

I just have considered the four segments to identify the lead quality as a test case, but i can do many more segments and have still clear visibility as soon as I become a part of the industry real time.

Lead Quality Improvement Opportunity Analysis

Business Scenario:

The advertiser is offering to increase the Cost Per Lead (CPL) by 20% (from \$30 to \$33) if we can improve lead quality by 20% (from 8.0% to 9.6%).

Do We See Any Opportunities to Improve Lead Quality?

Answer is Yes.

My analysis shows clear variation in lead quality across different segments:

- - Widget Quality: Some widgets consistently produce higher quality leads.
- - Publisher Zone Segment: Certain zones yield better leads based on historical data.
- - Campaign Segment: Call center campaigns show higher lead quality.
- - Campaign Type: Branded campaigns have a slight edge over generic ones.

What Can We Do to Improve Lead Quality?

1. Prioritize High-Quality Widgets: Focus ad delivery through widgets with high lead quality.
2. Optimize Page Placement (Zone): Emphasize zones that perform well historically.
3. Campaign Strategy Shift: Increase the share of branded campaigns and refine targeting.
4. Route through Call Centers: Utilize channels that show better lead conversion and quality. Because call centers are giving the good leads.
5. Real-Time Monitoring: Use dashboards to track and optimize in real-time.

Conclusion:

There is a possible opportunity to improve lead quality by focusing on high-performing segments. With targeted optimization, achieving a 20% increase in lead quality is feasible, making the increased CPL economically justifiable.