



The lead-to-sale journey

Guide and templates by industry

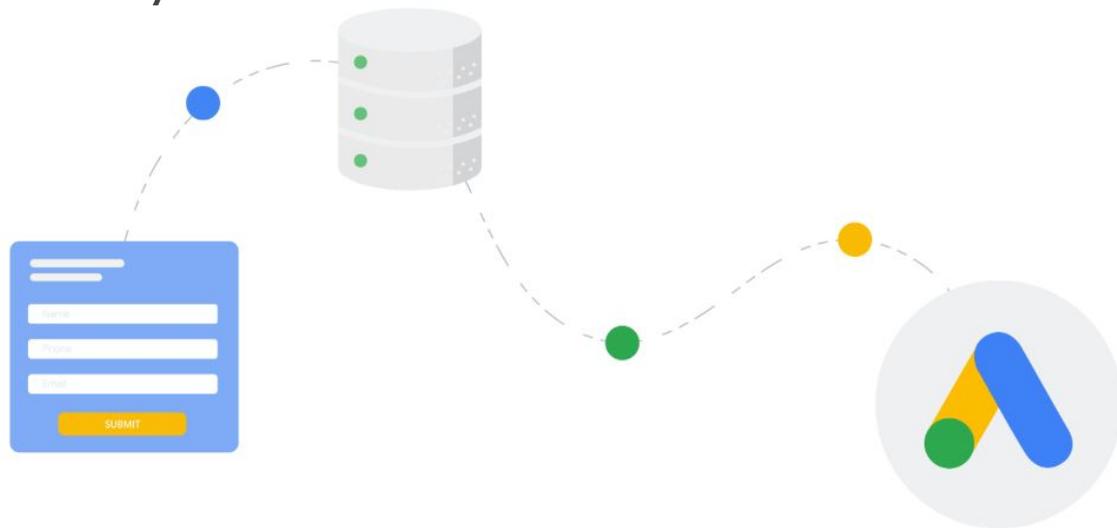


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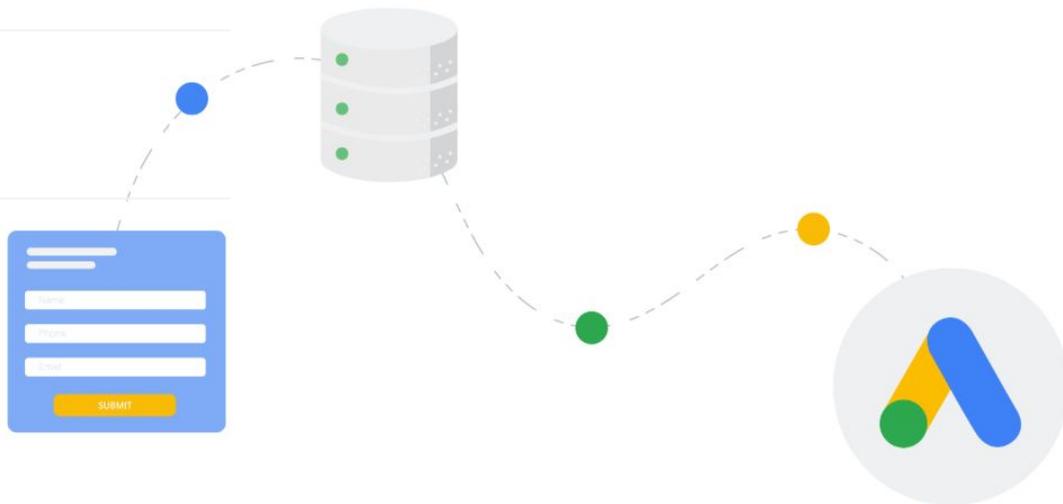
01 What is the lead-to-sale journey?

02 The importance of integrating customer data

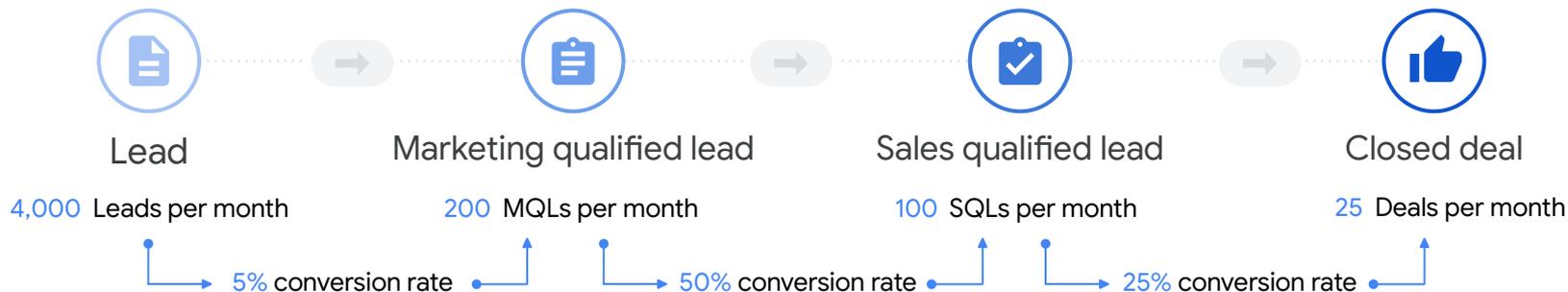
03 Calculating conversion value

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The lead-to-sale journey



The lead-to-sale journey represents all of the **events** that gradually process and qualify inbound **leads into a paying customer**.

