

# CONVERSIONS

Appointment Setting- Event

(MANUFACTURE INDUSTRY)

Results based on 236 Leads

Custom Appointment Setting Rate (1 Month)

14 RSVPs = 5.9% Conversion Rate

12 Booth Appointments = 5.5% Conversion Rate

2 Interested/Warm = 0.8% Conversion Rate

## Overall Lead Status

| Lead Status              | Total      |
|--------------------------|------------|
| RSVPs                    | 14         |
| Warm Leads               | 2          |
| Voicemails/Live Messages | 167        |
| New Info Needed          | 14         |
| Errors                   | 11         |
| Not Interested           | 15         |
| Booth Appointment        | 13         |
| <b>Total</b>             | <b>236</b> |

**Total Attendance Capped at 20**

Total Attendance with Guests **20**

