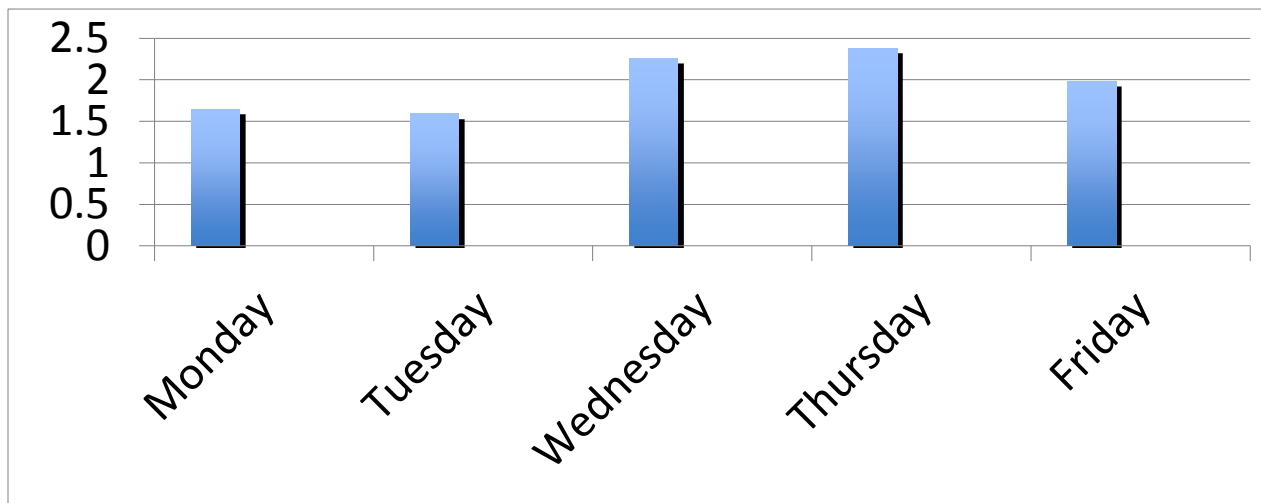


What are The Best Days and Times to Call Leads?

The Following graphs are from a 3 year study lead by Dr. James Oldroyd of MIT. The study examined 3 years of data across six companies that generate and respond to web leads. All data was generated and stored within InsideSales.com

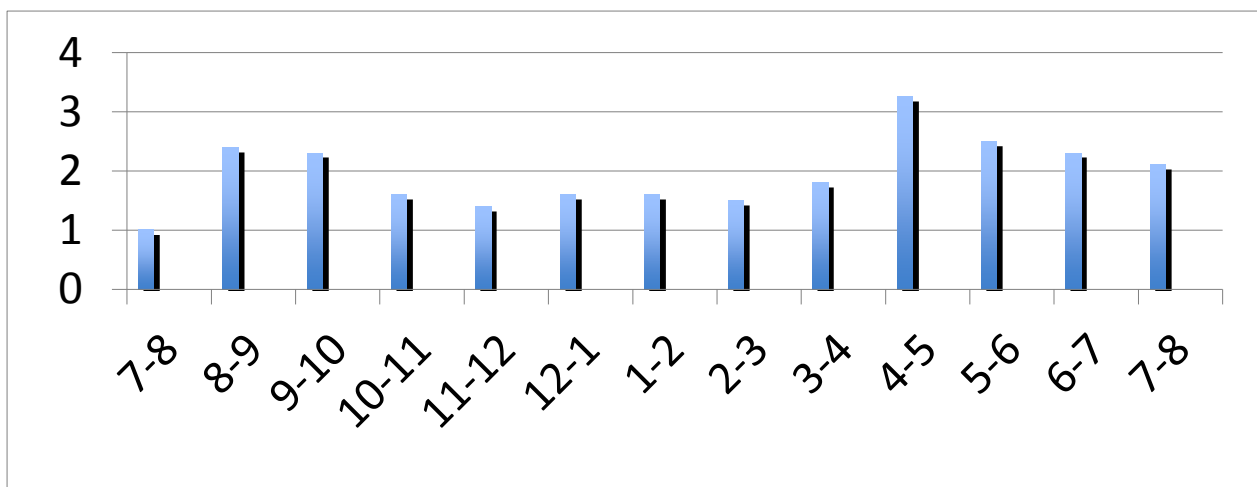
Day of the week- Dial to Contact Ratio



Wednesday and Thursdays are the best days to make contact with a lead. Thursday is 49.7% better to call on than Tuesday. In order of best to worst days Thursday, Wednesday, Friday, Monday then Tuesday