The number of events, sales conversion rates and timelines for the journey **varies per business**.

Integrating the lead-to-sale journey drives...



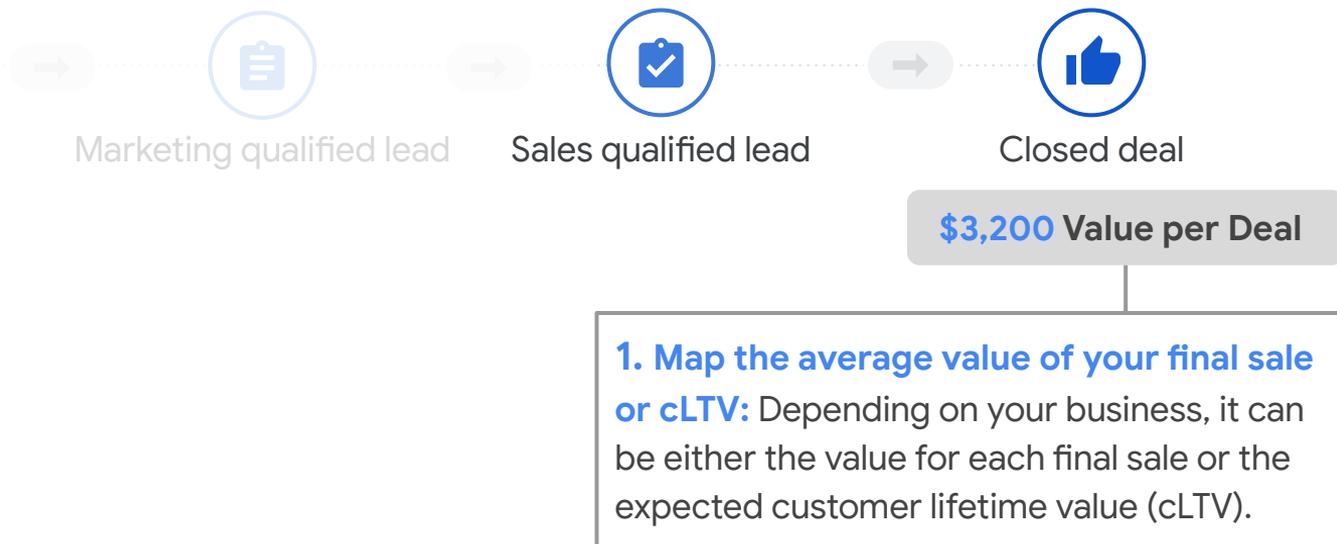
+20%
incremental revenue



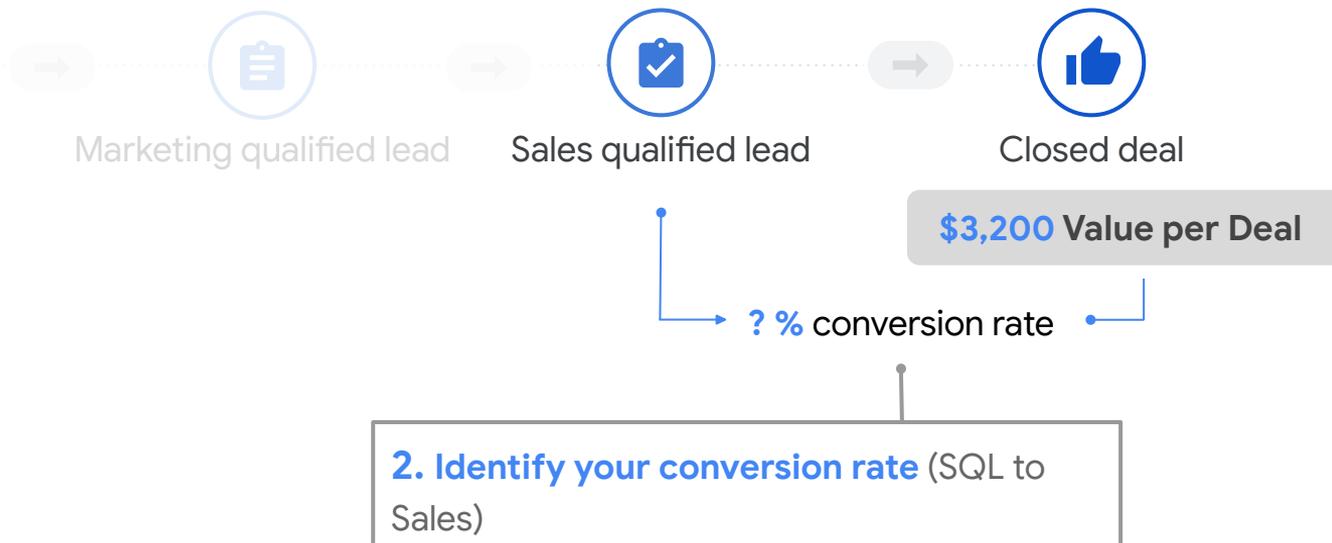
+30%
cost efficiency

When integrating strategies with **customer data**
across the whole lead journey.

