

*Annual*

**2014**

Lead Response Report

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## ABOUT THE RESEARCH TEAM

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### LEAD ROLES

#### **James W. Phillips, Lead Researcher**

James W. Phillips joined InsideSales.com in April 2013 as a Business Intelligence Analyst. In this role he is responsible for conducting research on company and industry level questions in order to promote InsideSales.com's position of innovation and leadership. Prior to InsideSales.com, James was a PhD student at Rice University where he conducted and published his own original research. Prior to his doctoral studies, he received his MS at Brigham Young University where he taught research methods undergraduate coursework and received several student awards as well as grant fundings.

#### **David Elkington, CEO and Co-Founder of InsideSales.com**

David Elkington has a rich background in technology, venture capital and corporate development. As CEO and Chairman, he has led InsideSales.com to consecutive 50-100% year-over-year growth rates, starting with the company's inception in 2004. David has been active in the evolution and definition of the inside sales industry and speaks regularly. He is co-author of the groundbreaking Lead Response Management industry study, done in conjunction with James Oldroyd, PhD (visiting Research Fellow at M.I.T.). David has co-authored articles that have appeared in *Harvard Business Review*, *Kellogg School of Management*, *Forbes*, and other academic and industry publications. He is recognized both locally and nationally as a leader and entrepreneur in the cloud computing and inside sales/remote selling spaces.

Prior to InsideSales.com, David co-founded Integr8ted Technology Solutions, LLC, a leading e-business consulting and application development firm. Before Integr8ted, he co-founded and served as Director of Business Development for Everfill, Inc., an e-Health distribution company, until the sale of the company. Prior to his entrepreneur years, David worked as a financial analyst for the investment bank firm of Deutsche Bank Alex Brown, in their Baltimore, MD, office. David has also held positions with Merrill Lynch and MiraQuest Capital (a healthcare technology venture capital firm).

David serves on the board of ProvoTechX, on the advisory board of the American Association of Inside Sales Professionals (AA-ISP), and on the BYU CVLC advisory council. He has a background in computer science and holds a Bachelor of Arts degree in Philosophy from Brigham Young University, with minors in Business, Japanese, and Hebrew.

**Ken Krogue, President and Co-Founder of InsideSales.com**

Kenneth Krogue co-founded InsideSales.com in November 2004, where he currently leads the marketing, business development, consulting, education, implementation, and support departments. In this role, he is responsible for working with the Chairman and Chief Executive Officer to set the vision and strategy for the company, as well as overseeing all day-to-day sales and marketing operations. Ken brings more than 24 years of experience in sales, development, and marketing in both domestic and international markets.

Prior to joining InsideSales.com, Ken was one of the original founders of UCN, now inContact (NASDAQ:SAAS), where he held a number of positions including Chief Operating Officer. Prior to inContact, he built and directed the inside sales division at FranklinCovey (NYSE:FC), a leading provider of time and life management training systems. Ken has received many industry awards including being recognized among the Top 25 Most Influential Inside Sales Professionals in 2010 and 2012 by the American Association of Inside Sales Professionals (AA-ISP).

Ken is a weekly contributor to Forbes.com and an active thought leader in the inside sales industry. His personal blog is the top ranked blog in the world on the topic of inside sales. Ken speaks to audiences about twenty times a year around the country. He founded and served from 2010 to 2011 as the President of the Salt Lake City Chapter of AA-ISP. Ken attended the United States Naval Academy in Annapolis, MD, and earned a BS in Psychology from the University of Utah.

**SUPPORTING ROLES**

William Krohn, Business Intelligence Manager  
Megan Strong, Business Intelligence Analyst, Team Lead  
Mark Atwood, Business Intelligence Analyst  
Ben Warner, Business Intelligence Analyst  
Ashley Biesiada, Business Intelligence Intern  
Andrew Oldroyd, Business Intelligence Intern  
Scott Humphries, Graphic Designer



## RESEARCH PAPER

## ANNUAL 2014 LEAD RESPONSE REPORT

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### RESEARCH OVERVIEW

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Each year, InsideSales.com regularly tests a number of companies on their responses to Web-based inquiries. Companies respond to a Web-based inquiry, or “lead”, through phone or email contact. Their spectrum of response patterns ranges from very rapid and persistent, to little or no lead response.

Previous business research links immediacy and persistency of lead follow-up with positive sales outcomes and better business generally. All participating firms can benefit from the identification and application of these results.

This report describes the lead response patterns of all companies tested in 2013, which includes over 14,000 companies. As a result, this report identifies the benchmarks of lead response for American businesses. Through the testing and analysis of lead response patterns, this information helps companies recognize their ranking in lead response management. Consequently, companies are able to recognize areas of weakness and improve their lead management.

### OPTIMAL LEAD RESPONSE MANAGEMENT

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Response time refers to the period between the submission of a Web lead and the first contact attempt by a company representative. Persistency refers to how many times a company representative attempts to contact a new lead. This report tracks the email and call response attempts of all companies tested.

In 2007, Dr. James Oldroyd published the [Lead Response Management Study](#), which shows that company representatives have little time to respond before their leads become “cold.” This research found the odds of making a successful contact with a lead are 100 times greater when a contact attempt occurs within 5 minutes, compared to 30 minutes after the lead was submitted. Similarly, the odds of the lead entering the sales process, or becoming qualified, are 21 times greater when contacted within 5 minutes versus 30 minutes after the lead was submitted (Oldroyd, 2007).

In the March 2011 issue of the *Harvard Business Review* (HBR) an article entitled "[The Short Life of Online Sales Leads](#)" reported on the importance of lead followup in regards to marketing costs. Between 2005 and 2009, the budget spending of American companies in relation to Web leads increased by 82%. However, only 37% of these companies responded to their Web leads within an hour, and almost a quarter—24%—took over 24 hours to respond. The average first response time of companies that responded within a month was 42 hours (McElheran, 2011). In sum, we are seeing spending increase toward Web lead generation, but response rates are not increasing at the same rate as budget spending.

In May 2012, *Forbes.com* published "[When it Comes to Inbound Marketing Time is Definitely of the Essence](#)." This article asserts that B2B companies spend an estimated \$30 to \$200 on each marketing lead generated, and B2C companies spend an estimated \$2 to \$25 per lead generated (Olenski, 2012). By taking too long to attempt initial contact or by never attempting to contact a new lead, much of this spending investment is lost. It is highly likely that company executives do not realize the potential return-on-investment (ROI) gains that can occur with improved lead response management.

The speed at which a company responds to a lead is not the only factor that matters; the day and time of response also have an effect on the odds of contacting a lead. An article in *Inc.* magazine, published in July 2011 entitled "[How to Best Harness Inbound Marketing Leads](#)," mentions that for a group of 42 companies, Wednesdays and Thursdays between the hours of 4 pm and 6 pm are the best times to contact a lead (Markowitz, 2011).

Lastly, another factor that predicts successful lead response management is persistency. Based on research conducted by InsideSales.com, across 7,960 companies between the years 2008 and 2012, sales reps make, on average, only 1.3 call attempts to a new lead before giving up. Ken Krogue, president and co-founder of InsideSales.com, [has blogged](#) and spoken on this topic and the methods necessary to implement improved contact strategies (Krogue, 2012). He advocates making 8-12 calls in order to dramatically improve contact rates. Companies will likely increase the number of leads moving down their sales pipeline by being more persistent in contacting them.

## ANNUAL 2014 LEAD RESPONSE REPORT

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Over the course of the 2013 calendar year, InsideSales.com conducted a number of lead response tests. Previous reports on lead response tests were event specific, such as the [Dreamforce 2013 Lead Response Report](#). In this report, we include every test performed over the year. This approach

reveals broader lead response patterns that occur among American companies generally, as well as trends across various industries and company sizes. In essence, this report is a snapshot of the lead response patterns for American businesses in 2013.

