

The Value of Weekend Leads Unveiled:

QuinStreet and Velocify offer best practices to drive value from weekend leads

EXECUTIVE SUMMARY

This study, performed in collaboration with QuinStreet, one of Velocify's key lead provider partners, examines the value of weekend-generated mortgage leads and helps draw tactical conclusions about how to best manage them. Perhaps the most significant finding of the study is weekend mortgage leads close 20% better than weekday leads, despite the fact that lead buyers are much slower to respond to them. The higher close rate for weekend leads may largely be due to the fact that average match rates for weekend leads are almost 30% lower than they are for weekday leads, and many would argue weekend leads may be made up of more motivated consumers, who are more likely to close.

Additionally, this study found loan officers responding to weekend leads quickly, significantly outperformed loan officers responding to weekday leads with the same quickness. Specifically, when a contact attempt is made in less than five minutes, the close rate for weekend-generated leads is double that of weekday-generated leads also called in less than five minutes. Thus, this study concludes that most mortgage lead buyers would greatly benefit from purchasing more weekend leads, especially if they manage them effectively.

The results from this study were drawn from QuinStreet and Velocify mortgage clients over the course of one year.

BACKGROUND

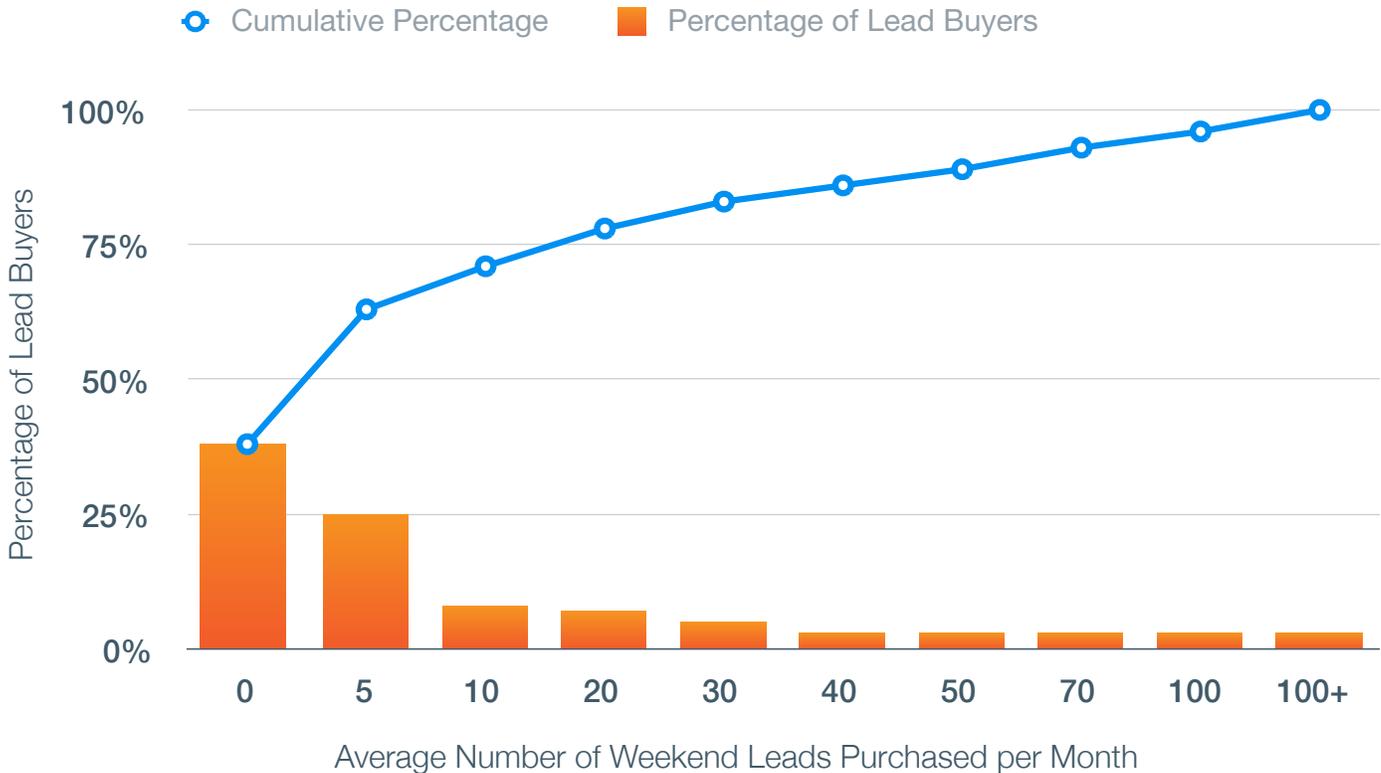
It is probably no surprise weekend lead purchasing volumes are significantly lower than weekday volumes. In fact, this study, which looked at a sample of nearly a quarter million mortgage leads purchased from QuinStreet by Velocify clients over a one year period, found lead buyers purchase nearly 80% fewer leads on an average weekend day than they do on an average weekday.