Conversion Value



Conversion Value



Conversion Value



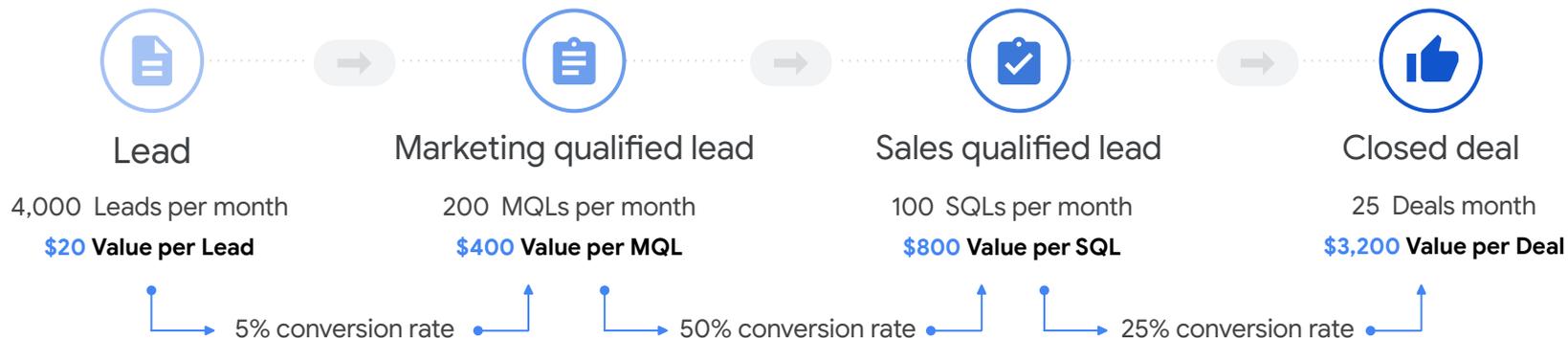
3. Calculate the expected Value:

Retroactively multiply your final sale or LTV by your conversion rate and you'll get the expected value for the event that precedes the final conversion action.

Conversion Value



The lead-to-sale journey (with values)



Templates by industry (click on any icon to jump to its page)



