

# LEAD RESPONSE MANAGEMENT 2021



**WE FOCUSED ON ONE QUESTION:**  
How should business development teams respond to inbound leads?

**THE MISSION:**

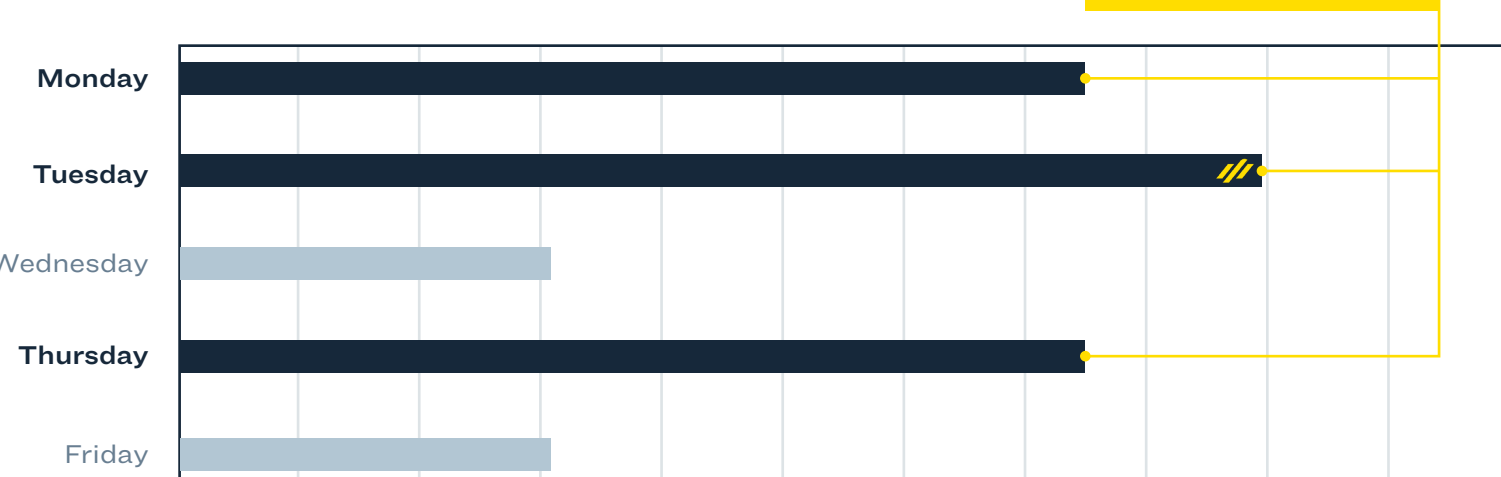
1. Eliminate guessing
2. Prioritize effort
3. Maximize results

**2020 CHANGED EVERYTHING.**  
B2B buying and selling were already evolving when COVID accelerated the transformation, 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.

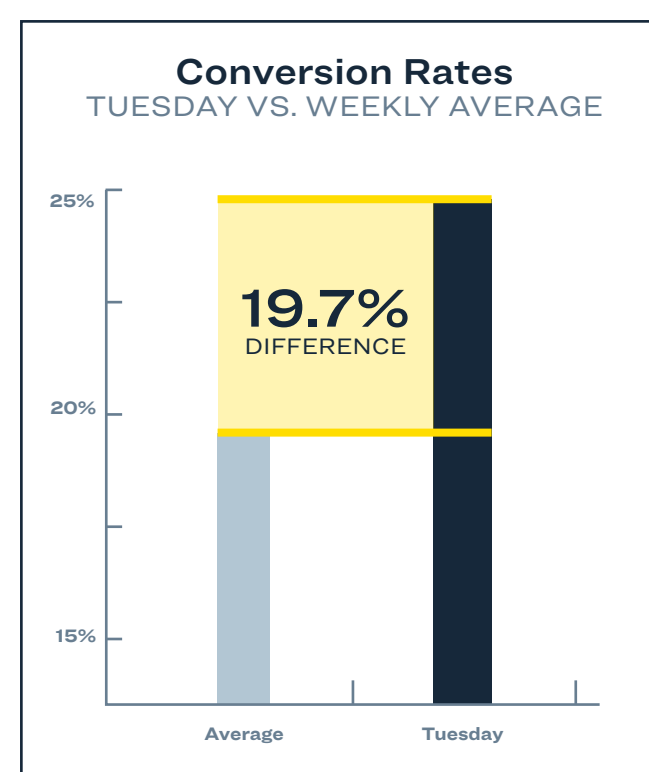
## 1 The Best Days to Make Calls for Marketing Lead Follow-Up

