



Ipsos' Lead Saves

Why Lead Saves

- Convert more leads - including 'lost' leads
- Identify and address under-performing sales channels
- Determine and overcome sales barriers
- Understand and exceed customer expectations

Proven 5-step process

1. Identify

the leads who have not purchased and/or cancelled

2. Validate

if they still intend to purchase

3. Diagnose

why they have not purchased

4. Re-target

customers who are still wanting to buy

5. Quantify

the value of additional leads converted

*Through the successful recovery of leads thought to be lost, Ipsos' Lead Saves programme for a global automotive manufacturer led to a **€48 million uplift in revenue***

Drive up sales conversion by understanding and converting customers you thought were lost

Overview

Ipsos' Lead Saves helps you to understand:

- Scale of unconverted leads
- Dormant leads still open to purchase
- Negative experiences which led to lost leads
- Positive experiences which contributed to sales conversion
- Experiences most likely to maximise conversion

Where does this apply?

Lead Saves can **increase sales in a wide range of purchases and sectors**, including;

Automotive e.g. Test driving a car

Financial Services e.g. Completing a loan assessment

Technology e.g. Trialling software

Electronics e.g. Pre-ordering a new device

Travel and Tourism e.g. Travel package enquiries

+ MANY MORE

For more information please contact:

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