EDUCATION



TRAVEL



CAR SALES



FINANCE



REAL ESTATE



HEALTHCARE



B2B SOFTWARE



MORTGAGES



LAW FIRMS



JOB RECRUITING



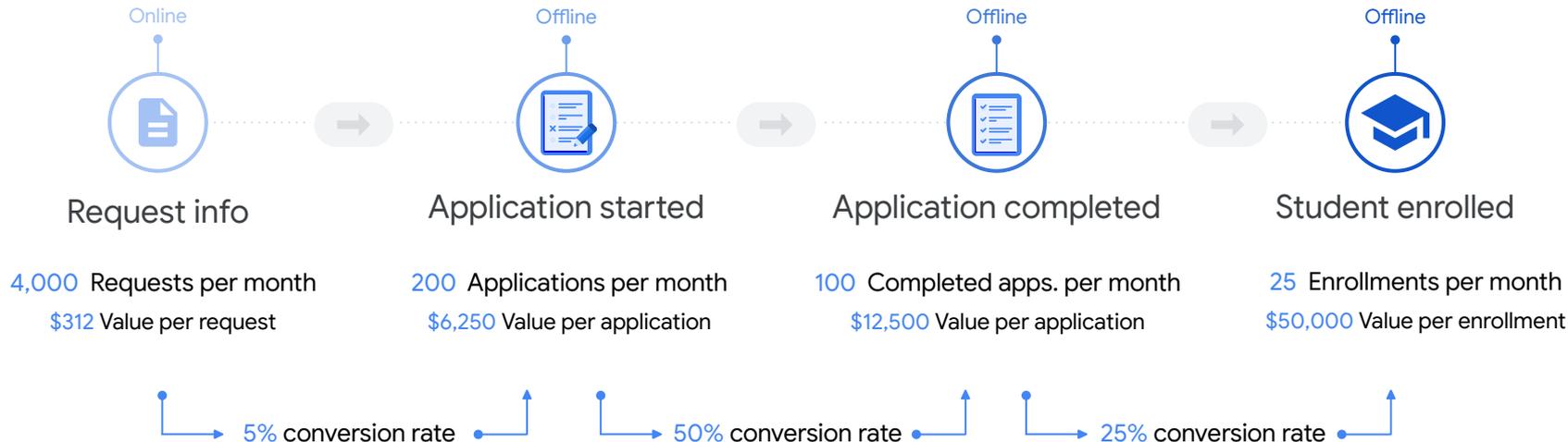
INSURANCE



LOANS

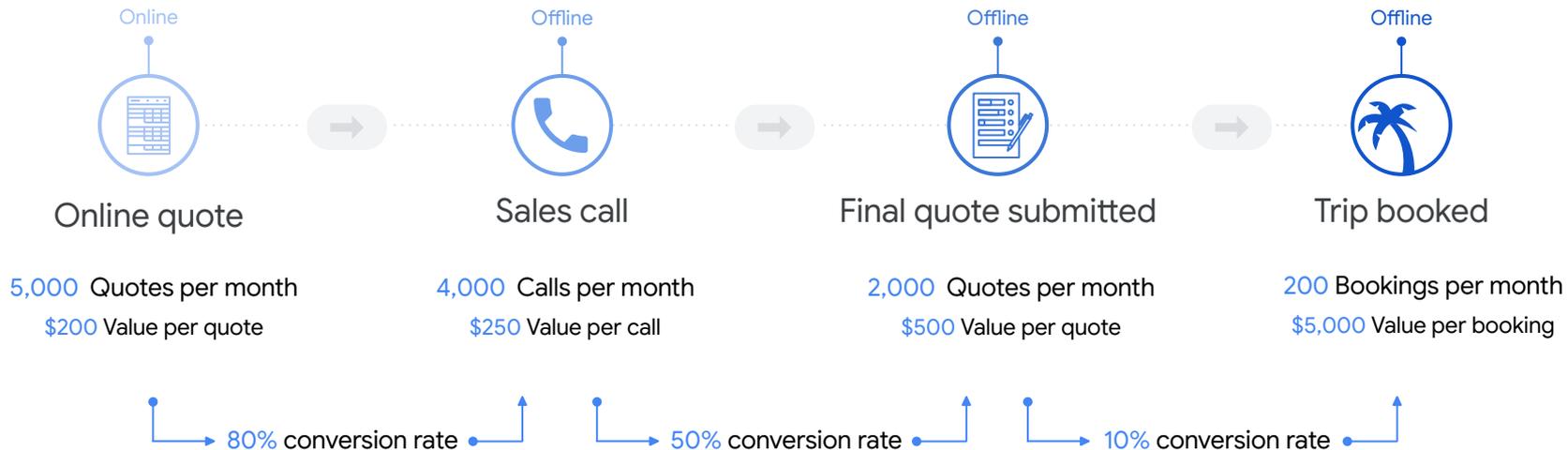
Education

Numbers in blue are examples: customize the journey (event volume, value and # of events) based on your own business data.



