



# The Phone Call Lead and Conversion Benchmarks Every Marketing Leader Needs to See

How do your phone leads stack up against the competition?



# Introduction

We analyzed anonymized insights our AI captured on over 60 million phone calls of conversations. This infographic breaks out data across nine industries, providing performance benchmarks for how effective different digital marketing channels are at driving phone leads to contact centers and business locations.

As a CMO or marketing leader looking to maximize digital marketing ROI, these insights provide the benchmarks you need to measure your performance against peers and competitors.

As you explore this data, you'll discover where your digital marketing excels and where areas for improvement lie.

SECTION ONE

# Phone Call Lead Rates

# All Industries Average Phone Call Lead Rate

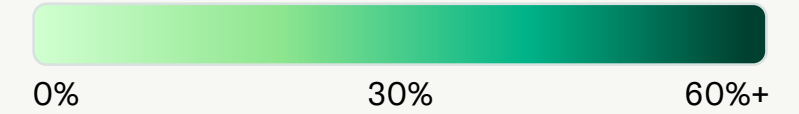
Our research found that **35% of phone calls answered by a person are leads**. If you're not tracking your phone lead rate, you're missing out on valuable data. Knowing this metric helps you prove your true impact on business results and make smarter optimizations.



# By Industry

## Phone Call Lead Rate

Performance Scale



Automotive

54%

Business Services

25%

Consumer Services

44%

Financial Services

34%

Healthcare

48%

Home Services

37%

Senior Care

36%

Telecom

28%

