

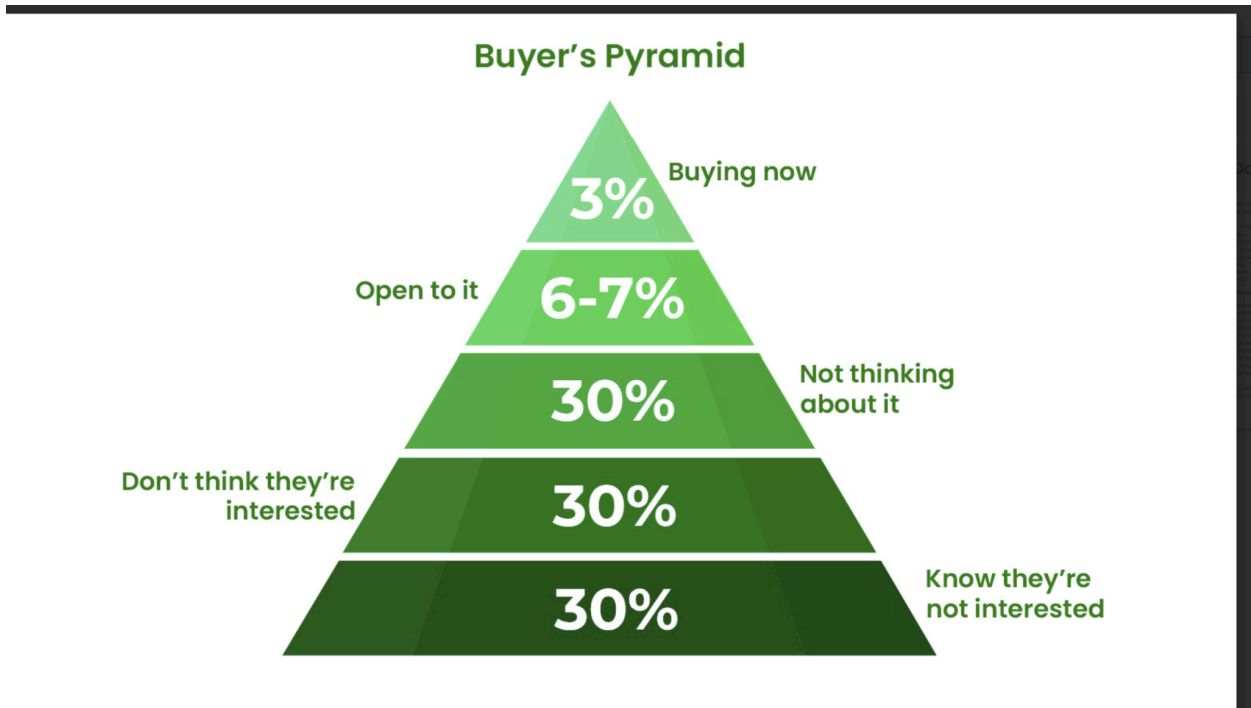
Comprehensive Campaign Analysis:

Lead Quality (LQ) vs. Lead Volume (LV)

Executive Summary

This detailed analysis examines two distinct Meta ad campaign strategies—**Lead Quality (LQ)** and **Lead Volume (LV)**—to determine which is optimal for dental practices aiming for sustainable revenue growth and client satisfaction.

The analysis covers key metrics such as lead qualification quality, cost efficiency, appointment attendance rates, treatment acceptance rates, and revenue outcomes. After careful evaluation, the findings strongly favor **Lead Quality (LQ)** campaigns for long-term effectiveness and profitability.



Campaign Definitions & Purpose

- **Lead Quality (LQ):**
Highly detailed qualification (7–10 questions) aimed at generating fewer but significantly more qualified leads, resulting in higher appointment attendance, increased treatment acceptance, and higher revenue per patient.
- **Lead Volume (LV):**
Minimal qualification (2 questions) to quickly generate numerous leads at a lower upfront cost. However, these leads tend to show lower attendance, lower qualification, and lower revenue per treatment.

Key Campaign Metrics Comparison

Metric	Lead Quality (LQ)	Lead Volume (LV)
Total Leads Generated	120	158
Cost Per Lead (CPL)	\$86.81	\$47.95
Total Campaign Spend	\$10,417.71	\$9,350.63
Click-to-Lead Conversion Rate	8.73%	10.12%

Detailed Comparative Analysis

Lead Qualification Breakdown

Qualification Level	LQ Campaign	LV Campaign
Just Qualified	0%	7.41%
Moderately Qualified	6.25%	37.04%
Very Qualified	56.25%	33.33%
Perfectly Qualified	37.50%	22.22%

Insight:

- The **LQ campaign** produces significantly higher proportions of "Very" and "Perfectly Qualified" leads, directly contributing to better outcomes.