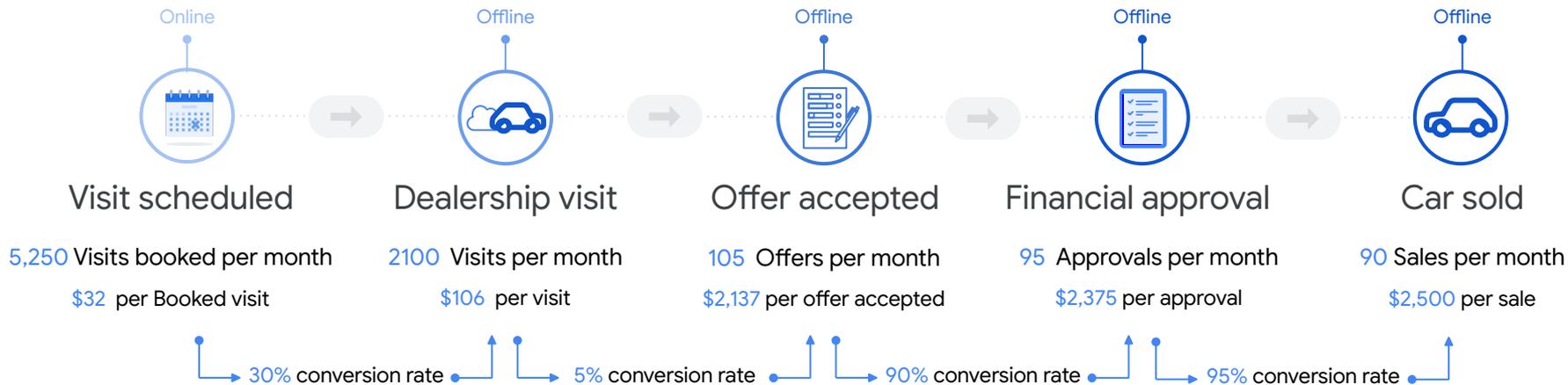
Travel

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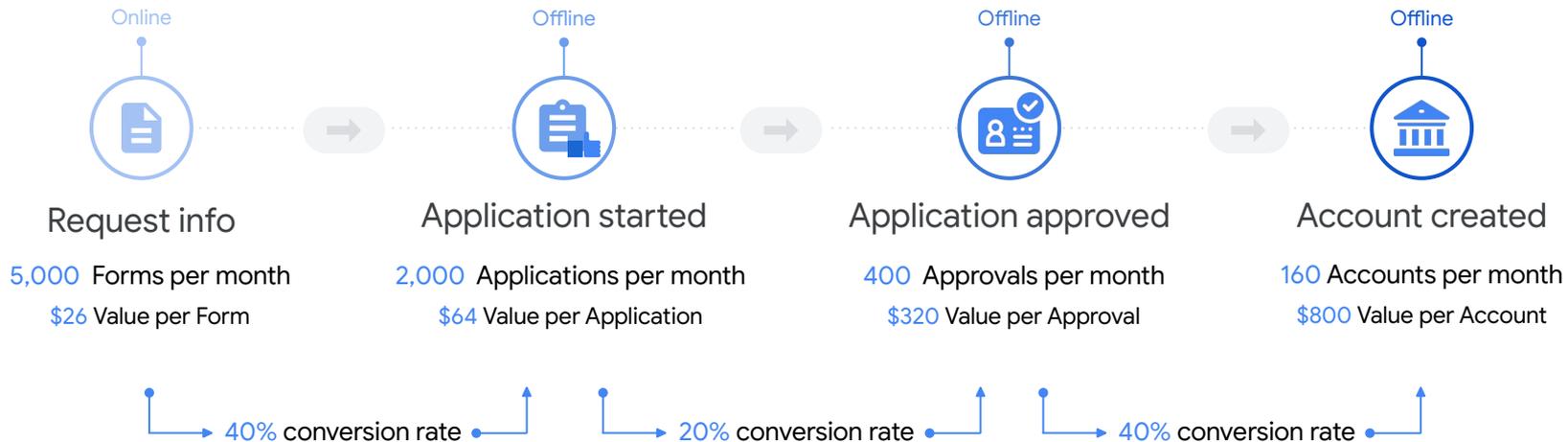
Car Sales

Numbers in blue are examples: customize the journey (event volume, value and # of events) based on your own business data.