## **METHODOLOGY**

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### **RESPONSEAUDIT TECHNOLOGY**

To test the lead response patterns, InsideSales.com developed a patent-pending ResponseAudit technology to conduct this research. The process begins with a “secret shopper,” complete with an alias name, email, phone number, and company website. These secret shoppers are essentially test leads, whose information is submitted into a company’s Web form. As the company responds to the lead, the ResponseAudit system records all call attempts, email messages, and the timestamps for each touch of communication thereafter.

### **THE LEAD RESPONSE PROCESS**

Test leads are only submitted during the standard business hours of 8:00 am to 5:00 pm (accounting for time zones), allowing companies to have the best chance at responding quickly. At the end of the process, a report can be generated for each company, complete with a list of response types (for call attempts and emails), counts, response times, and summary statistics. This report consists of an analysis of all the company’s lead management responses generated from the ResponseAudit technology.

### **SAMPLE OF COMPANIES TESTED**

This study includes a sample of 14,061 companies, which represents all the companies that InsideSales.com attempted to audit in 2013. Over the course of attempting a test lead submission on each company’s website, some companies are disqualified from further consideration due to the following:

- (1) They do not have a functioning website.
- (2) They do not have a Web form.
- (3) The Web form is not functioning correctly.



Of the 14,061 companies, 309 (2%) did not have a functioning website, 4,031 (29%) did not have a Web form, and 183 (1%) did not have a properly functioning Web form. In summary 4,523 (or 32%) of companies were eliminated from further reporting because of these three criteria. The remaining 9,538 companies received a Web form submission successfully, and comprise the remainder of analysis. Figure 1 represents the distribution of each of these three disqualifying criteria. Of these 9,538 companies, 4,472 (or 47%) did not respond to the lead we submitted.

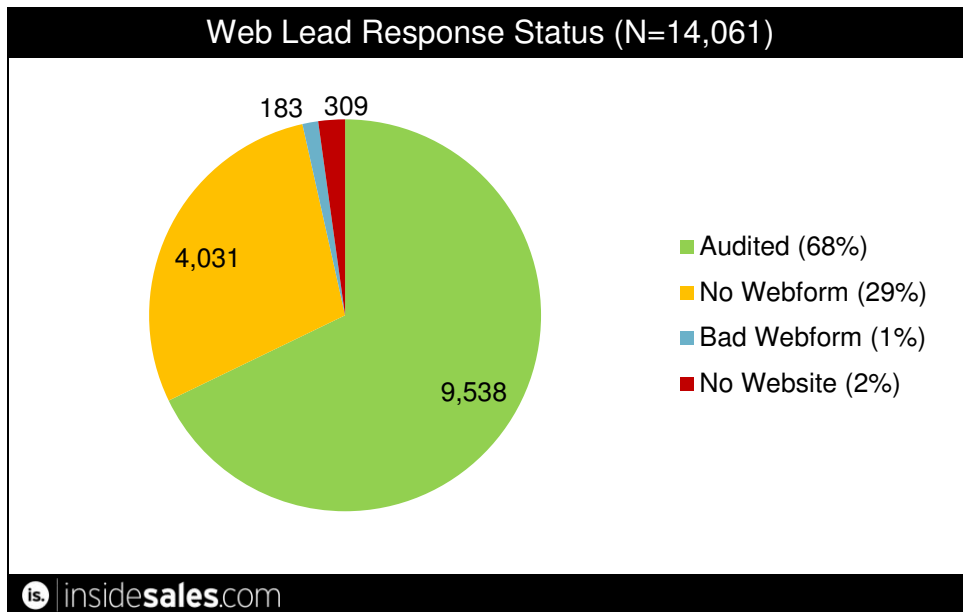


Figure 1

## RESULTS

### IMMEDIACY

Immediacy refers to how quickly companies make their first contact attempt. Since many companies can set an automatic email reply within seconds of receiving a Web lead, the first attempt by email is less telling of response immediacy. Rather, the first attempt by phone is more revealing of contact immediacy, which we report in this section.

As previously described, if a company attempts phone contact within 5 minutes after lead submission, the odds that the lead is contacted are 100 times greater than if it is contacted 30 minutes after submission. In this report, we found that the median first call response time of all companies that responded by phone was 3 hours and 8 minutes. The average for the same group was 61 hours and 1 minute.

In this case, the median is more informative than the average because outlying response times pull the average time much higher. The median statistic is the middle-of-the-pack number, where half of companies took less time to respond and half of companies took more time to respond. Thus, the benchmark for American businesses to compare themselves to “the rest” for first phone response to a Web lead submission is about 3 hours. About half of companies that responded by phone are responding in less than 3 hours, but far fewer reach the optimal 5 minute window, as shown by Figure 2.

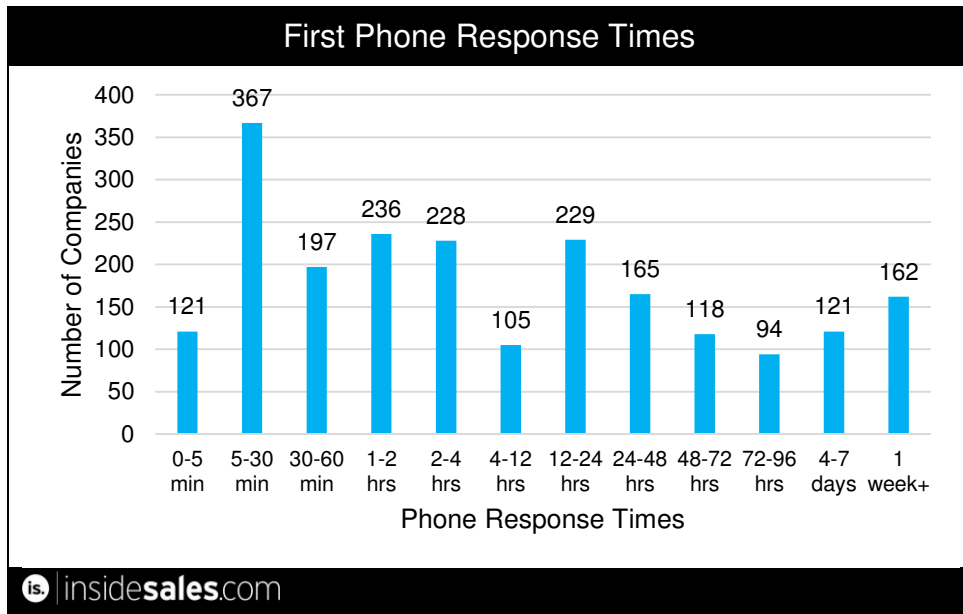


Figure 2

**OVERALL PERSISTENCY**

As previously explained, persistency refers to how many times a company attempts to contact a lead. Of the 9,538 companies that received a test lead, we observed that 4,472 (or 47%) did not respond. The median number of contact attempts was 1, and the average was 2.2. Figure 3 illustrates the persistency of these companies.

