

Internet Benchmarks Troubleshooting

Problem

Causes

Low impressions



- Ad buy is wrong
- Ads are not placed in the right spot
- Budget isn't high enough

Low click through rate



- Creative is not strong
- Poor call to action
- Not catching customers attention
- Wrong format for advertising source

Low contact rate



- Linking customers to wrong page
- Poor creative on landing page

Low click through rate



- Emails may be going to spam filter
- Ad spend may be disproportionate
- Caller id
- Poor email content

Appointment set low



- Not giving a reason
- Not following phone script

Appointment shown ratio low



- No appointment confirmation process
- Not connecting with a customer

Closing ratio too low



- Sales process is broken