

LEAD CONVERSION REPORT

Performance Tracking Template

Period: _____

Department: _____

LEAD SOURCE	TOTAL LEADS	MQLS	SQLS	CLOSURES	CONV. RATE (%)
Organic Search	145	62	28	12	8.2%
Paid Advertising	210	45	15	4	1.9%
Email Campaign	88	34	22	9	10.2%
Referral	32	28	19	11	34.3%
TOTALS	475	169	84	36	7.5%

ANALYSIS & NOTES

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