We focused on one question: How should business development teams respond to inbound leads?

The mission:
1. Eliminate guessing
2. Prioritize effort
3. Maximize results

2020 Changed Everything.
88% hearing and calling remotely is a shift that COVID accelerated the trend towards, but most teams were not ready. They were forced to adjust in ways that adversely affect marketing lead performance at each stage in the sales funnel. There has never been a more urgent time to align strategies to data. In this study, we highlight the most significant findings in lead response management to give teams a new north star in speed-to-lead.

The Best Days to Make Calls for Marketing Lead Follow-Up:
- **Best Days to Call Inbound Leads**
  - **Best Days to Call Inbound Leads**
    - **Monday**
    - **Tuesday**
    - **Wednesday**
    - **Thursday**
    - **Friday**

  Conversion rates are 19.7% higher on Mondays and Thursdays and 28.4% higher from 9:00-10:00 am than the full day average.

  Contact rates from 6-11 am are 27.2% higher than from Noon-6 pm.

When outbound prospecting, you are 15% more likely to connect with your prospect between 8 - 11 am local time.

The Best Times to Make Contact for Marketing Lead Follow-Up:
- **Best Times to Make Contact**
  - **Best Times to Make Contact**
    - **9am-hyphen.cap10AM VS. 12/hyphen.cap6PM AVERAGE**
      - **9 - 10am**
      - **12 - 6pm**

      Conversion rates are 44.5% higher on 9 - 10am than the full day average.

Conversion rates are 15% higher on Mondays and Thursdays and 19.7% higher on Tuesdays.

Contact rates are 28.4% higher from 9:00-10:00 am than the full day average.

Contact rates from 6-11 am are 27.2% higher than from Noon-6 pm.

When outbound prospecting, you are 15% more likely to connect with your prospect between 8 - 11 am local time.

Persistence
- **Volume of Follow Up Attempts**
  - **Volume of Follow Up Attempts**
    - **0-5 min**
    - **6-30 min**
    - **31-60 min**
    - **1-2 hrs**
    - **4-12 hrs**
    - **12-24 hrs**
    - **24-48 hrs**
    - **48-72 hrs**
    - **72-96 hrs**
    - **4-7 days**
    - **1 week+**

  77% of leads were not responded to at all.

  <15% of attempts occur within the first day.

  <1% of attempts occur within 5 minutes.

Volume First Call Response Times
- **Volume First Call Response Times**
  - **Volume First Call Response Times**
    - **% of attempts completed in minutes**

  8X decrease after 5 minutes.

  57.1% of all attempts wait longer than a week.

Conversion rates are 8X higher within 5 minutes vs 6+ minutes.

Number of Attempts yields 15% more connections.

81% of sellers make 5 or fewer follow up attempts.

To learn more:
- **Playbooks Users See Higher Connection Rates**
  - Playbooks, global sales engagement platform, gathers data with personal and able to help teams consistently engage more effectively. Users see connection rates 49% higher than the average user.