

The Research Behind Our Calculators

Peer-reviewed studies and industry benchmarks that inform our Funnel Health Score, Ad Accelerator and Sales Quiz

Our free calculators and tools aren't based on guesswork. Every metric, benchmark, and calculation is grounded in published research from universities, industry analysts, and peer-reviewed studies. Here's what the data shows:

1. CAPTURE DEMAND: Marketing & Sales Alignment

When the people generating leads and the people working leads share data instantly, ad waste drops dramatically. Closed-loop feedback stops bad spend before it compounds.

- 208% more revenue from marketing efforts when sales and marketing are aligned

Source: LinkedIn Research / MarketingProfs

- 76% reduction in cost-per-acquisition with closed-loop feedback systems

Source: RealTop Home Renovation PPC Case Study

- 79% of marketing leads never convert in organizations with siloed teams

Source: HubSpot Research

2. CONVERT DEMAND: Speed to Lead

Response time is the single most important factor in lead conversion. The research shows this isn't a gradual decline—it's a cliff. Miss the window, and you've statistically lost the lead.

- 21x more likely to qualify a lead when responding within 5 minutes vs. 30 minutes

Source: InsideSales.com / MIT Lead Response Study (1.25M leads analyzed)

- 78% of customers buy from the company that responds first

Source: Vendasta / Lead Connect Survey

- 391% increase in conversions when leads are contacted within the first minute

Source: Velocify (now Ellie Mae)

- 80% drop in qualification odds after just 5 minutes of delay

Source: Vendasta Research

- 55% of companies take 5+ days to respond to leads

Source: Drift State of Conversational Marketing Report

3. MULTIPLY DEMAND: The Referral Gap

Most contractors assume referrals "just happen." The data shows a massive gap between willingness and action—a gap that systematic asking closes.

- 83% of customers are willing to refer after a positive experience, but only 29% actually do

Source: Texas Tech University Study

- 16% higher lifetime value for referred customers vs. non-referred

Source: Wharton School of Business (Schmitt, Skiera, Van den Bulte study, Journal of Marketing)

- 18% lower churn rate for referred customers

Source: Wharton School of Business

- 37% higher retention for customers acquired through referrals

Source: Deloitte

4. MULTIPLY DEMAND: Database Reactivation

Your past leads aren't "dead"—they're dormant assets. The cost to acquire them is already paid. Reactivating them costs a fraction of new lead acquisition.

- 60-70% probability of selling to an existing relationship vs. 5-20% for a new prospect

Source: Marketing Metrics / Bain & Company

- 60-80% cheaper to reactivate a dormant lead than acquire a new one

Source: Inside Real Estate / Industry Benchmarks

The Bottom Line

These aren't theoretical numbers. They represent millions of analyzed leads across thousands of businesses. Our calculators use conservative assumptions from this research to estimate your specific opportunity. The math is sound - the only question is how much revenue you're leaving on the table.

Research compiled December 2025. Full citations and methodology available upon request.