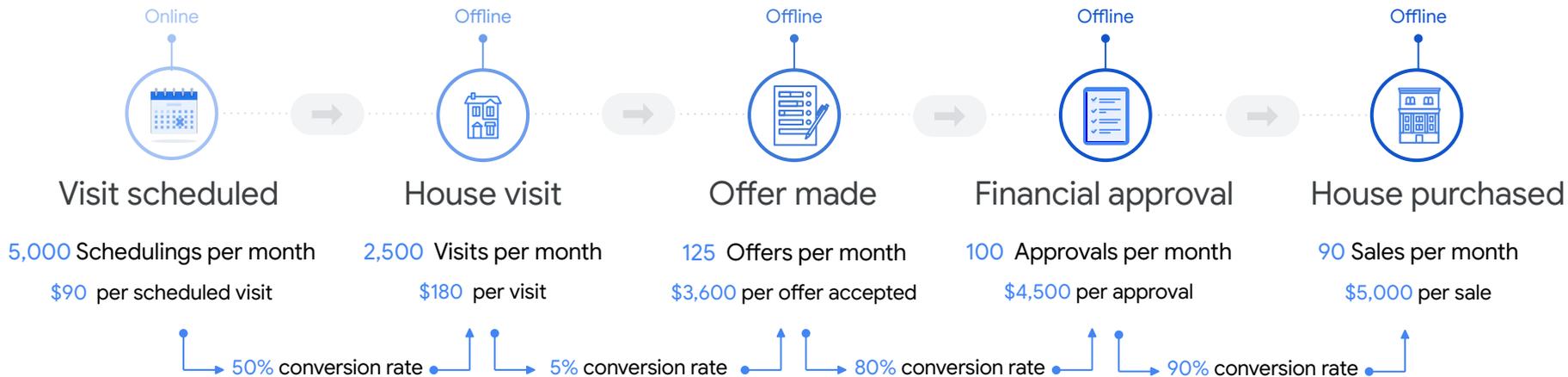
Banking

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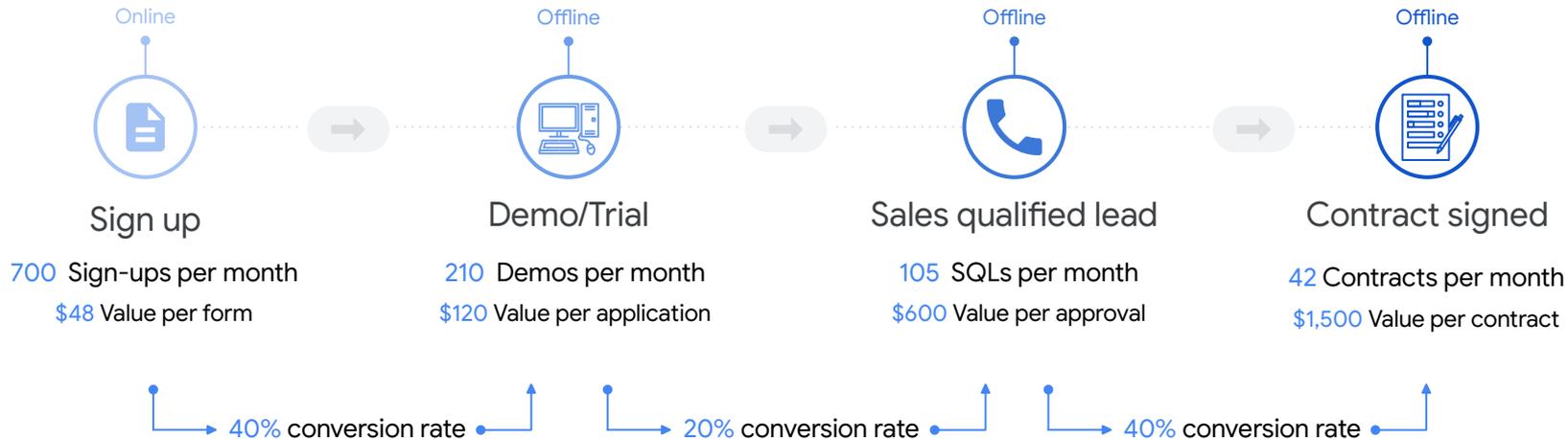
Real Estate

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B2B Software

Numbers in **blue** are examples: customize the journey (event volume, value and # of events) based on your own business data.



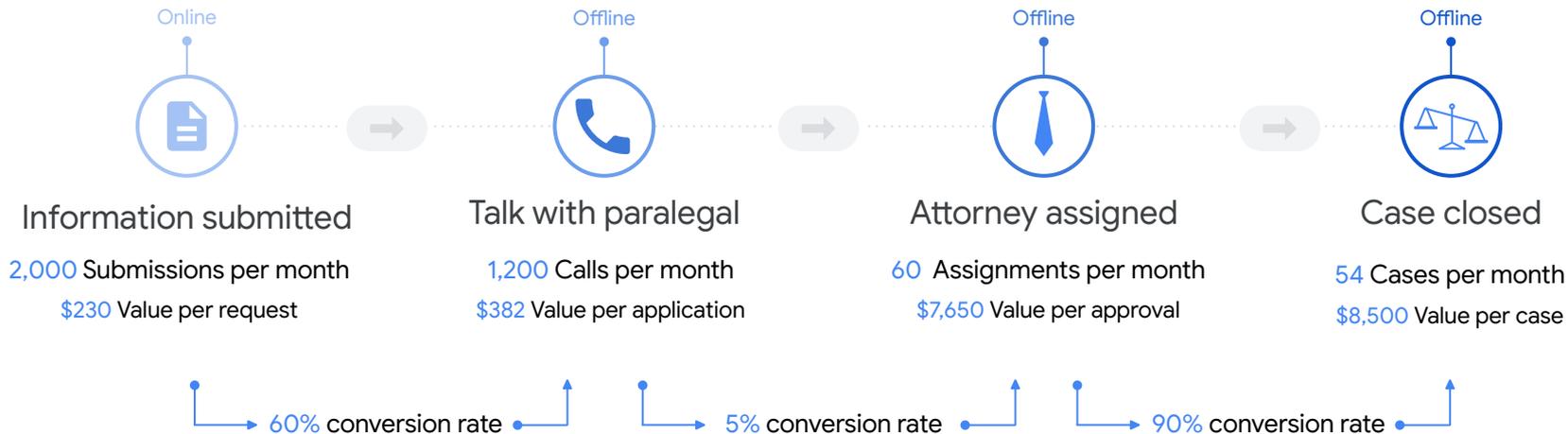
Mortgages

Numbers in blue are examples: customize the journey (event volume, value and # of events) based on your own business data.