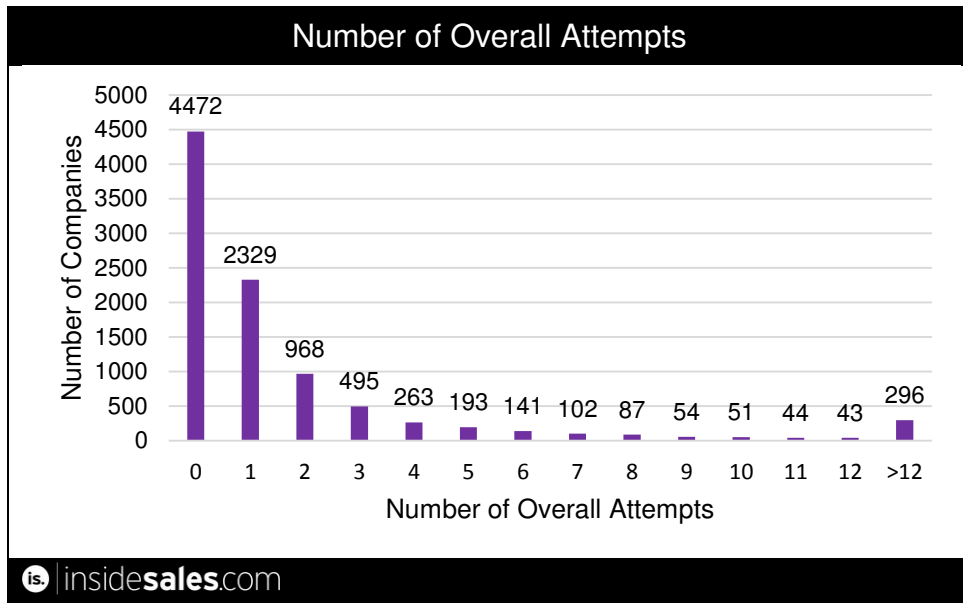


Figure 3

### PHONE PERSISTENCY

Of the 9,538 companies that received a Web lead, we identified 2,142 (or 22%) of whom responded by phone at least once. Of these companies, the average number of phone responses is 3. Figure 4 represents the persistency of companies who respond through phone attempts. The most common number of phone attempts among those who did respond through phone was 1, with 779 companies responding once.

From this research we can conclude that *less than 25% of companies who receive a Web lead will respond by phone*. Of the companies that do respond by phone, about a third (36%) respond by phone only once.

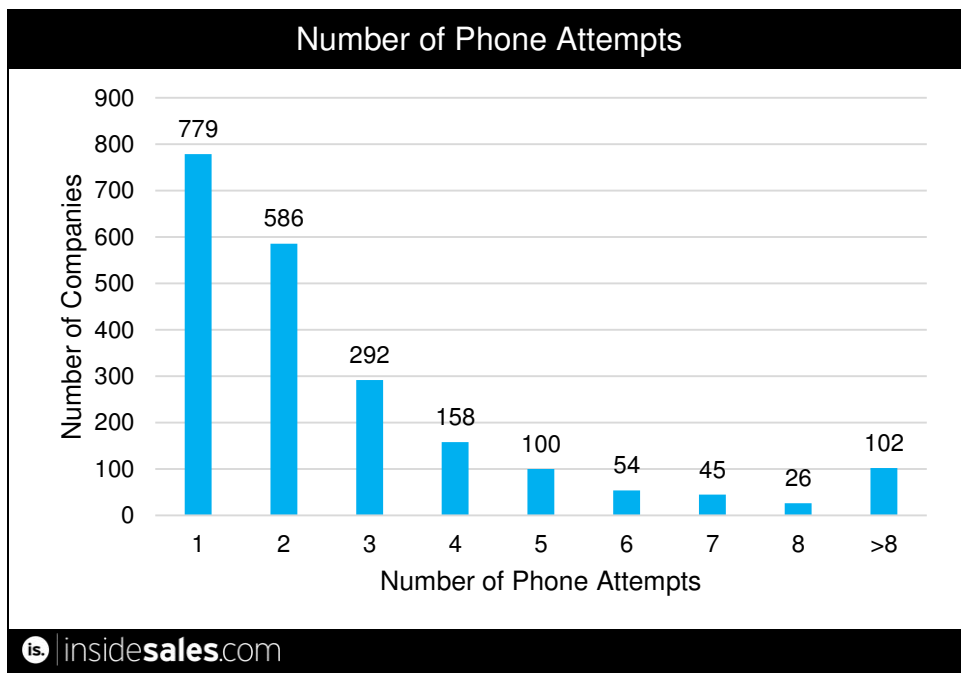


Figure 4

**RESPONSE TYPES**

An interesting segment of analysis regarding American businesses' response patterns to Web leads is the type of medium they use to respond, and when. Companies are able to respond through email or phone in following up on their Web leads. Of those that respond by phone, many also leave a voicemail, which we also tracked.

Regarding first response, email is the primary medium that companies use to respond to leads. Figure 5 shows that 70% of companies make their initial response through email and 30% make their initial response through phone. Of all the initial phone responses, 25% of them leave a voicemail as well.

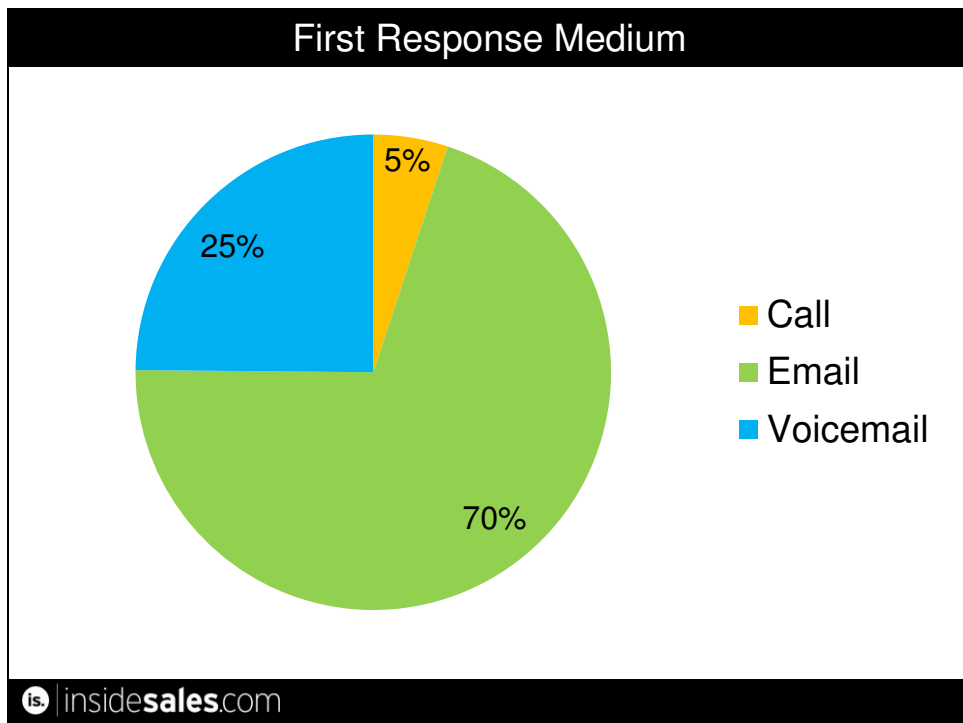


Figure 5

After the first attempt, the response medium changes somewhat. Figure 6 displays the amount that each response medium is used across all responses. Email still remains the preferred lead response medium, comprising 70% of all responses. The remaining 30% used phone calls to respond. Overall, 16% of the responses called and left a voicemail, and 14% called and did not leave a voicemail.

