

How many sales opportunities does your marketing really deliver?

If you only measure by counting the number of calls, you're not getting the whole picture. LeadScore®, marketing analysis tool, exclusively from CallSource®, filters out non-prospect calls and provides a true analysis of the effectiveness of your marketing and sales.

LeadScore analysts review and classify your recorded calls, assuring accurate reporting of marketing cost-per-lead and sales appointment-setting ratios.

LeadScore®
Marketing analysis

CallTrack LeadManager LeadScore Telephone Performance Analysis Our University Preferences
Welcome Joe Smith (Premier Properties)

Premier Properties **LeadScore Reports**

LeadScore Reporting Admin

powered by CALLSOURCE.

Total Calls					
Location	Prospect	Non-Prospect	Prospect %	Non-Prospect %	Total Calls
Chicago Pavilion Apts.	351	149	70.2%	29.8%	500
Museum Towers	164	136	54.67%	45.33%	300
Lenox Club Apts.	75	125	37.5%	62.5%	200
Midtown Towers Apartments	211	189	52.75%	47.25%	400
Emerald Palms	141	179	44.06%	55.94%	320
Total	942	778	54.77%	45.23%	1720

Ad Source	Prospect	Non-Prospect												
		Call Center	Calling for Directions	Crank Call	Disconnected	Employment No Call	No Sound	Non-English	Non-Sales	Not in Service	Personal Call	Poor Audio Quality	Repeat Caller	Voicemail
Chicago Chinese News	309	4	34	0	4	25	1	38	27	1	23	2	45	7
Apartment Finder.com	155	6	27	0	0	17	3	13	14	0	11	0	15	12
Chicago Sun Times	68	2	19	1	6	15	2	21	19	0	15	1	6	21
Craig's List	205	3	31	0	2	14	1	10	16	1	9	0	28	6
Craig's List Organic	133	1	24	0	0	8	2	0	2	0	2	0	31	14
ApartmentShowcase.com	72	3	28	1	0	15	0	11	18	0	16	1	23	22
Total	942	27	159	4	12	82	9	94	83	2	49	4	126	64

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Lead Analysis

Recorded calls are reviewed by our experts. Our analysis tells you how many calls are reaching your sales team versus how many are actual sales opportunities.

HIGHLIGHTS

- DELIVER HIGHLY-QUALIFIED LEADS AND ALLOCATE RESOURCES FOR MAXIMUM IMPACT
- IDENTIFY WHICH AD SOURCES DELIVER THE MOST, HIGHEST-QUALITY LEADS
- IMPROVE SALES PERFORMANCE BY DIAGNOSING LEAD QUALITY VERSUS CALL-HANDLING ISSUES

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