“Weekend mortgage leads close 20% better than weekday leads, despite the fact lead buyers are much slower to respond to them.”

Many organizations are hesitant to purchase weekend leads because they don't have the staff to manage leads on the weekends. Earlier studies performed by MIT, Velocify, and other reputable sources have shown the importance of a quick response time, so it makes sense, at least initially, that if organizations don't have weekend staff to respond promptly to weekend leads, they shouldn't buy weekend leads. Additionally, misconceptions may exist that weekend leads aren't as good as weekday leads for a variety of reasons. This study was performed to either validate or disprove those practices and beliefs. Up to now, little evidence existed to suggest whether or not the quality of weekend leads warranted staffing up on weekends, or even whether purchasing weekend-generated leads and working them during the regular work week might be a good idea.

From a mortgage and lead generation standpoint, the weekend is a very fruitful window for generating leads. Many people take advantage of their discretionary time to make online inquiries on personal matters. The types of leads generated on weekends aren't much different from those generated during the week. In fact, some might argue they could be better.

Weekend Leads Purchasing Volumes



(Figure 1)

RESULTS

At first glance, weekend mortgage leads seem inferior to weekday leads. Their contact and quote rates are 9% and 24% lower than they are for weekday-generated leads respectively. Those numbers alone would likely discourage most from purchasing weekend mortgage leads, especially considering the perceived extra effort required to staff on weekends. Negative perceptions about weekend leads are reflected in the relatively large number of companies, nearly 40% of the companies in our study, that didn't purchase weekend leads during the observed one year period.