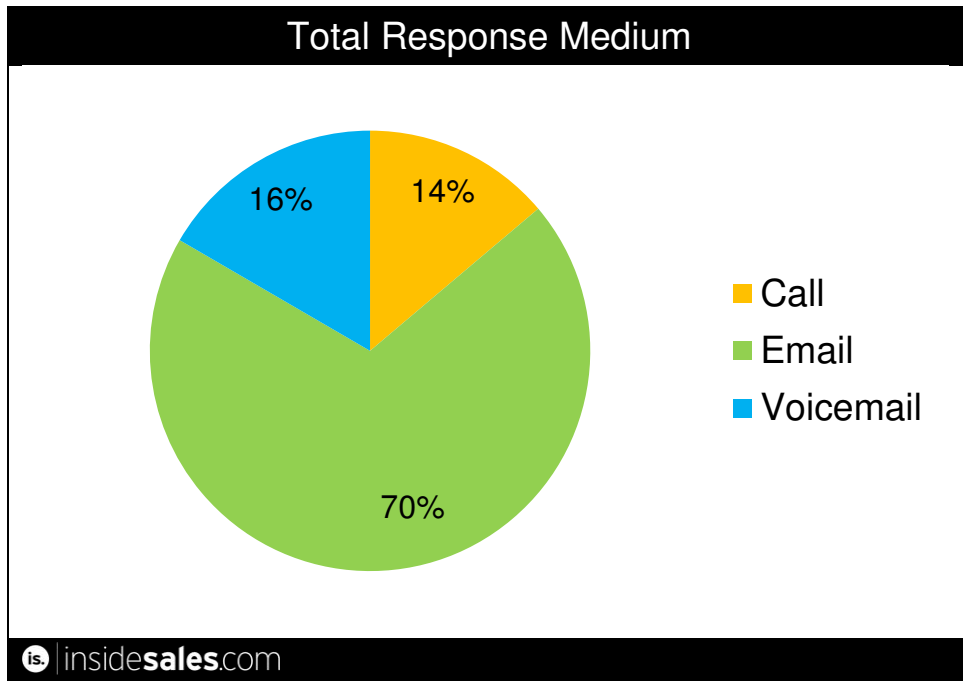


Figure 6

In exploring the types of responses used across all response attempts, we find that the rate of email usage is relatively consistent across all phases of response, which is depicted in the Figure 7 below. Figure 7 shows the percentage that each contact medium was used for each contact attempt number, which helps depict which response medium was used, and at what time during the lead response process.

Interestingly, the point of lowest email usage is at the 4<sup>th</sup> response attempt, which indicates that 60% of all of the responses at the fourth contact attempt use email. Conversely, the highest point of phone usage occurs at the fourth attempt as well, where 40% of responses use phone, with about half leaving a voicemail.

The highest point of email usage occurs at the greatest response attempt numbers. At the 12<sup>th</sup> response attempt, 77% of all the responses use email, while only 23% use phone. Overall, these data display a strong indication that sales reps use email for most of their Web lead responses<sup>1</sup>.

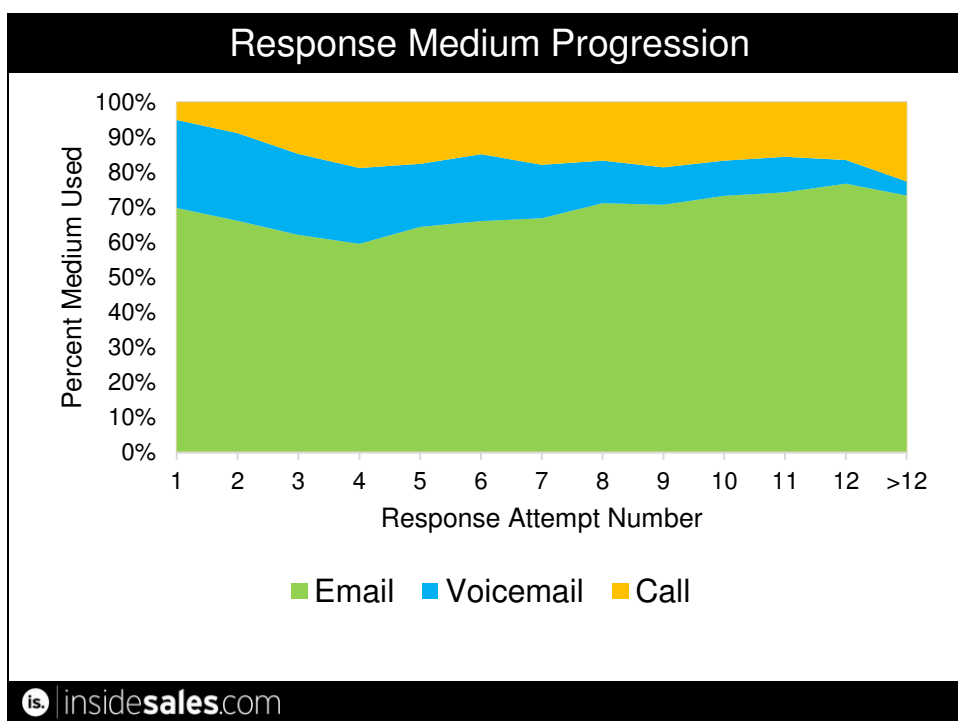


Figure 7

<sup>1</sup> Regarding exclusive medium usage, we also found that of the 9,538 companies included in analysis, 3,133 (33%) companies responded *only* through email, while 519 (5%) responded *only* through phone.

## INDUSTRY COMPARISONS

One of the fundamental questions regarding lead response management is whether some sectors of industry respond more effectively than others. In one industry, the standard of lead response may be different from other industries. Identifying these trends is important to understanding how American businesses manage their Web lead responses.

In this section, we include three key metrics to identify industry-level comparisons, the median first response time overall, the median first response time by phone, and the percentage of test leads that received at least one response. These items are the most indicative of effective immediacy and persistency of lead response management.

Although a number of diverse industries are represented in this report, our industry-specific analysis includes the following 9 industries which had sufficient representation. Our included industries averaged 540 companies representing 2,259 responses. These industry categories ranged from 60 unique companies representing 329 responses (Media & Internet) to 3,008 unique companies representing 9,538 responses (Telecommunications).

Regarding the industry variations for median first response time overall, we find several interesting trends, as represented below in Figure 8. For comparison purposes, the “Overall” category is included to represent all industries aggregated. We find that Healthcare, Retail, and Manufacturing industries are slowest, while the Telecommunications, Media & Internet, and Business Services industries are fastest.

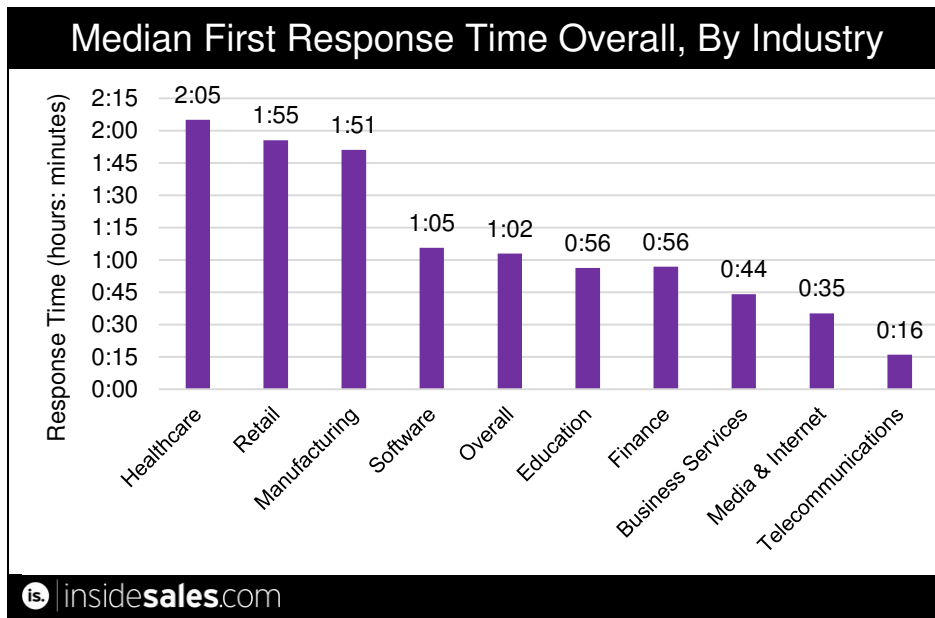


Figure 8



Regarding the median first response time by phone, several surprising findings arise. An important consideration to note is that this metric of median first response time by phone is a more accurate portrayal of response effort since an overall first response can include an automatic email reply.

