21
- ☐ Jun'21
- ☐ Jul'21
- ☐ Aug'21
- ☐ Sep'21
- ☐ Oct'21
- ☐ Nov'21
- ☐ Dec'21
- ☐ Jan'22
- ☐ Feb'22
- ☐ Mar'22
- ☐ Apr'22
- ☐ May'22
- ☒ Jun'22
- ☐ Jul'22
- ☐ Aug'22
- ☐ Sep'22
- ☐ Oct'22
- ☐ Nov'22
- ☐ Dec'22

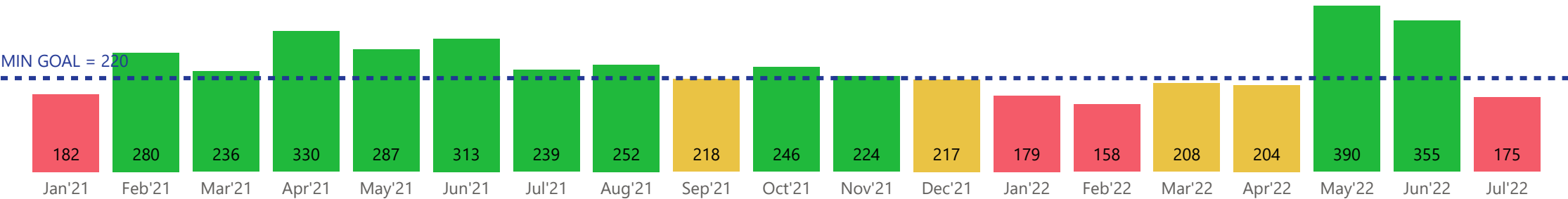
Registrations by Language Branch



Registrations by Region



REGISTRATIONS BY MONTH



Overall Leads

662 Jun'22

662

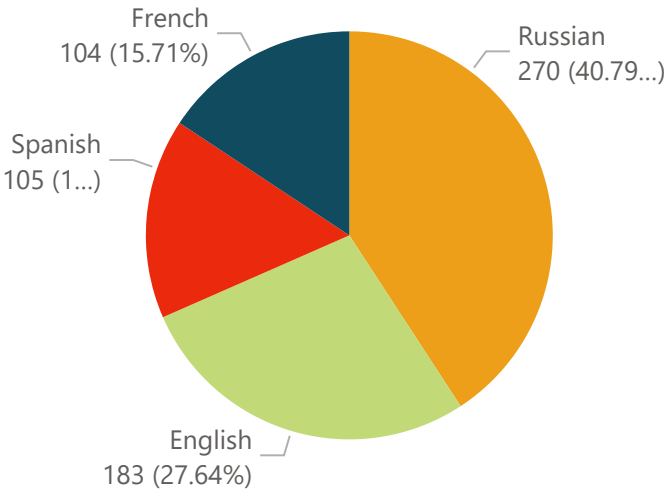
TOTAL LEADS

50.30%

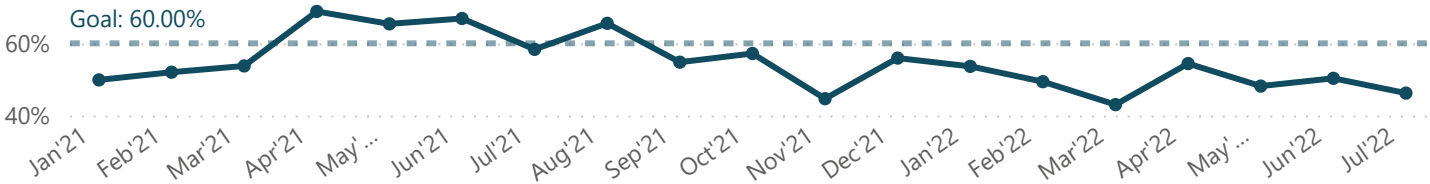
CONVERSION RATE



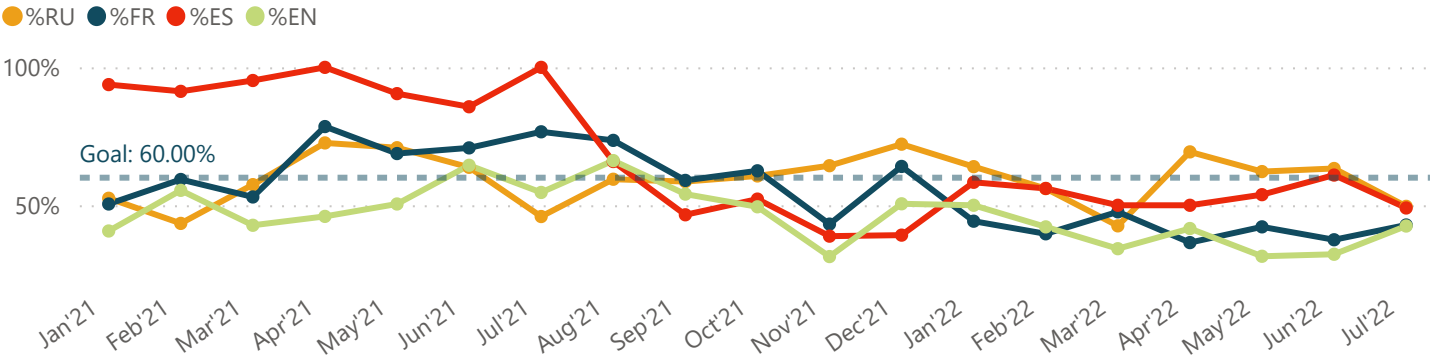
Leads by Language Branch



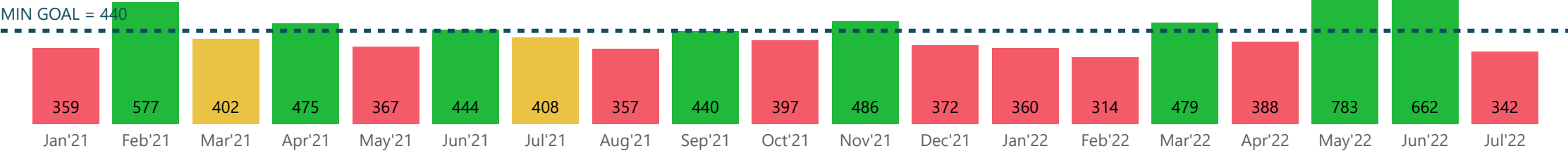
Conversion rate %



Conversion rate % by Language Branch



LEADS AMOUNT BY MONTH



Year

- ☒ Select all
- ☒ 2021
- ☒ 2022

month_year

- ☐ Jan'21
- ☐ Feb'21
- ☐ Mar'21
- ☐ Apr'21
- ☐ May'21
- ☐ Jun'21
- ☐ Jul'21
- ☐ Aug'21
- ☐ Sep'21
- ☐ Oct'21
- ☐ Nov'21
- ☐ Dec'21
- ☐ Jan'22
- ☐ Feb'22
- ☐ Mar'22
- ☐ Apr'22
- ☐ May'22
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- ☐ Oct'22
- ☐ Nov'22
- ☐ Dec'22