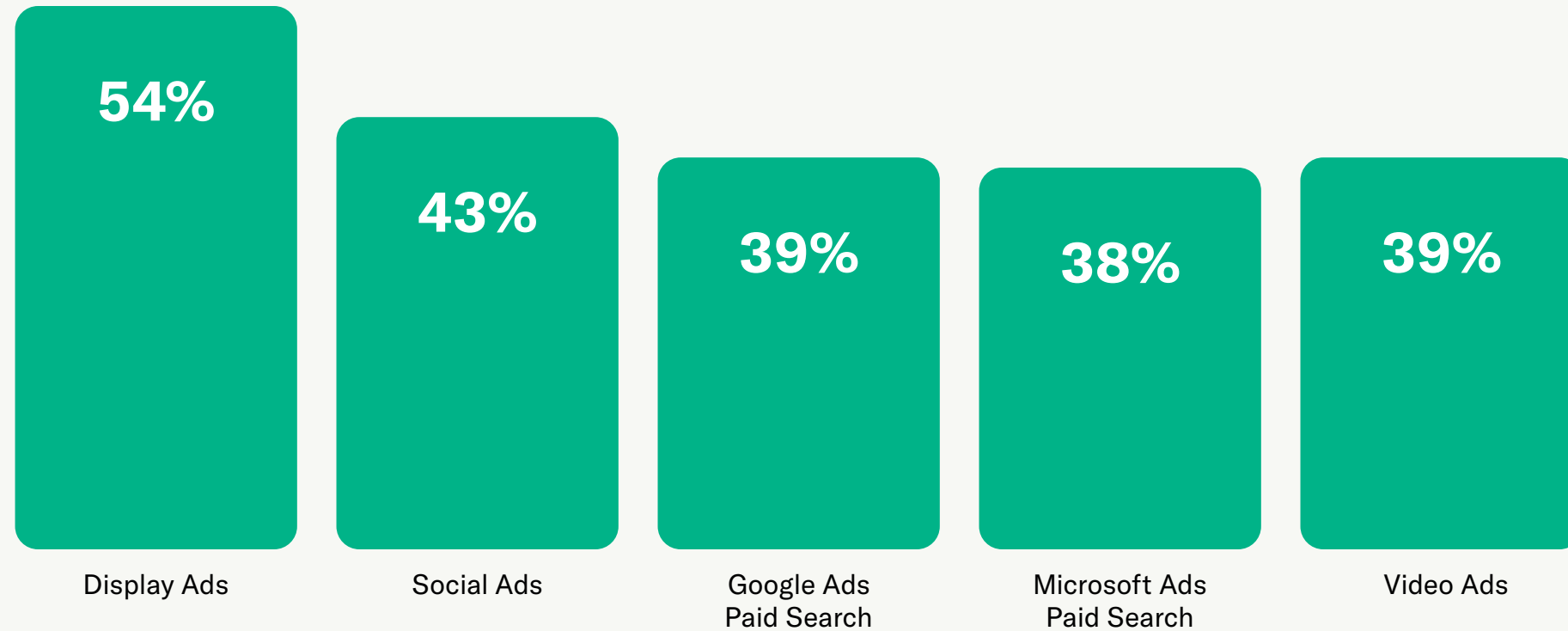
Travel

31%

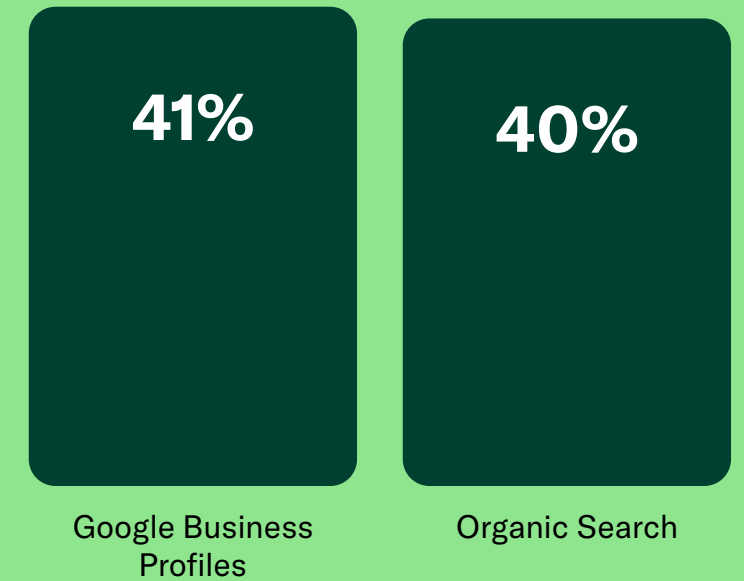
# By Marketing Channel

## Phone Call Lead Rate

### Paid Channels



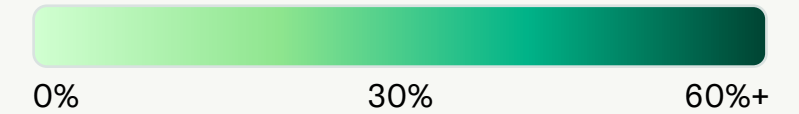
### Organic Channels



# By Industry & Marketing Channel

## Phone Call Lead Rate

### Performance Scale



	Display Ads	Google Ads Paid Search	Microsoft Ads Paid Search	Social Ads	Video Ads	Google Business Profiles	Organic Search
Automotive	56%	58%	57%	51%	52%	61%	60%
Business Services	24%	30%	31%	23%	N/A	22%	32%
Consumer Services	40%	48%	42%	41%	N/A	40%	49%
Financial Services	30%	39%	34%	35%	32%	28%	29%
Healthcare	57%	47%	46%	42%	37%	45%	44%
Home Services	42%	39%	38%	35%	32%	45%	45%
Senior Care	31%	31%	33%	31%	32%	47%	39%
Telecom	41%	23%	22%	33%	30%	36%	31%
Travel	28%	28%	25%	21%	26%	25%	31%

Data points are marked with "N/A" where statistically significant data was not available for that industry and channel combination.

SECTION TWO

# Phone Call Conversion Rates

# All Industries Average Phone Call Conversion Rate

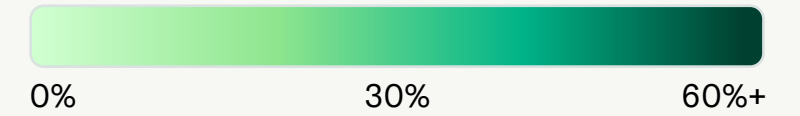
Our research found that **37% of phone leads convert on the call**. If your conversion rate is lower than this benchmark, it may indicate that your sales agents aren't saying the right things to callers to convert them. Consider collaborating with your contact centers or locations to investigate the issue.