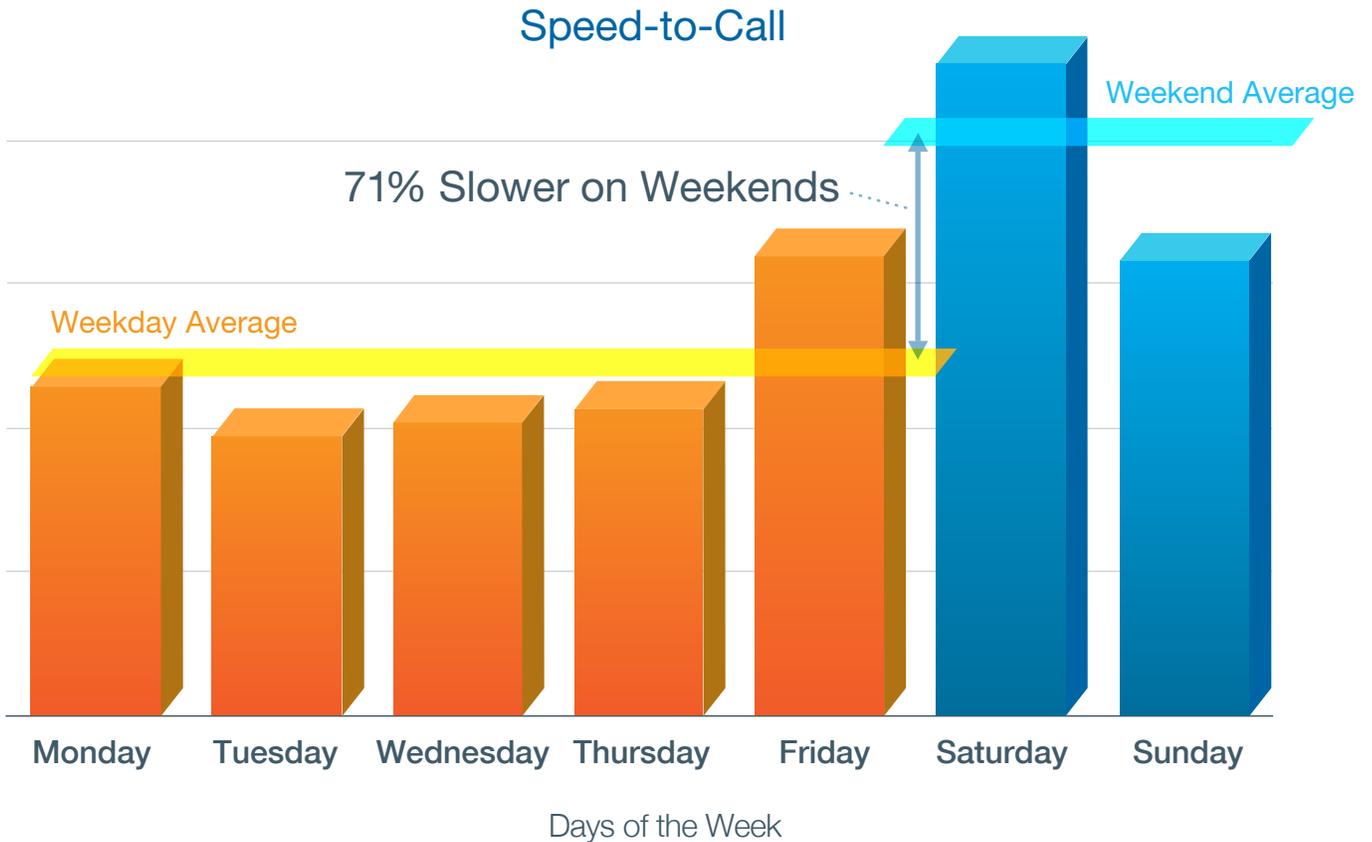
Moreover, a vast majority of mortgage lead buyers do not seem to consistently maintain a weekend lead buying program. Fewer than 29% of the companies in our study had a weekend lead buying strategy that included an average of at least 10 weekend leads per month, and fewer than 4% of all companies had a significant program exceeding 100 weekend leads per month (Figure 1). Organizations that don't regularly purchase weekend-generated leads may not realize weekend leads outperform weekday leads in the most important performance metric, close rate. Despite having lower contact and quote rates, weekend leads close 20%

better than weekday-generated leads. How is this possible?

The data shows that weekend leads take 33% longer to contact than weekday leads. This comes as no surprise because most organizations take 71% longer to reach out to weekend leads than they do to weekday leads (Figure 2).

This suggests there are many organizations that buy weekend leads and either don't staff appropriately on weekends to handle the lead volume they purchase or don't staff at all on weekends and wait until the regular work week to reach out to those leads.

Logically, and as many previous



(Figure 2)

studies have shown, the longer it takes to call a lead, the more difficult it will be to actually reach that lead. Most organizations' slow response to weekend leads largely explains the lower contact and quote rates experienced. So, how is it that close rates can be higher for weekend leads when contact and quote rates are lower? Obviously, it's because once contacted and quoted, weekend leads must close at dramatically higher rates than weekday leads. When a company is successful in contacting a mortgage lead, the lead is 32% more likely to close if it's a weekend lead than if it's a weekday lead. As for quoted leads, quoted

weekend leads are 51% more likely to close than quoted weekday leads.

