

CUSTOMER ACQUISITION VELOCITY

Reporting Period: Jan 01 - Mar 31

Generated: 2023-10-27

CHANNEL SOURCE	LEAD COUNT	AVG. DAYS TO CLOSE	VELOCITY INDEX (RELATIVE SPEED)	CAC
Organic Search	1,240	42 Days		\$45.00
Paid Social	850	14 Days		\$112.00
Email Marketing	420	28 Days		\$12.00
Direct Outbound	150	85 Days		\$340.00
Referral Program	310	19 Days		\$55.00

Executive Summary
Optimization Strategy