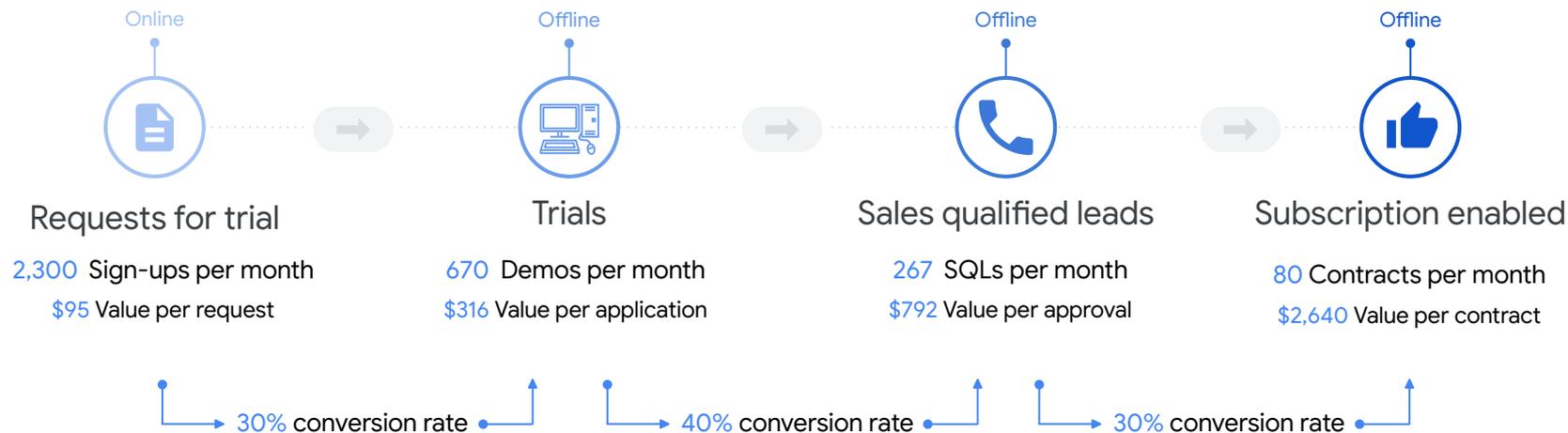
Law Firms

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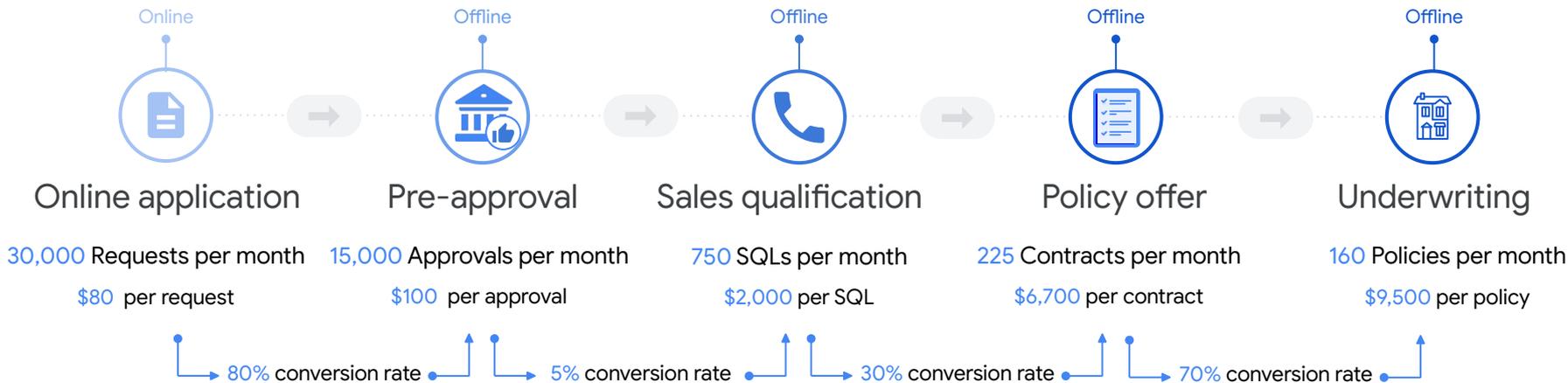
Job Recruiting (Businesses as Clients)

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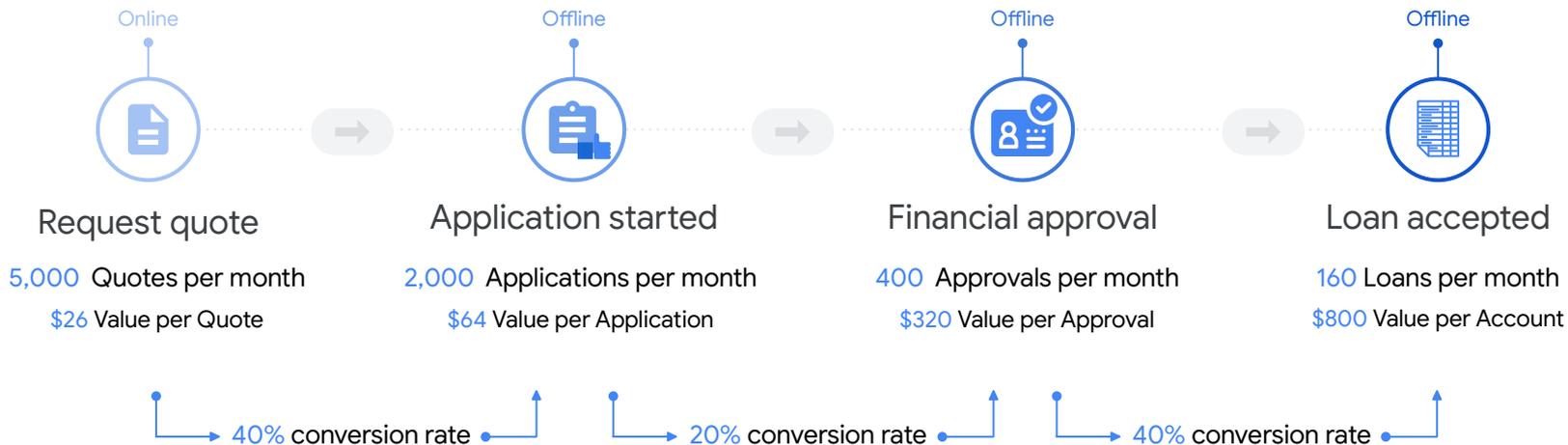
Insurance