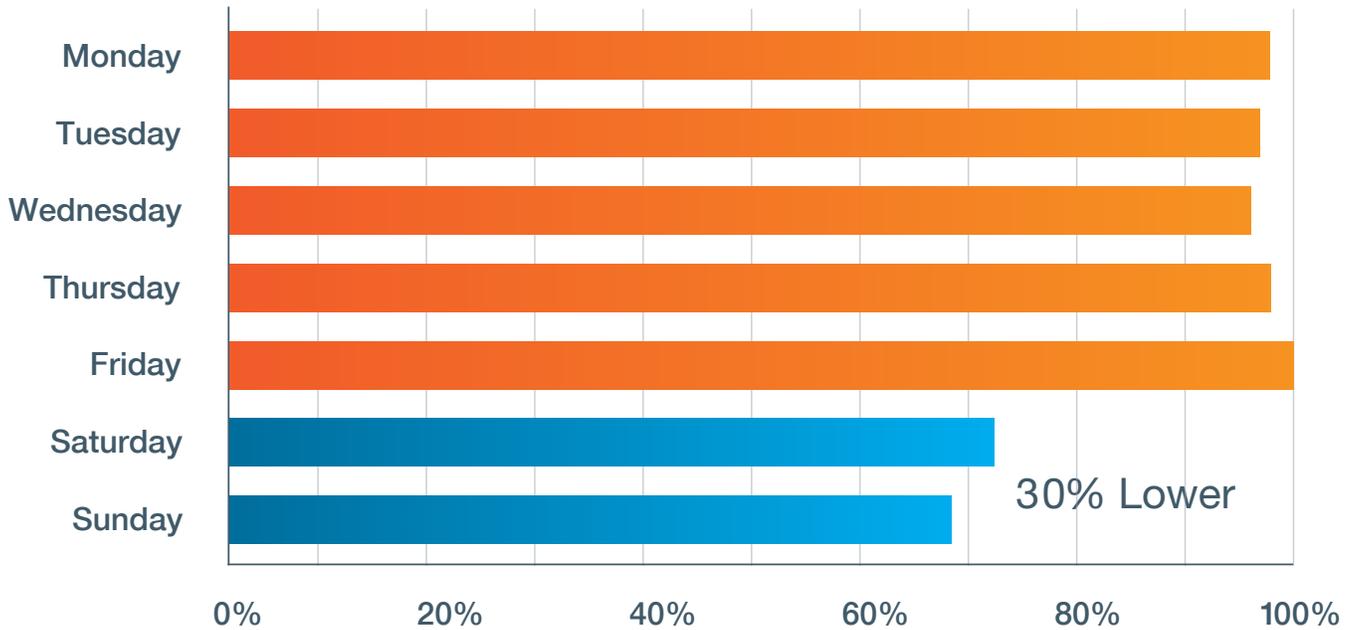
One important factor contributing to the value of weekend mortgage leads is lower competition for weekend leads from lead buyers. According to data from the study, weekend match rates are 30% lower than they are for weekday leads (Figure 3). With fewer companies vying for the same customer, the likelihood of closing a lead should increase. Speed-to-call is clearly more critical when you are in heated competition, but our research found that speed-to-call may be even more effective when there is less

competition.

Weekend leads do take longer to contact and they do have lower contact rates, but the data shows us it is because lead buyers aren't as quick to respond to them. Weekend leads are almost three times more likely to have to wait 10 hours or more for the first call attempt than are weekday leads (Figure 4) and almost eight times less likely to receive a phone call attempt in less than five minutes from the time of inquiry (Figure 5).

However, when a contact attempt is actually made in less than five minutes, the close rate for weekend-generated mortgage leads is double that of

Indexed Match Rates



(Figure 3)

weekday-generated leads that are also called in less than five minutes.