Booking Efficiency Analysis

Qualification Level	Self-Booked Consultations (%)	Outbound Consultations (%)
Just Qualified	4.55%	0% (limited data)
Moderately Qualified	27.27%	0%
Very Qualified	36.36%	100% (limited data)
Perfectly Qualified	31.82%	0%

Insight:

- Self-booked consultations are reliably effective in generating consistently qualified leads.

Appointment Attendance Analysis

Campaign Type	Total Appointments	Attended	FTA/Cancelled	Attendance Rate
Lead Quality (LQ)	14	9	5	64.29%
Lead Volume (LV)	26	9	17	34.62%

Insight:

- **LQ leads** significantly outperform LV leads in attendance, reducing operational disruptions and enhancing revenue predictability.
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Treatment Acceptance Analysis

Acceptance Rate from Attended Appointments

Campaign	Attended Appointments	Accepted Treatments	Acceptance Rate
LQ	9	6	66.67%
LV	9	6	66.67%

Acceptance Rate from Total Leads Generated

Campaign	Total Leads	Accepted Treatments	Acceptance Rate
LQ	120	6	5.00%
LV	158	6	3.80%

Insight:

- **LQ campaigns** are notably more effective at converting total leads into revenue-generating treatments.
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Detailed JMVP Accepted Treatment Breakdown

Campaign	Moderately Qualified	Very Qualified	Perfectly Qualified	Total Accepted
LQ	0	2	4	6
LV	1	3	2	6

Insight:

- **LQ campaigns** clearly excel at securing higher-value "Very" and especially "Perfectly Qualified" cases, crucial for increased revenue.

Revenue & JMVP Case Values

Qualification	LQ Campaign Revenue	LV Campaign Revenue
Moderately Qualified	\$0	\$28,485
Very Qualified	\$157,825 (2 cases)(78,912 avg case value)	\$183,035 (3 cases) (61,011 avg case value)
Perfectly Qualified	\$260,385 (4 cases) (65,096 avg case value)	\$72,260 (2 cases) (36,130 avg case value)
Total Revenue	\$418,210	\$283,780
Average Revenue per Accepted Case	\$69,702	\$47,297

Insight:

- **LQ campaign leads** consistently generate substantially higher case values, significantly offsetting higher initial costs.

Strengths & Weaknesses Summary

Metric	Winner	Strengths	Weaknesses
Initial CPL Cost	LV	Lower upfront costs	Lower quality and attendance rates
Lead Qualification	LQ	Superior quality and consistency	Higher upfront cost per lead
Attendance Rates	LQ	Significantly better attendance	Fewer leads initially generated
Treatment Acceptance	LQ	Higher acceptance from total leads	Equal acceptance among attendees
Revenue per Case	LQ	Substantially higher revenue	Higher initial CPL

Lead Volume (LV) Campaign:

Qualification	Avg. Calls	Avg. SMS
Just Qualified (J)	1.00	1.00
Moderately Qualified (M)	2.62	5.35
Very Qualified (V)	3.80	4.14
Perfectly Qualified (P)	1.81	2.50
Overall Average	2.73	3.59

Lead Quality (LQ) Campaign:

Qualification	Avg. Calls	Avg. SMS
Moderately Qualified (M)	2.00	4.00
Very Qualified (V)	1.75	3.12
Perfectly Qualified (P)	1.00	1.16
Overall Average	1.59	2.29

Immediate Key Insights:

- **Lead Quality (LQ)** requires fewer overall calls (**1.59 vs. 2.73**) and fewer overall SMS messages (**2.29 vs. 3.59**) to achieve appointments and conversions.
- Particularly noteworthy is the reduced effort needed for **Perfectly Qualified leads** within LQ, indicating higher operational efficiency.

- The LV campaign demands significantly more calls and SMS messages, especially for moderately and very qualified leads, resulting in higher operational costs and potential team frustration.

Final Professional Conclusion

The analysis conclusively demonstrates that **Lead Quality (LQ)** campaigns deliver superior long-term business value, operational efficiency, and revenue potential. Clients focused on sustainable practice growth, profitability, and operational stability will significantly benefit from prioritizing **LQ campaign strategies** moving forward.