# By Industry

## Phone Call Conversion Rate

Performance Scale



Automotive

42%

Business Services

22%

Consumer Services

36%

Financial Services

29%

Healthcare

40%

Home Services

46%

Senior Care

41%

Telecom

36%

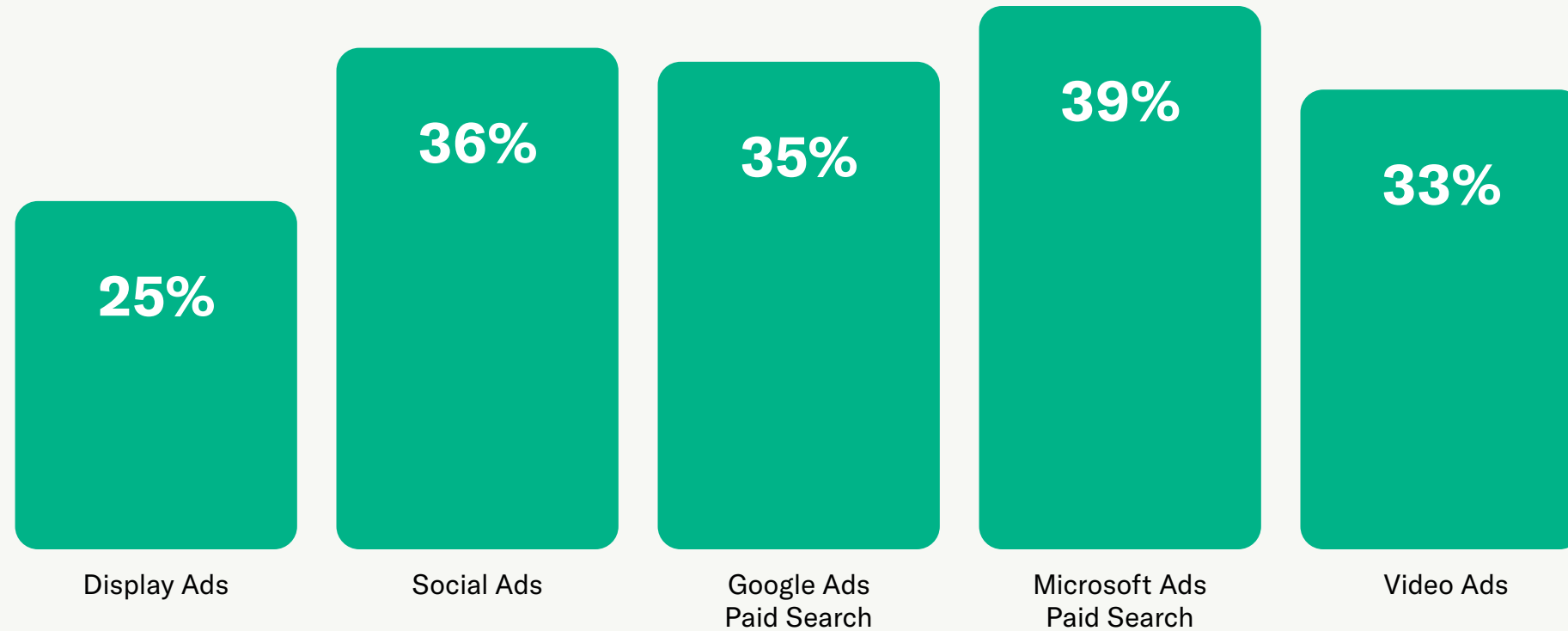
Travel

43%

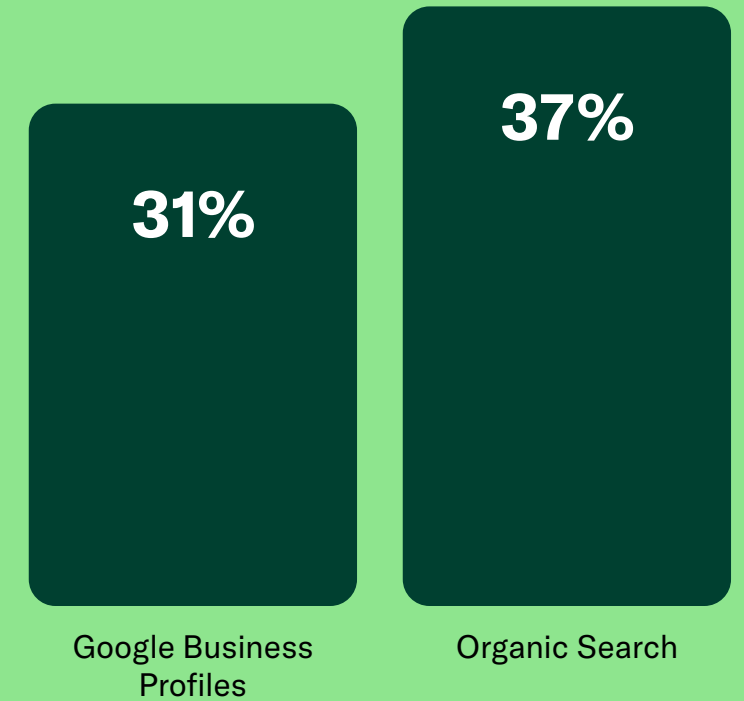
# By Marketing Channel

## Phone Call Conversion Rate

### Paid Channels

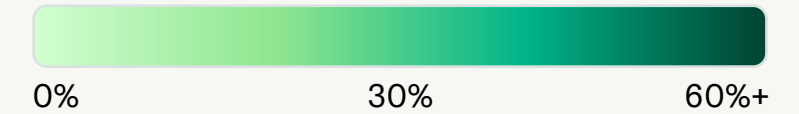


### Organic Channels



# By Industry & Marketing Channel Phone Call Conversion Rate

## Performance Scale



	Display Ads	Google Ads Paid Search	Microsoft Ads Paid Search	Social Ads	Video Ads	Google Business Profiles	Organic Search
Automotive	30%	38%	38%	37%	31%	30%	38%
Business Services	15%	23%	24%	21%	N/A	18%	24%
Consumer Services	28%	31%	33%	30%	N/A	37%	29%
Financial Services	27%	32%	30%	26%	28%	29%	31%
Healthcare	39%	37%	48%	35%	51%	46%	41%
Home Services	35%	44%	46%	52%	51%	51%	44%
Senior Care	35%	37%	42%	38%	32%	43%	39%
Telecom	20%	37%	40%	28%	19%	24%	41%
Travel	29%	44%	45%	42%	38%	29%	41%

Data points are marked with "N/A" where statistically significant data was not available for that industry and channel combination.

# Download the Report for More Insights

Want to see more of the data we uncovered from analyzing 60 million phone conversations?

Download our Call Conversion Industry Benchmarks Report to discover all the insights we captured and learn how you stack up against your competition.

[Download now](#)



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