In Figure 9 below, we find that the Healthcare, Manufacturing, and Retail industries have the slowest phone response times, by far, compared to the overall category. The industries who represent the fastest phone response times are the Telecommunications and Business Services industries, whose median times of 1 hour and 10 minutes, and 1 hour and 8 minutes, respectively.

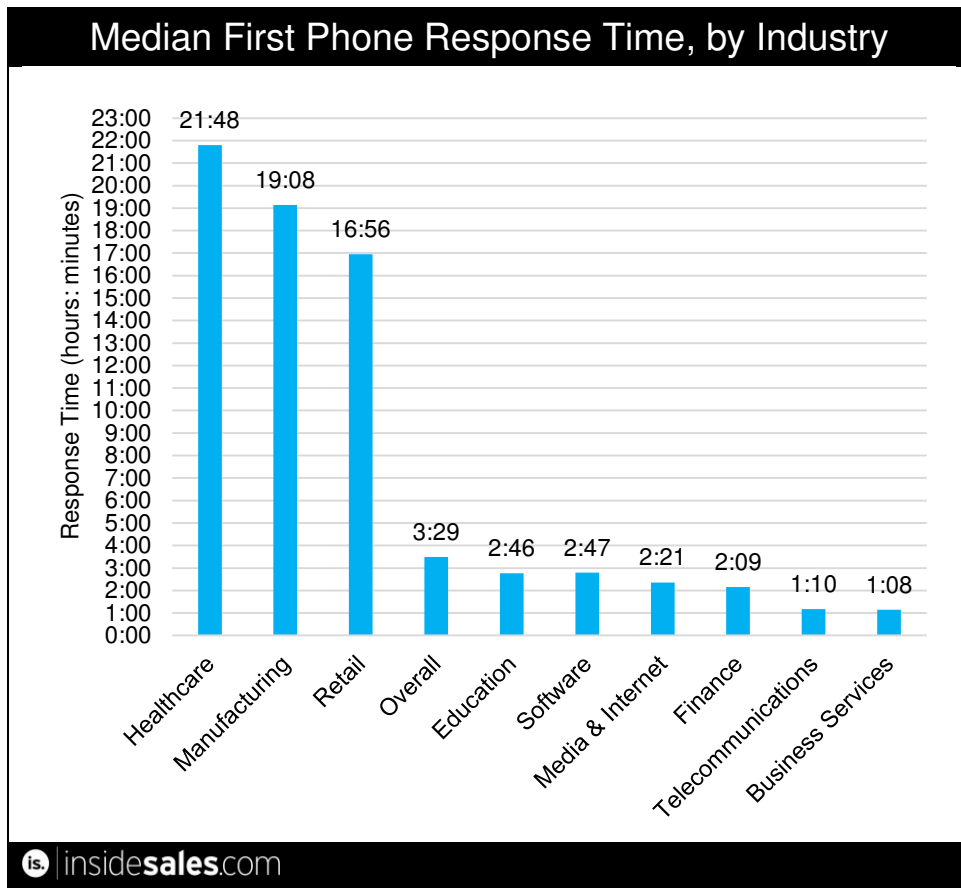


Figure 9

The third industry level comparison we include in these analyses is the percentage of test leads that received at least one response. This graph represents the first step of lead response persistency—whether a first response occurs or not.

Figure 10 below depicts the industry level comparisons of this metric. We notice that for Education, 79% of the test leads submitted to companies in that industry received at least one response, which was the highest percentage across all industries. On the lower end, 54% of the test leads submitted to Healthcare industry companies received a response.

In summarizing this section of industry level comparisons, it is important to note that each industry tends to have its own standard. Readers of this report are encouraged to use this information to first identify where their company stands according to their industry standard, and second, to implement the necessary technologies and practices to improve their lead response management.

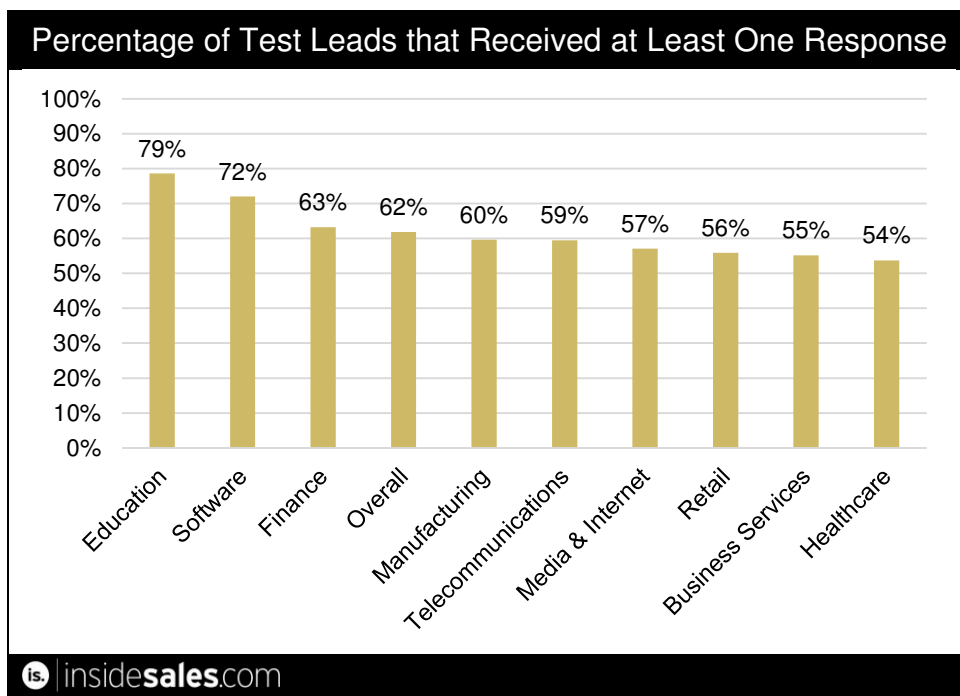


Figure 10

## COMPANY SIZE COMPARISONS

Another key question regarding lead response management is whether some company sizes respond more effectively than others to their Web leads. Smaller companies likely have more to lose by not following up with their Web leads, whereas enterprise level companies may face more organizational challenges that reduce effective lead responsiveness against a higher volume of leads.

Similar to the industry comparisons, this section outlines the the median first response time overall, the median first response time by phone, and the percentage of test leads that received at least one response. Identifying these trends is important to understanding how various company sizes manage their Web lead responses.

In Figure 11, we find that smaller-size companies have a much faster overall response time compared to larger companies. A variety of factors could inform this finding; however, it is most important to recognize that the effective lead response management tends to decline with greater company size.

