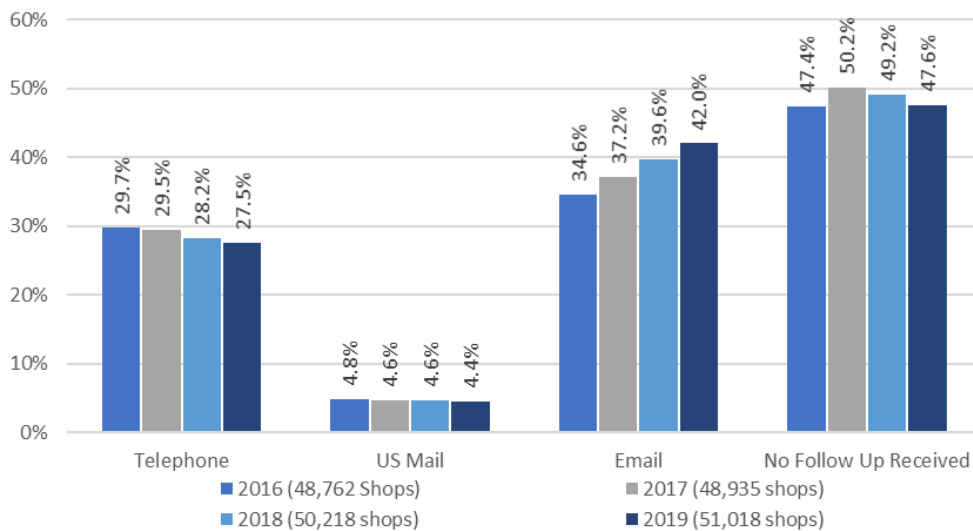


FOLLOW UP TRENDS

Ellis Shopping Report Data 2019

Out of 51,018 shops conducted in 2019...

Follow-up Statistics: 2016 - 2019



Phone

2nd most popular method of follow-up

Email

Fastest & least costly method of follow-up

Mail

Least used but most emotionally impactful method of follow-up

Few sales are made on the first contact!

yet Only 42.0% of prospects received an email after their visit

Only 2.8% received a call, note, and email follow-up

and 47.6% never received any kind of follow up

AN INTEGRATED APPROACH FOR LEAD CONVERSION AND RESIDENT RETENTION

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