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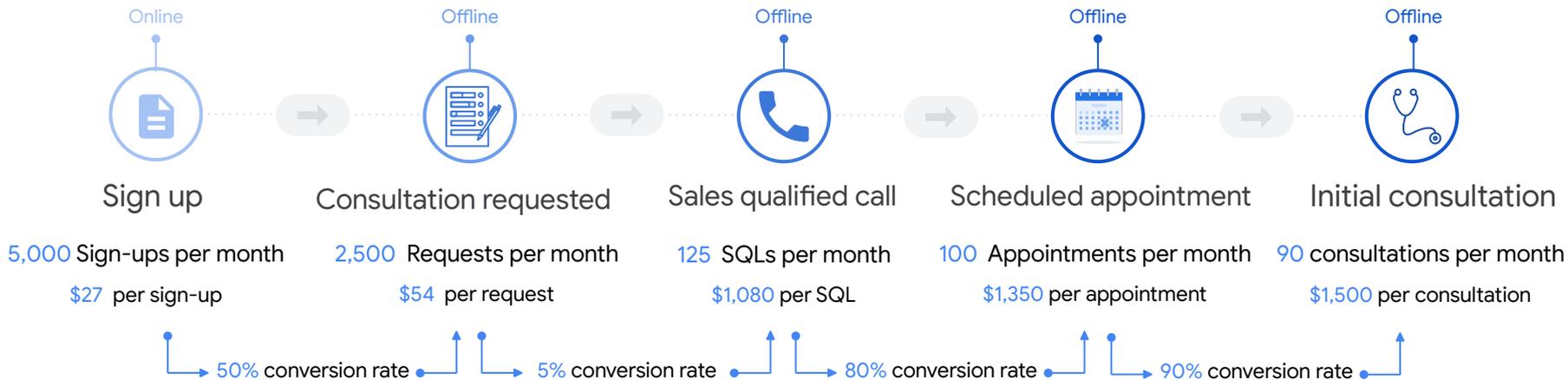
Loans

Numbers in blue are examples: customize the journey (event volume, value and # of events) based on your own business data.



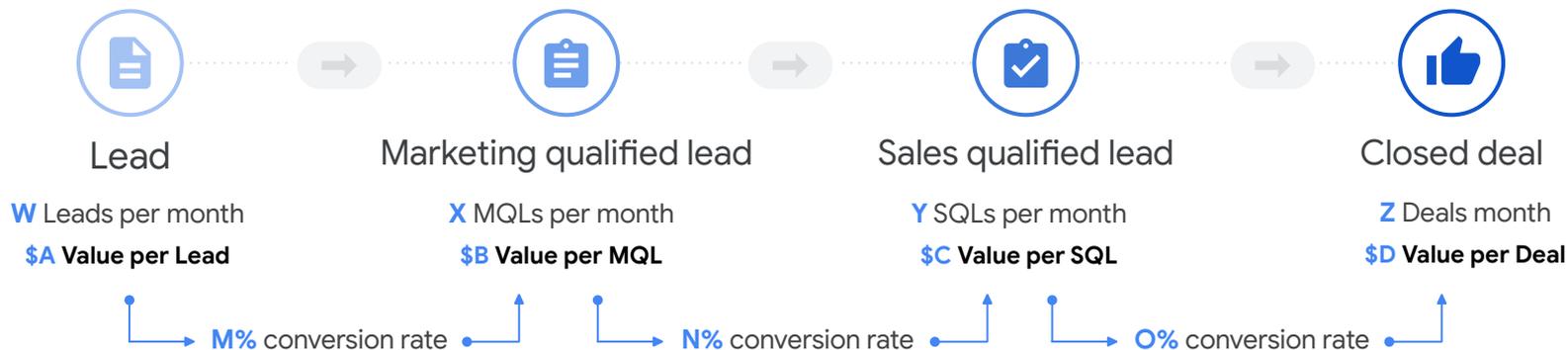
Healthcare

Numbers in **blue** are examples: customize the journey (event volume, value and # of events) based on your own business data.



Take Action

Make a copy of the [template](#) that best represents your business, adapt it and share it with your Google team.



Make sure to adapt all fields in **blue** to values that reflect your business performance