

THE ULTIMATE GOAL

3%

conversion of website traffic to opps

25%

of digital ups converted to conversations

20%

conversion of leads to sales

15%

of store revenue influenced from website

LEAD TO SALE: MOST IMPORTANT IN YOUR DIGITAL SALES STRATEGY



Many metrics add up to improve this metric:

- % of opportunities turned into Digital Ups
- Speed to Digital Up
- % of Digital Ups in conversation (via text)
- % of Digital Ups scheduling an appointment

But Lead to Sale is the umbrella metric on overall performance.