

CONVERSIONS

Transportation Cold Calling Campaign

Results based on 514 Cold Leads

Appointment Setting 60 Hours

60 Appointments = 11.7 % Conversion Rate

37 Warm Leads = 7.2 % Conversion Rate

Overall Call Status

Call Status	Total
Appointment	60
Call Back Requested	3
Email Requested	2
Email Sent	69
Error	12
Live Message	3
New Info Needed	16
Not Interested	39
Not a Hotel	28
Other	112
VM/No Answer	133
Warm Lead	37
Total	514