CONCLUSION

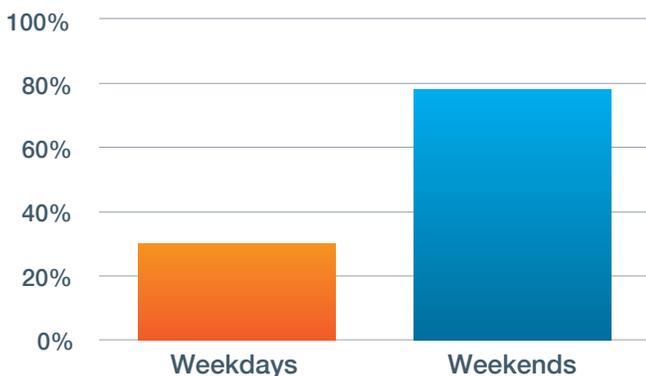
Therefore, our study concluded weekend mortgage leads may take more time and effort to contact, especially because most organizations can do a better job of

reaching out to them quickly, but the minimal extra effort and time required to reach out to weekend leads may be worthwhile due to the higher quality of weekend leads. The higher close rate for weekend leads speaks for itself and is even more remarkable when one considers weekend leads aren't

managed as well as weekday leads. Imagine how valuable they can be if they are managed properly.

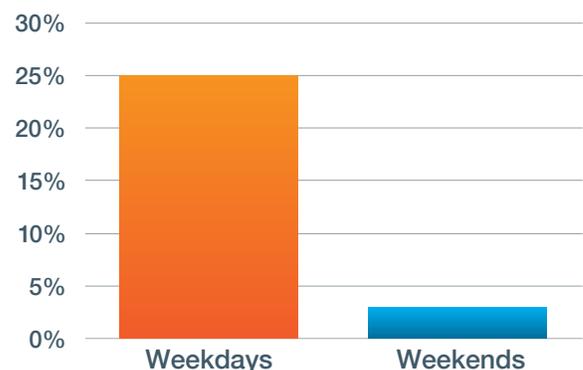
This research suggests companies that don't regularly purchase weekend mortgage leads may want to reconsider, even if they don't staff up on weekends. The study shows even with slower response times,

Probability of Receiving a First Call After 10 Hours



(Figure 4)

Probability of Receiving a Call within Five Minutes



(Figure 5)

weekend leads still outperform weekday leads. Furthermore, those truly interested in maximizing the value of their purchased leads should also seriously consider staffing up and being as responsive as possible to weekend leads. While a quick response time will improve your performance metrics across the board, it can have an even greater impact on weekend leads. They seem to be the lowest hanging fruit.

Given the differences between weekend and weekday mortgage leads discovered in this study, we also recommend companies fully utilize the capabilities of their lead management systems to

track campaigns that contain weekend leads separately from those that only contain weekday leads. It is important to remember that this study only analyzed mortgage leads purchased from QuinStreet. Although similar findings may be valid across different mortgage lead providers and across different verticals, it would be wise for each organization to verify its own experience with other lead providers. Just like leads in general differ, not all weekend leads are created equal.

Monitoring weekend-generated leads separately through campaigns or other similar means won't only allow compa-

nies to better evaluate their true value, but it will also enable companies to set up different rules for managing them. Companies should consider being slightly more patient and persistent in contacting weekend leads, hence, possibly extending the number of contact attempts or the time period required before moving those leads to a nurturing stage. The general inattentiveness to weekend leads presents a considerable opportunity to those armed with the right tools and the right lead management strategy to capture a significant, largely neglected portion of the leads market.

ABOUT VELOCIFY

Founded in 2004 and headquartered in Los Angeles, Calif., Velocify develops software as a service (SaaS) solutions for managing sales leads. Distinguished by its focus on solutions that address the unique needs of businesses who sell to consumers, Velocify is recognized as a market and technology leader, managing more than 40 million leads for over 5,000 clients.

With a suite of solutions scaled for small to enterprise organizations, the company offers the industry's most comprehensive and configurable lead management platform.

Velocify enables companies to distribute, track, analyze, and convert sales leads using a customizable lead management workflow. Professional services, including training and process consulting, are also offered to deliver a highly effective solution for converting sales leads. Businesses look to Velocify for solutions that allow them to maximize their investment in leads generated online and from traditional sources, and ultimately increase sales closure rates for greater revenue.

For more information, visit www.velocify.com.