

# **LEAD CONVERSION CASE STUDY**

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# KEY VARIABLE INFLUENCING LEAD CONVERSION

## ❖ Website Engagement:

The total time spent on the website and the total number of visits are critical factors in determining the likelihood of a lead converting. Higher engagement on the website correlates with a higher probability of conversion.

## ❖ Lead Source:

Leads sourced from Google, direct traffic, organic search, and the Welingak website have higher conversion rates. These sources should be a focus for marketing efforts to generate more potential leads.

## ❖ Last Activity:

Leads whose last activity was either an SMS interaction or an Olark chat conversation are more likely to convert. This indicates that real-time and direct communication methods are effective in engaging potential customers.

## ❖ Lead Origin:

Leads originating from a Lead Add format show a higher propensity to convert, suggesting that targeted advertising and specific lead generation forms are effective.

## ❖ Current Occupation:

Leads who are currently working professionals have a higher likelihood of conversion, implying that the courses offered are particularly attractive to individuals seeking to upskill or advance their careers.



# BUSINESS RECOMMENDATIONS

## ❖ **Focus on High-Engagement Leads:**

Prioritize leads that show significant engagement on the website. Implement strategies to increase website visits and time spent on the site, such as personalized content, interactive features, and targeted marketing campaigns.

## ❖ **Optimize Marketing Channels:**

Allocate more resources to marketing channels that yield higher conversion rates (e.g., Google, direct traffic, organic search, and Welingak website).

## ❖ **Enhance Real-Time Communication:**

Increase efforts in real-time communication methods like SMS and live chat. Train the sales team to effectively handle these interactions to maximize lead conversion.

## ❖ **Leverage Lead Origin Insights:**

Continue using and optimizing lead add formats that have proven effective. Analyze and refine these formats to capture even more potential high-converting leads.

## ❖ **Target Working Professionals:**

Tailor marketing and sales strategies to appeal specifically to working professionals, highlighting the benefits of upskilling and career advancement through the offered courses.