



Quarterly Impact Study

Q1 2024 (January thru March)

Predictive Lead Assignments Drive Consistent Gains in Sales Conversions, ProPair's Quarterly Impact Study Shows.

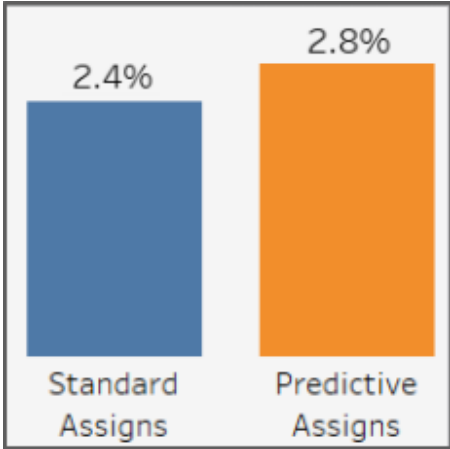
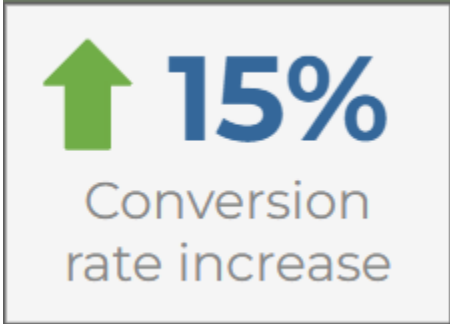
Results Summary

In Q1 2024, **predictive lead assignments outperformed standard lead assignments by 15%**. Leads using predictive lead assignments converted at 2.8% versus leads using standard lead assignments at 2.4%.

Standard lead assignments are used in most sales organizations to distribute company-generated leads to sales agents. Typically, this approach relies on a combination of round robin, agent appetite, or manager discretion to distribute leads to any available agent.

Predictive lead assignments use Predictive AI to recommend which agents are most likely to convert each new lead, and are a simple upgrade to the standard approach. No additional systems are required; most organizations switch within a few weeks.

Study methodology: The Impact Study covers 391,490 leads from Jan 1st, 2024, to March 31st, 2024. Leads are primarily company-generated or third-party purchased internet leads. Customers provide conversion data, and conversion metrics are standardized across industries and lead types. Conversion percentage is aggregated and weighted across multiple customers.



Quarterly Insights

This is the second quarterly study and we've seen improvement from the prior quarter. With aggregated customer data the study measures improvements across multiple industries and lead types. All customers have one thing in common... their marketing expense for new leads is a significant part of overall expenses. Therefore improvement in how leads are converted to sales contributes directly to the bottom line. Companies are leveraging ProPair's Predictive AI to make lead assignments, lead prioritization and lead nurturing significantly easier and more effective.

Ready to move your marketing and sales teams to predictive lead assignments? [Schedule your demo](#) today.