### Best Days to Call Inbound Leads

BY SUCCESS PERCENTAGE



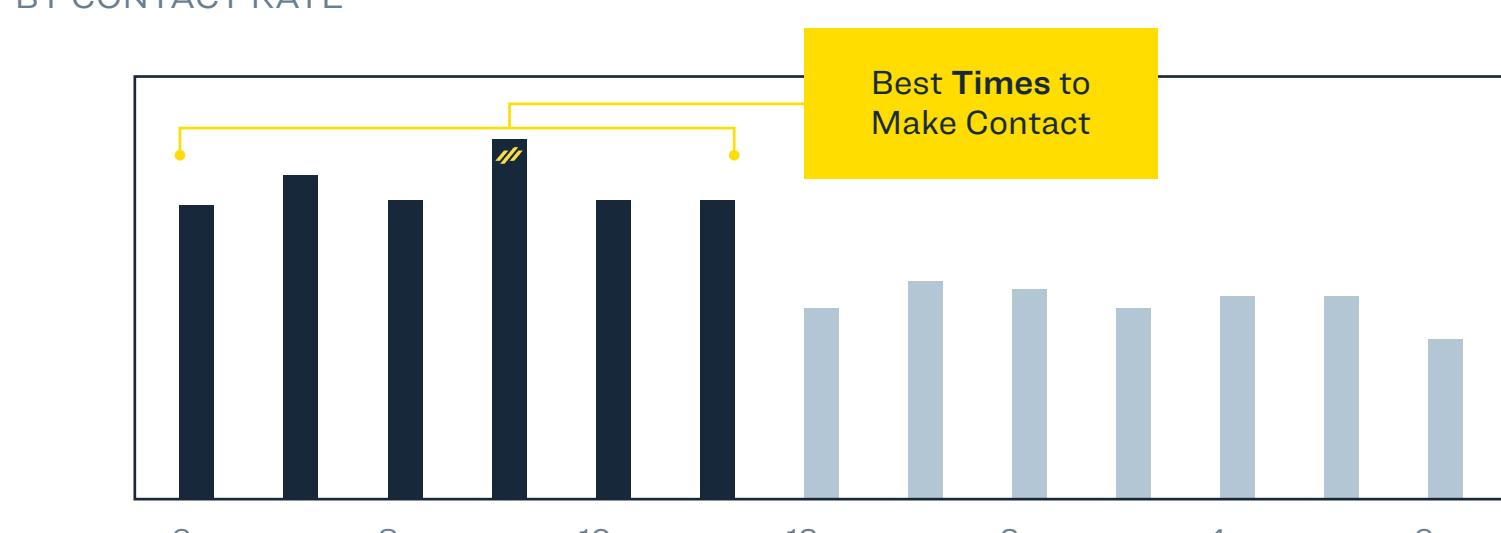
Conversion rates are 15% higher on Mondays and Thursdays and 19.7% higher on Tuesdays.



