

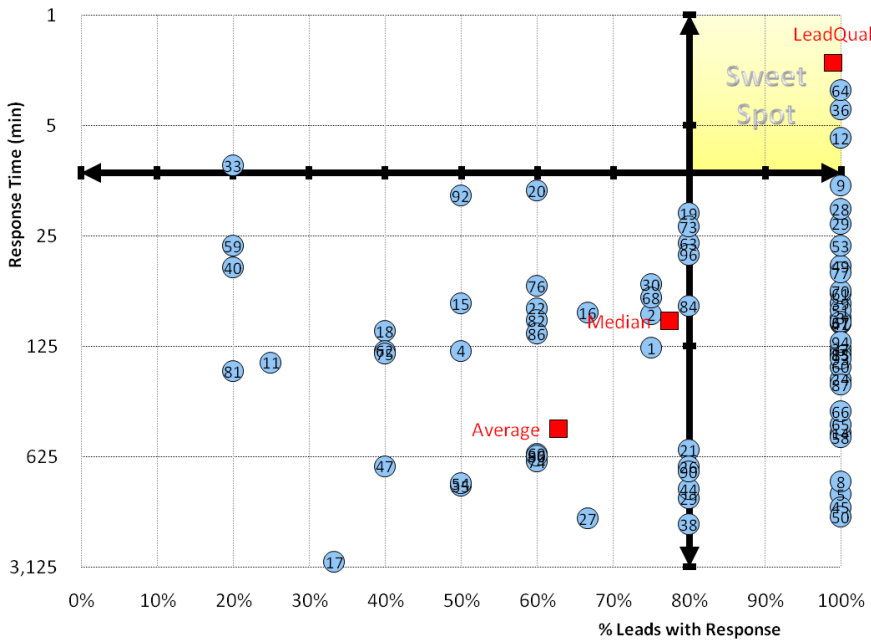
# IMPROVING CONVERSION OF INTERNET LEADS IN EDUCATION

## BENEFITS

- **Improve conversion of student inquiries.** Increase contact and qualification rates while maintaining the same or better application rates.
- **Allow enrollment advisors to spend their time where they are most effective.** Spend more time advising students on the unique benefits of the school, not chasing unqualified leads.

## INDUSTRY BENCHMARKS

LeadQual conducted a study of 423 leads submitted weekdays before 5:00 PM to 92 different schools to determine what percent of internet leads receive a phone response (the horizontal axis on the graph below) and how quickly schools respond (vertical axis). The results indicate only 63% of web inquiries, on average, ever receive a phone response. For leads that receive a response, the return call is hours later – more than 7 hours later, on average.



While many inquiries go unanswered, industry leaders are calling students within six minutes of the lead form’s submission. This presents a challenge to schools: call all your leads in minutes or risk losing students to other programs. It is difficult to optimize on speed and at the same time ensure all internet inquiries receive a phone response. Schools that focus one tend to fall down on the other. With this challenge comes opportunity. Leads contacted first convert at a 238% higher rate than those contacted second. Based on the LeadQual study, schools that call at least 80% of their leads and call within 10 minutes (the “Sweet Spot”) can create an advantage by reaching students first.



“The LeadQual people are terrific to work with. They are extremely responsive and provide an excellent service. Their approach mirrors our own – extremely analytical and driven to improve conversion. I recommend them highly.

Mara Fineshriber  
Vice President Marketing  
Western Governor’s University

## GENERATE

leads through SEO, SEM and affiliate marketing



## RESPOND

to 100% of your internet leads within 3 minutes



## QUALIFY

each lead based on your sales criteria



## LIVE TRANSFER

interested and qualified leads to the sales team



## REPORT & TRACK

which sources provide the best leads

## LEADQUAL'S RAPID RESPONSE SYSTEM

LeadQual provides a rapid response to online student inquiries increasing contact rates and driving more applications and more starts. LeadQual calls 100% of the internet inquiries within three minutes, qualifies the prospective students based on the school's criteria and then live transfers the qualified and interested students to the school's admissions office. Since LeadQual calls all of a school's leads and calls in less than three minutes, LeadQual is almost always first to reach the student; dramatically increasing conversion.

The LeadQual rapid response system turns online student inquiries into qualified inbound phone calls to your enrollment advisors. As a result, LeadQual not only increases conversions, but lets admissions staff spend their time more effectively; working with qualified and interested students, not spending time chasing unqualified leads.

## COST JUSTIFICATION

As illustrated below, only a small increase in conversion is required to justify the incremental cost of LeadQual.

Key Success Factor	Metric
Value of a new start	\$10,000
LeadQual incremental cost per lead	\$5
Increase in conversion required to breakeven	0.0005
Number of new starts per 2,000 leads to breakeven	1

LeadQual generally increases contact rates by twenty to forty percent. This improvement in contact rates leads to a commensurate increase in applications and enrollments, making the above targets very achievable.

## ABOUT LEADQUAL

LeadQual's leadership team has spent more than 10 years helping companies increase Internet leads and convert more leads into transactions. Founded in 2006, the company has offices in Emeryville, California and in Norwalk, Connecticut. We can be found on the internet at [www.LeadQual.com](http://www.LeadQual.com)

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