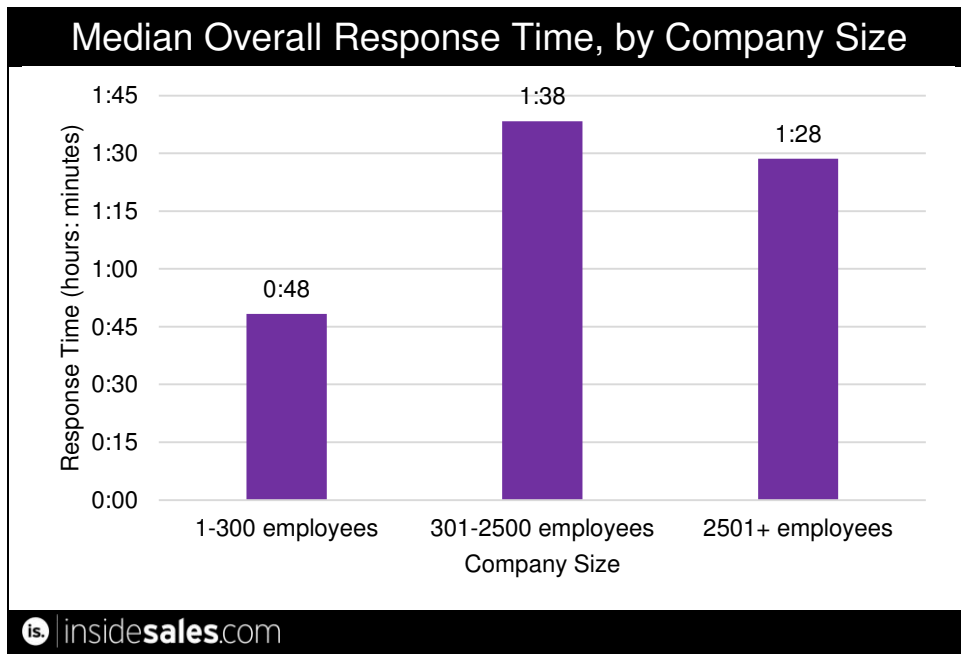


Figure 11

Regarding the first response time by phone, the difference between small companies and larger companies becomes much more striking. In Figure 12, we notice that small companies who do respond to their Web leads by phone have a median response time of 2 hours and 22 minutes. These companies have a much more effective lead response strategy compared to the larger companies.

Here, we notice that the largest companies have the longest wait until the initial phone response. In interpreting the median first phone response time for the largest company size group (companies with over 2,500 employees) we find that half of these companies respond in less than 19 hours and 34 minutes, and half respond in more time.

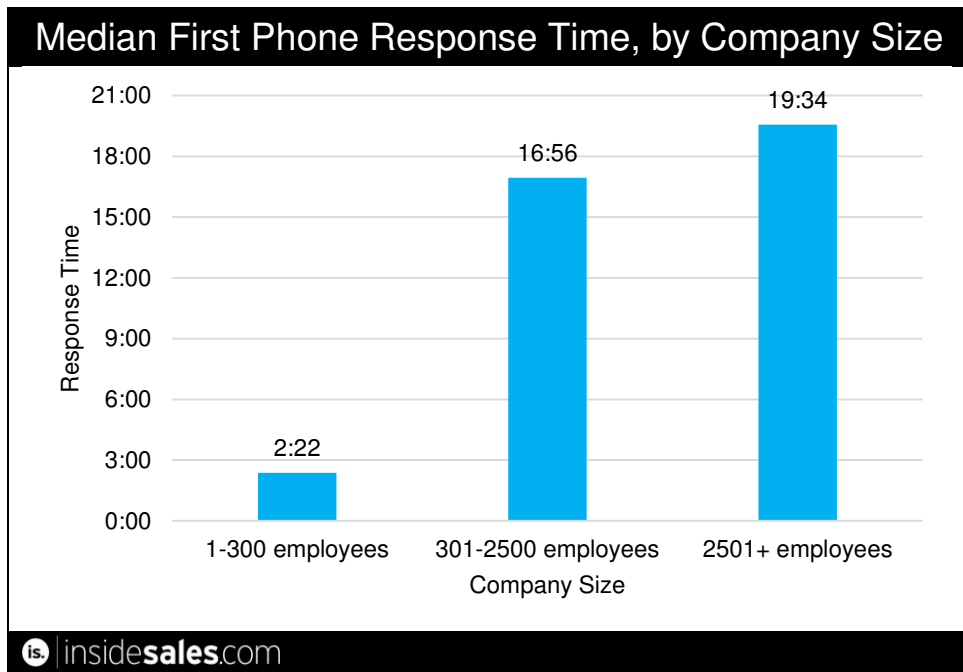


Figure 12

The final metric to inform company size comparisons is the percentage of test leads that received at least one response. As previously explained, this graph represents the first step of lead response persistency—whether a first response occurs or not.

Figure 13 below represents the company size comparisons of this metric. For the smallest size companies, we notice that 64% of test leads submitted to these companies with less than 300 employees received at least one response. Of the three company sizes, the 64% response rate for the smallest company size group is the highest. For the largest size companies, the rate is lower.

In summarizing this section of company size comparisons, it is important to note the standards that occur for each phase of company growth. It is likely that smaller companies value each lead they receive and have a lower overall volume compared to enterprise-level companies.

Readers of this report are encouraged to use this information to first identify where their company stands according to these company size standards, and second, to implement the necessary technologies and practices to improve their lead response management.

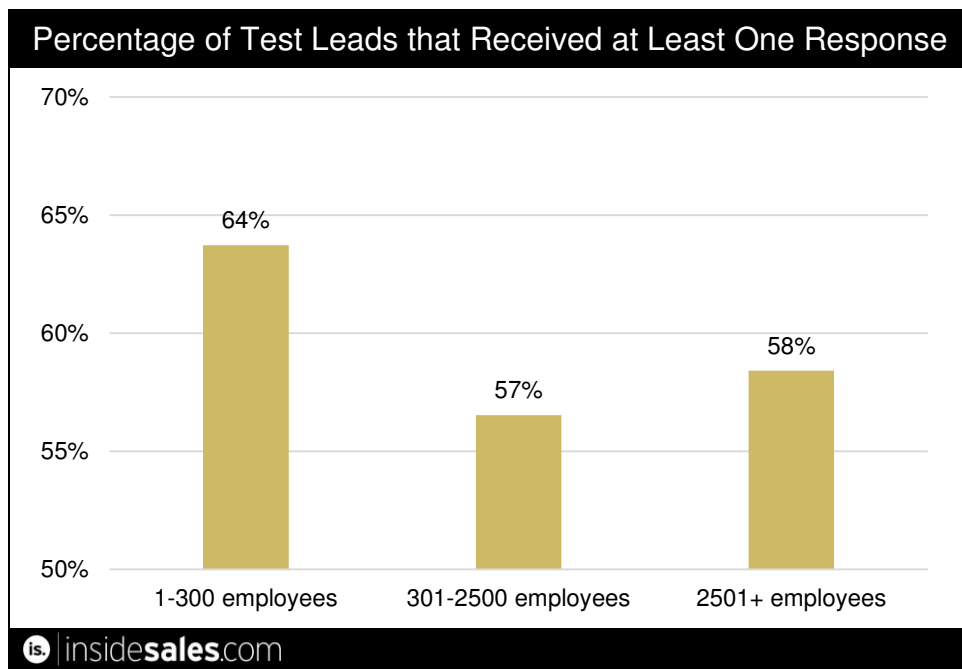


Figure 13

## ACTION ITEMS

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### LEAD RESPONSE

As previously mentioned, rapid response to a lead is necessary for effective lead management. It is likely that companies lose money by not responding quickly to their Web leads. Those companies which invest money into marketing efforts to generate Web traffic, and ultimately, Web leads, should also be aware that the returns on that investment depend highly on their responsiveness. Businesses that respond quickly to leads before they go “cold” will increase contact and qualification rates, and therefore increase business within their sales pipelines.

### PERSISTENCY OF RESPONSE

Persistency in responding to Web leads is also important to successful lead management and the subsequent success in the sales pipeline. In this study, we noticed that 47% of our test leads (4,472 out of 9,538 successful lead submissions) did not receive a response. Moreover, 24% of our test leads (2,329 out of 9,538 successful lead submissions) received only one response. Business stakeholders who read this report are encouraged to implement the appropriate technologies and practices necessary toward additional persistency and quicker immediacy, as these items are directly related to successful business outcomes.