## 2 The Best Times to Make Contact for Marketing Lead Follow Up

### Best Times to Call Inbound Leads

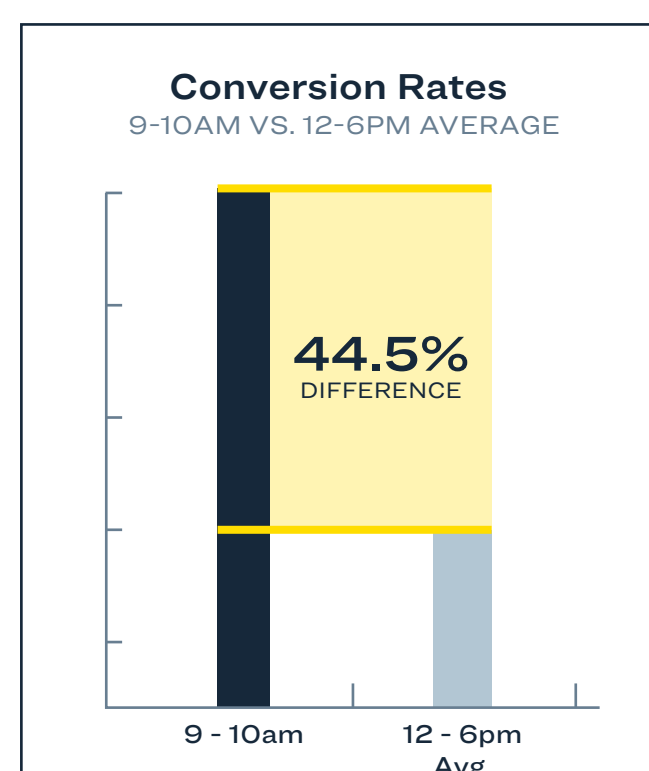
BY CONTACT RATE



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.

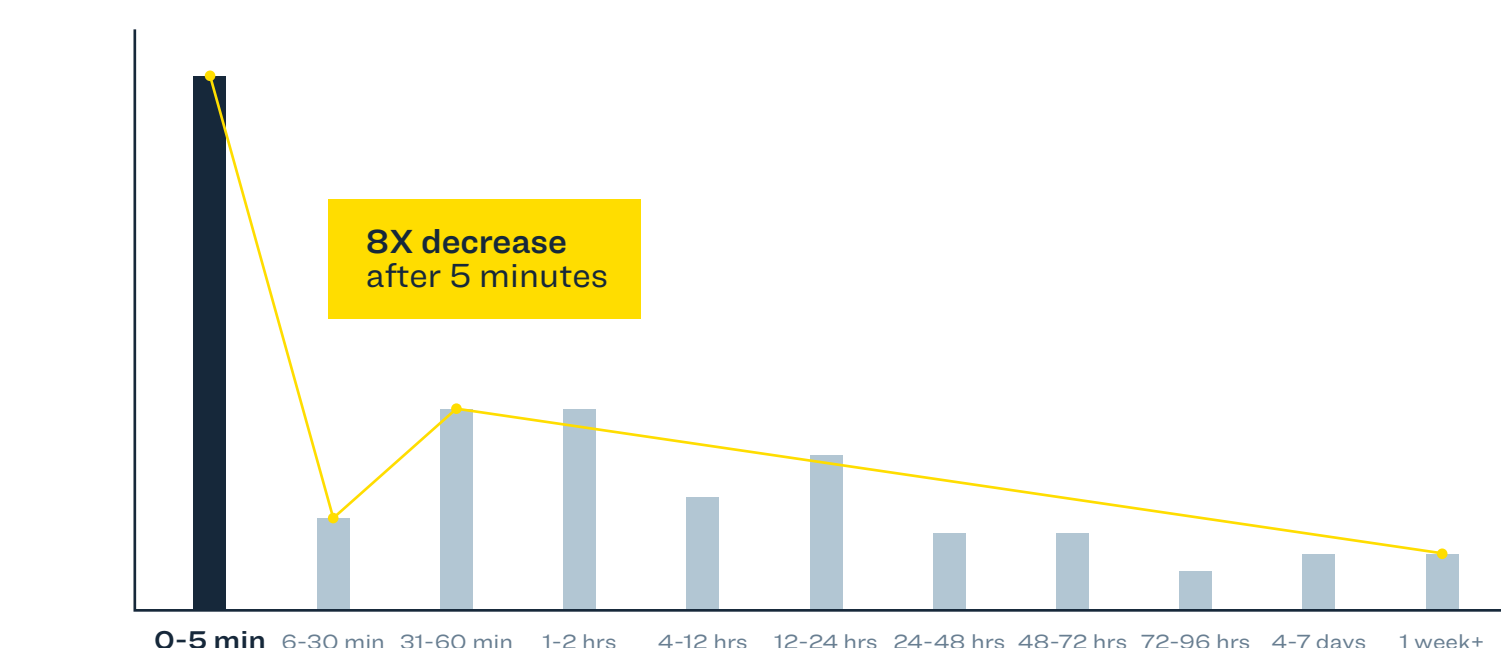
When outbound prospecting, you are 15% more likely to connect with your prospect between 8 - 11am local time.



