

What is the optimal number of times to communicate with a prospect before they convert?

How many nurturing touches are needed to reach the point of diminishing returns?

It's true. Nurturing works, even if you touch a prospect only one time.

An analysis of nurturing programs implemented over the course of a year by one SmartLead client revealed the optimal number of times it takes to maximize revenue from prospects.

The client manufactures home relaxation products that are sold through a large network of dealers. Each year the company fields approximately 100,000 inquiries. The company's average sale is \$5,000.

The analysis showed that communicating with prospects just once to nurture them converted 32.4% more prospects versus no nurturing at all.

So, if one nurturing touch is good, does using two touches increase the effectiveness of nurturing? Yes. Compared to only one touch, two nurturing touches boosted conversion rates 16.6%.

It was learned that two nurturing touches is the optimal number of nurturing touches because 3.33% of prospects touched twice bought a product versus 2.86% for only one nurturing touch. More about this later.

With an average sale of \$5,000, increasing conversions from 2.86% to 3.33% using just one more nurturing touch could create \$8,300,000 in extra revenue for this manufacturer.

How? If one nurturing touch moved 10,000 prospects to buy a \$5,000 product (creating \$50,000,000 in revenue), adding just one more nurturing touch to produce a 16.6% increase in conversions creates 1,660 more buyers for \$8,300,000 in additional revenue.

Number of Nurturing Touches	Conversion Rate	Increase or Decrease in Conversions As A Nurturing Tactic is Added
No nurturing	2.16%	—
1 touch	2.86%	32.4%
2 touches	3.33%	16.6%
3 touches	3.34%	0.2%
4 touches	3.02%	-9.5%
5 touches	1.84%	-39.1%
Overall	2.61%	—

Two touches were far more powerful than no touch at all. *Two touches produced 54.2% more conversions than no touch at all (2.16% for one touch vs. 3.33% for two touches).*

Would three touches additionally raise conversion rates? No. When compared to using two nurturing touches, adding a third touch generated less than a ¼ percent increase in buyers. Using our example above, that's only 20 additional buyers and \$100,000 in additional revenue.

It's downhill from there. Four nurturing touches produced diminishing returns. Compared to three touches, four touches reduced conversions nearly 10%. Compared to three touches, using five touches produced nearly 40% fewer conversions.

What's the lesson here? Not nurturing at all is unwise. One nurturing touch is good. Two nurturing touches are better. Three touches don't produce that much more in sales. Four or more touches may actually hurt you. It's not worth the expense; it hurts your ROI; and could potentially alienate your prospect.

About SmartLead and AdTrack

Since 1981, companies have relied on SmartLead's customized lead management systems and best practices to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners.

SmartLead is the only full-service lead management company with:

- Dedicated account managers to advise clients on best practices and implement their programs
- Web-based lead management, sales force automation systems
- Insightful analytics system
- In-house marketing services: contact center, direct mail, email, printing, web hosting, and fulfillment/warehouse.

▶ **Pioneer in Lead Management** ▶ **Unequaled Expertise**
▶ **Comprehensive In-House Services**

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