### CONTENT PRESENTATION

Many companies who do engage in successful lead management and phone response can improve in content of the follow up phone calls as well. Often, we receive voicemails with reps who do not identify themselves other than first name. Others do not speak slowly while presenting their information. Elsewhere, [InsideSales.com research](#) describes call criteria which is most associated with successful business outcomes, which we encourage readers to engage with further.

### INITIATE CONTACT WITH A PHONE CALL

Our findings from Figure 5 and Figure 6 displayed the first response and overall response medium, which showed that many companies initiate contact with their leads through email, and that email is the most common medium used in lead response. In contrast to the status of American businesses using email for about 70% of their lead response

communication, [InsideSales.com research](#) describes phone response to be the most successful tool. In short, phone calls are the best tool for lead response because they are much more assertive and often enable live interaction with a “hot” lead who has recently expressed interest in a company by completing a Web form entry. Email does not demand immediate attention, and relies upon the lead to generate additional interest to garner a sales rep’s attention.

## CONCLUSION

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The findings of this study suggest that companies need to respond more quickly and more persistently to Web leads. These general results can be useful for all companies that respond to Web leads. Further areas of investigation shall examine the return-of-investment (ROI) that occurs when using software and technology that accelerates the lead response process. Future research will assess how much money companies can gain through optimal sales acceleration technology. As information about lead management grows, companies should emphasize utilizing this knowledge to improve their processes and increase their profitability.

## ABOUT INSIDESALES.COM

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The firm conducting this research is a sales acceleration technology company, InsideSales.com. While many companies offer some improvement to some steps of the sales sequence, InsideSales.com aims to streamline and accelerate all processes pertinent to sales by addressing the following:

- 1. Communication.** Through software and dialing solutions, InsideSales.com allows reps to communicate most effectively through the sales sequence.
- 2. Gamification.** Using a fun, interactive system of displaying work metrics, Insidesales.com technology helps address the human needs of the sales reps through a gamified work metric platform.
- 3. Predictive Analytics.** Through analysis of millions of anonymized sales transactions, InsideSales.com now provides intelligent predictions of sales outcomes. In other words, the next lead is no longer random, rather, it is based on research most associated with successful business.
- 4. Data Visualization.** Soon to be released technology will allow real-time data visualization in a user-friendly, 3D visualization which allows reps and managers to measure activity and intensify the sales process.

ResponseAudit is a unique service offered by InsideSales.com for analyzing a sales team's response time and persistence to Web-generated leads. To learn more, visit [www.INSIDESALES.COM](http://www.INSIDESALES.COM).



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## APPENDIX A – TOP 20 FASTEST CALLERS

The following list gives the ranks, names, and times of the top 20 fastest responding companies by phone.

Rank	Company Name	Time
1	United Sales Resources	0:00:03
2	Greenlight Loans	0:00:22
3	Adapx	0:00:29
4	Mir3	0:00:30
5	Endurance Warranty Services	0:00:32
6	Protect America	0:00:36
7	Fortegra	0:00:43
8	Responsys	0:00:45
9	The Federal Savings Bank	0:00:46
10	Active Prospect	0:00:54
11	Ashworth College	0:00:55
12	Infogressive	0:00:57
13	Quick Request	0:00:58
14	i2i Systems	0:01:02
15	JASINT Consulting and Tech.	0:01:09
16	We Love Smiles	0:01:13
17	Stonestreet Capital	0:01:14
18	Everest Institute	0:01:15
19	Payday Support Center	0:01:15
20	TransPerfect	0:01:15

## APPENDIX B – TOP 10% OF PHONE RESPONSE

The following list gives the names of all companies that made their first phone call in the top 10% fastest time. For exact times of all companies, please ask personnel from InsideSales.com.

A10 Networks	Koreone
AA-ISP	Korr
AccessAmerica	Kurtosys
Accurate Append	Landshealth
Active Prospect	Landstar
Actlgi	LANSA
Adapx	Lasik Vision Institute
Adt	Lavastorm
Adtechglobal	LeadQual
Advanced MD	Level-Eleven
Advantage Family	Limolink
Advantec-HR	Lingualinx
Advsol	Listrak
Afex	Liveops
Agosto	Logigear
Airtight Networks	Long and Foster
Alcova Mortgage	Ludustours
Alliedbarton	Mainstream Boutique
Alttech Partners	Maintech
Alturacs	Marathon Consulting
American Career Clg	Marin Software
Americas Window USA	Markit
Amone	Matrixcare
APAC Customer Srvc	Mcelroyfilms
Arallegiance	Mckinley Equipment
Arrowtruck	MDconnect Inc
Artez	MDT Direct
Ascentis	Medgate
Ashworth College	Medsphere
Asppoolco	Mergermarket
Atlasoil	Message Systems
Atzenhoffergrm	Metier
Audible	Microexcel
Audienceview	Micropact

Axial Market	Mimeo
Axway	MIR3
Aztec Systems	Mirror-Image
Barracuda Networks	Mistersparky-Houston
Basebuilders	Mobilityworks
Berlin Metals	Moka5
Bib	Mortgage Returns
Bighand	Motherg
Bills	Mshare
Billtrust	Msightsinc
Birkman	MTBC
Bitheads	My Equity Loan
Blackline	Name My Premium
Blinkreaction	Nastel
Bluebox	Nationstarm TG
Blue Fountain Media	Nationwide Direct mrg
Bluetoad	Navicure
Blue-Zebra	Nchinc
Boberdoo	Neogov
Bomgar	Neosystems-Usa
Boostability	Netapp
Boundary	Netfactor
Brandman	Netiq
Bravo Graphics Inc	Nettelpartners
Bridgford	Nettime Solutions
Broadviewnet	Nexidia
Calibamboo	Nextmarketing
CallidusCloud	Noblesys
Callreliant	Nocostrefi
Callruby	Norex
Camstar	Novationcap
Captain Marketing	Nsbi
Careerstep	Nskinc
Carlton Technologies	NW
Caskllc	NW Logistics
CCS-Inc	OCC Fiber
Celltrust	Oceanwide
Cendyn	Oceusa
Chamilia	Omniguardinfo
Channeladvisor	Onlineis

Channel Partners LLC	Oppsource
Chase Chevrolet	Opt-Intelligence
Citel	OWT
CLD Digital	Packsize
Cleanedison	Pangeare
Cleversafe	Panopto
Clicksoftware	Panzura
Cloudera	Paramount Equity
Cloudextend	Pardot
Coalfiresystems	Partneresi
Colewire	Passage Technology
Comcast	Patrick Henry Inc
Compuware	Payday Support Center
Configero	Paylocity
Confio	Peakadvisor Alliance
Coolray	Pedigree Technologies
Corbis	Peer1
Coredial	Pennfoster
Coresense	Petroleum Traders
Corvisacloud	Phillips Painting
Cpisecurity	Pittohio
Cpocommerce	Playmaker CRM
Critical Mention	Princeton Review
Datacore	Printsf
Datalogics	Procore
Datastax	Prometheus Group
Datavail	Protect America
Dataweigh	Proxim
Daywireless	Pyxisit
Dealer	Qas
Dealer Car Search	Qcssinc
Dealerfire	Qlikview
Dealersocket	Qualtrax
Delfinproject	Qualtrics
Delivra	Quantum Medical
DemandMetric	Quickrequest
Detroit Trading	Rasmussen
DialAmerica	Redcondor
Didit	Redline Communications
Dinerware	Redseal