## 3 Response Time

### First Call Response Times

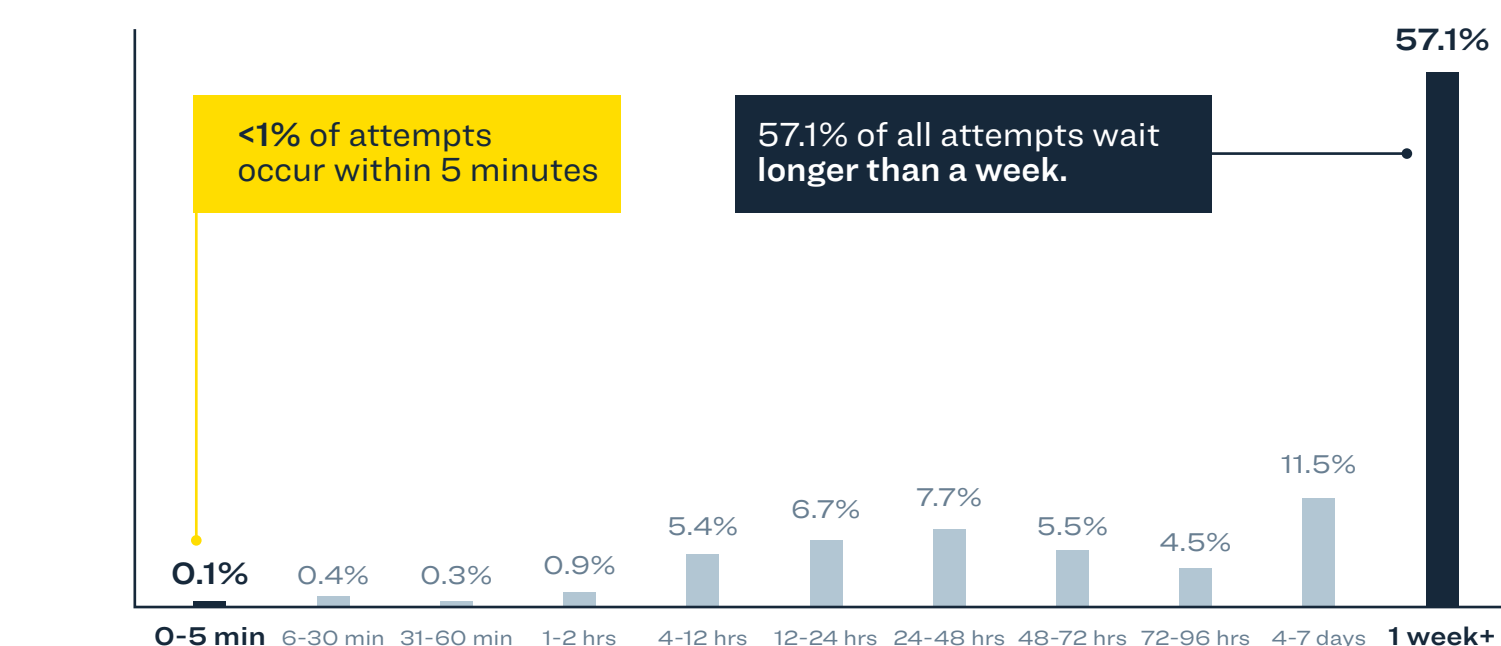
BY CONVERSION RATE



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

### Volume First Call Response Times

BY CONVERSION PERCENTAGE

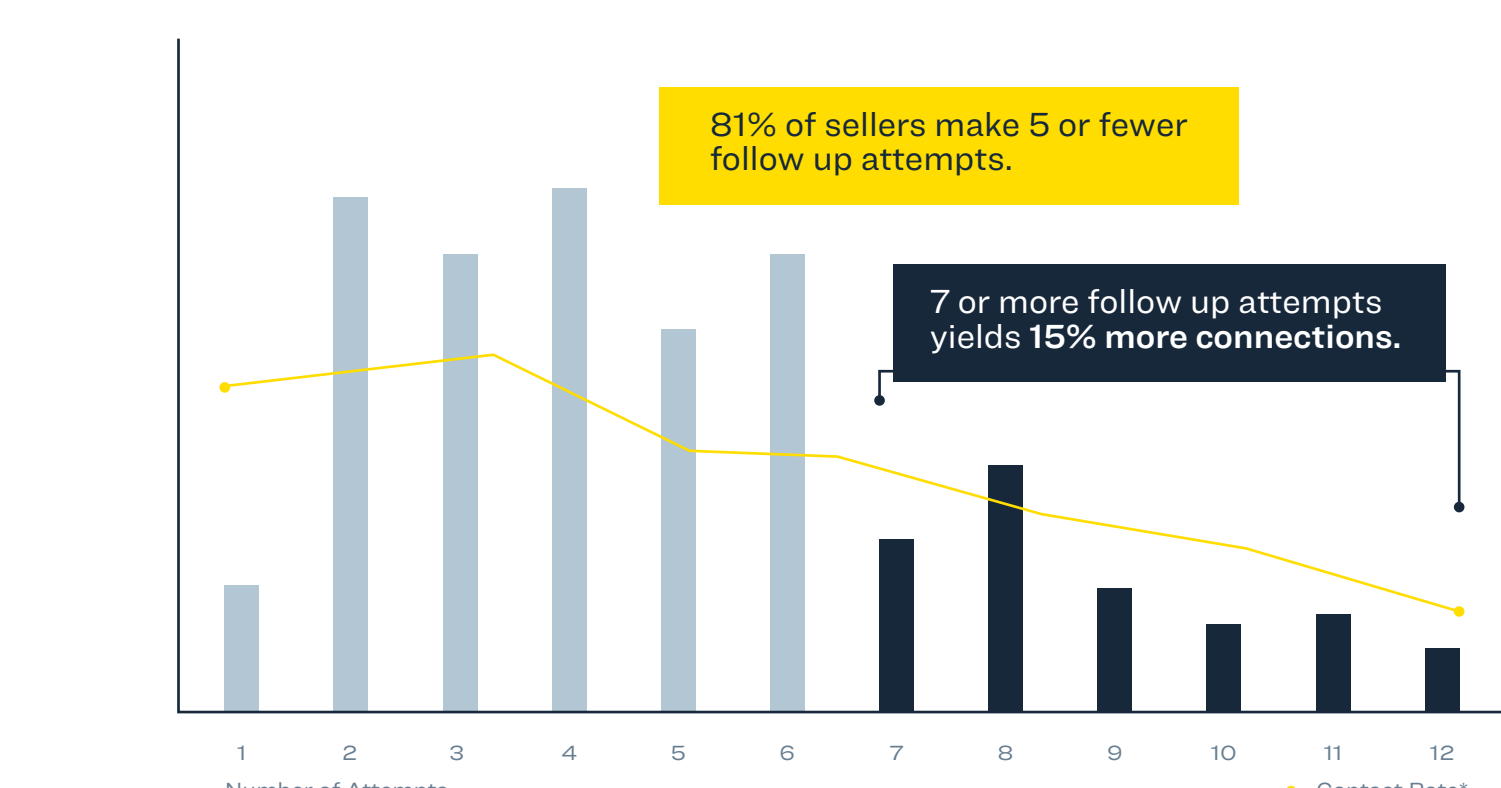


<15% of attempts occur within the first day  
77% of leads were not responded to at all.

## 4 Persistence

### Volume of Follow Up Attempts

BY CONTACT RATE



\*Contact data pulled from approximately 30 million contact attempts captured anonymously using Playbooks™ over 2.5 years (2018-2020) from over 10 thousand users in North America.

### Playbooks Users See Higher Connection Rates

Playbooks guided sales engagement replaces guessing with process and data to help teams consistently engage more effectively. Users see connection rates 49% higher than the average user.

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