

Quarterly Impact Study

Q4 2023 (October thru December)

The first study to compare the impact of using **Predictive Lead Assignments** in place of Standard Lead Assignments shows a significant increase in sales lead conversion.

Results Summary

In Q4 2023, **predictive lead assignments outperformed standard lead assignments by 12%**. Leads using predictive lead assignments converted at 2.4% versus leads using standard lead assignments at 2.1%.

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 387,422 leads from October 1st, 2023, to December 31st, 2023. 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 an initial effort to understand the impact of using predictions in place of fixed rules. Marketing and sales orgs face thousands of lead management decisions daily; and rely on fixed rules built from static analyses, intuition and conventional wisdom. Predictive AI gives marketing and sales leaders a dynamic decision-making superpower to automate these decisions and increase conversions. This aggregated customer study measures improvements across multiple industries and lead types.

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