Thursday is the best day to contact a lead in order to qualify that lead. Friday is the worst day for qualifying a lead. Though contact rates are good on Friday, consumers typically aren't willing to commit to anything prior to the weekend. Overall, you have a 164% greater chance of qualifying a lead based on when you call it.

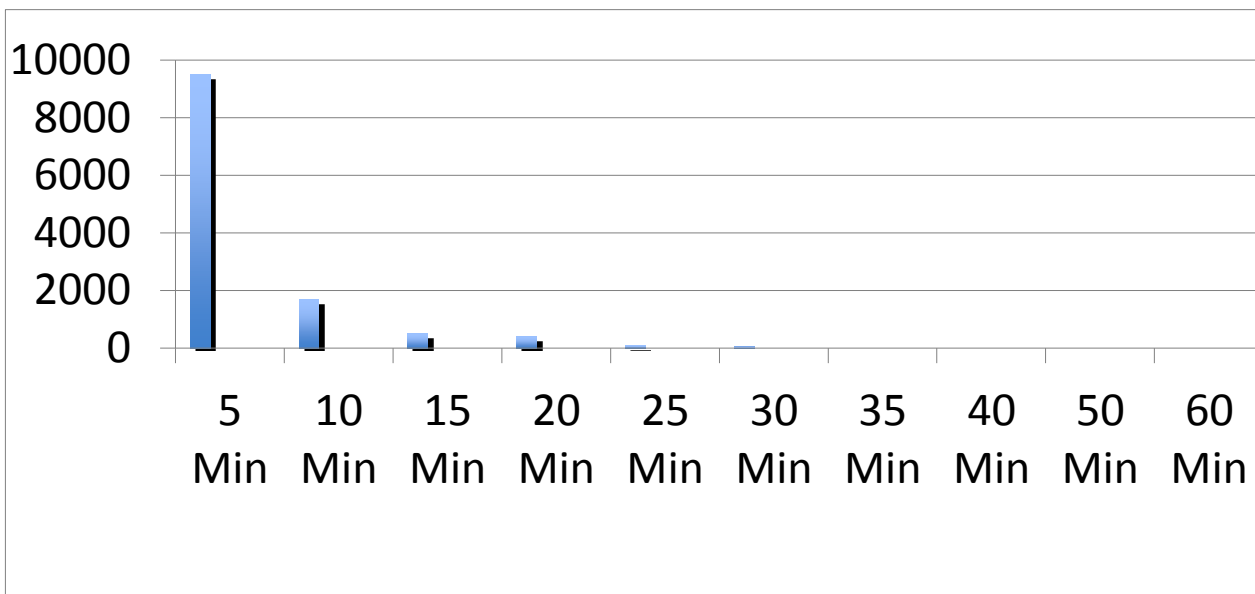
Best Time of the Day to Call



The best time to call and make contact with a consumer is from 4 to 5pm. It is 114% better than calling from 11am – 12pm. Other times than ranked in order are 5pm-6pm, 6pm-7pm and 8am-9am.

The best time to qualify a lead is 4pm-5pm and 8am-9am. 11am-12pm is the worst time to qualify a consumer. Perhaps this relates to a consumer not willing to commit before leaving for lunch

Response Times to Receiving Leads



The odds of contacting a lead in 5 minutes versus 30 minutes drop by 100 times! In fact, from just 5 minutes to 10 minutes the odds decrease by 5 times.

If hours pass or days pass your chances of contacting and qualifying a lead are poor. According to the report, if you wait 3 days to call on a lead your chances of contacting and qualifying the lead is several thousand times less than if you call within five minutes.

The odds of calling to contact a lead decrease by over 10 times in the first hour