Discover	Regent
DIY Insurance	Responsys
DMNleads	Ring DNA
Docusign	Ritetrack
Dominion Systems	RMB Capital
DoubleDutch	Robinsonwaste
Druva	RomandecoratingprodUCTS
Dublabs	Safeco
Dyn	Safesystems
ECPI	Salesforce
Egain	Salesforcefoundation
Egeneration Marketing	Salesproconnect
Electricvine	Salesresult
Emc	Sanitysolutions
Endurance Warranty Srvs	Seacoastnational
Enlighten	Securis
Enventuregt	Selectquote
Environmentallights	Sendgrid
Epaysystems	SGI
Equinox	SGS Tool
ERA Sunrise Realty	Shadetree Technology
Etitleloan	Shipwire
Etriguecorp	Shore Mortgage
Everest Institute	Siemens
Extremereach	Silkroad
Fairway America	Silver-Peak
Fierce Markets	Simplexgrinnell
Financial Force	Singlepath
Flexi	Singleplatform
Focusmx	Singlepoint OC
Fortegra	SJVC
Fortinet	Smartbear
Freightpros	Smartfocus
Friedrich	Smartstream-Stp
Fullcirclecrm	Smithbucklin
G2Webservices	Snapadvances
Gcu	Softdocs
Genco	Solstice-Mobile
Genscape	Sparksight
Genzyme	Speedtocontact

Gettingyouconnected	Stevendouglas
Gigya	Stonestreet
Globeranger	Stria
Glowpoint	Sun
Good Data	Sunriseford
Gopai	Surgeforward
Gosecureauth	Swbindinglaminating
Greatexpressions	Switchfast
Greenbeacon	Synerzip
Greenlight Loans	Team-Prosource
Growthforce	Techinsights
Guidancesoftware	Techvalidate
Haroldzeigler	Telehouse
Heroku	Thales-Esecurity
Hiller Plumbing	The Bestirs
Hireability	The Federal Savings Bank
Hire Velocity	The Mail Shark
Horizonhealth	Think Profits
Host Analytics	Time Clock Plus
i2i Sys	Tippmann Industrial
Icontact	TMG Health
Idirect	TOA Tech
Id-Systems	Totalattorneys
Ifbyphone	Totalmortgage
Imagemedia	Totango
Imedica	Trainingfolks
Imozzart	Translations
Impressionsprinting	Transperfect
Infinitiofscottsdale	Travelclick
Infogressive	Treehouse Interactive
Inforelay	Twistpair
Inin	Typenex
Inimage	Ulrichbarns
Innography	Unifocus
Innroad	Unityworksmedia
Interact911	Unsubcentral
Interlegis	US Data Corporation
Intermedia	USR-LLC
Internap	V3Sys
Intersystems	Valant

loactive	Vardata
Irelocation	Vectormax
ISCS	Velocify
Itatonce	Verengosolar
JASINT	Verismasystems
JC Restoration	Vindicia
Jdapos	Vivint
Jenne	Vocalcom
Jitterbit	VRAD
Jiu	Webmarketing123
Joe Bullard	Websitepipeline
Jollytech	Welovesmiles
Kaplan	Whitehatsec
Kbsynergy	Wirelessmatrix
Kcura	Wolf Consulting
Kenton Brothers	Workplace Answers
Kinetic Growth	W3
Kjtgroup	Your CCsteam
Knowlagent	Zetta
Konsyl	Zivelo
Koons	Zmicro



## APPENDIX C – TOP 20 MOST PERSISTENT

The following list gives the top 20 most persistent companies in terms of number of phone calls made. Phone only attempts, as opposed to phone and email together, is a more accurate figure to represent persistency of lead followup, since many companies have automatic email reply tools.

Rank	Company	Attempts
1	Everest Institute	150
2	Paramount Equity	112
3	Protect America	105
4	eFinancial	104
5	Southern New Hampshire U	97
6	My Prospect Mortgage	84
7	Lincoln University	77
8	SkillPath	74
9	Stone Street Capital	73
10	Hawkeye Management	52
11	Brandman University	49
12	Community Tax Team	48
13	Everbridge	48
14	WhiteHat Security	47
15	Leads360	46
16	Alienvault	41
17	CareerStep	41
18	Regent	41
19	Relias Learning	39
20	Guaranteed Rate	38

## APPENDIX D – TOP 10% IN CALLING PERSISTENCY

The following list includes companies whose persistency was in the top 10% of all companies who responded by phone. that attempted contact more persistently than average (2.7 attempts). Therefore, this list represents companies who responded 3 times or more.

ADT	Kaspersky
Advanced Practice	KB Synergy
Akken	Knowlagent
Alienvault	Kofax
Amanet	Koons
Ambius	Lake Diabetes
American Career College	Landshealth
Appcelerator	Lasik Vision Institute
Appdynamics	Leadjen
Appfolio	Leadqual
Appneta	Leads360
Armstrong Steel Buildings	Leadstart
Aroconllc	Lexisnexis
Ascentis	Lifesize
Ashworth College	Limelight
Astea	Limolink
Autoshop Solutions	Lincoln University
Axcient	Listgiant
Axialmarket	Listrak
BacktoLearn	Madwire Media
Bewglobal	Marinsoftware
Bidsync	Marketplace Homes
Big Picture Advisors	Megapath
Bills	Memphis Invest
Birchgold	Mobile Iron
Bluesky Marketing	MSDS Online
Boberdoo	MyCC Mortgage
Box	My Computer Career
Brandman	My Prospect Mortgage
Brightedge	Name My Premium
By All Accounts	Nasecare
Calliduscloud	NCH Inc
Careerstep	NCU
Carnival	Netezza
Cerritos Dodge	Netsertive
Channel Partners LLC	Netsuite
Ciphercloud	Nextstepliving
Cloudera	Novationcap

CMI Benefits	NW
Combined Insurance	Okta
Comcast	Online At Liberty
Community Tax Team	Optify
Compasslearning	Outsystems
Concorde	Overlandstorage
Connectwise	Paramount Equity
Coredial	Parasolleads
Corvisacloud	Paychex
Datastax	PCage
Deltek	Peak Advisor Alliance
Devry	Pennfoster
Digium	Polycom
Directbuy	Post
Directcapital	Private Label Nutra
Dotnetnuke	Procore
Druva	Protect America
Efinancial	Puppetlabs
Egain	Pyxisit
E lance	Qas
Emc	Qualityflooring4Less
Endurance Warranty Services	Quantum
Enernoc	Rapidadvance
Enlighten	Rasmussen
Enterasys	Regent
Envisioninc	Reliaslearning
Epaysystems	Republic Monetary
Equinox	Robson
Etriguecorp	Ruckuswireless
Everbridge	Safesoftsolutions
Everest	Saintleo
Exinda	Sales Engine Intl
Fieldid	Samanage
Financialforce	Satmetrix
Five9	SBB College
Focusmx	Scorpion Design
Frontpoint Security	Silver-Peak
Gcu	Sjvc
Georgestreet Photo	Skillpath
Geqfinance	Skillsurvey
Get8X8	Smartbear
Global English	Southern New Hampshire U
Global eProcure	Solaruniverse
Global Knowledge	Spigit
Grantham	Springcm
Greenlight Loans	Stonestreet

Group Logic	Strike Iron
Guaranteed Rate	Sumtotal Systems
Gyrusacmi	Sunrise Ford
Harold Zeigler	Switch and Data
Hawkeye Mgmt	Technology Marketing Tool Kit
HDS	The Rocket Company
Healthcare Solution Steam	Time Clock Plus
Healthcatalyst	Totango
Hirevue	Transperfect
Hubspot	Tritondigital
Infiniti of Scottsdale	USNews University Connection
Infor	Valant
Insideup	Veeam
Intacct	Violin-Memory
Intermedia	Vista College
Its Just Lunch Washington	Vivint
Ittesi	Watchguard
luniverse	Websense
Jiu	WhiteHat Security
Jobvite	Wirespring
Kaplan	W3