



SpeedtoLead
POWERED BY INFERNO MARKETING

RESEARCH BRIEF · LEAD RESPONSE

SPEED TO LEAD

What the research teaches us about turning more online leads into customers

THE MULTIPLIERS THAT MATTER

21x

Contact in under 5 minutes

Up to 21x higher qualification odds vs. waiting 30+ minutes

7x

Contact within 1 hour

7x more likely to qualify than waiting one additional hour

60x

Cost of waiting 24+ hours

60x lower chance of qualification compared to the first hour



What the Research Found

37%

Only 37% of companies responded to a web lead within the first hour

23%

Nearly a quarter of companies never responded at all

42 hrs

Average response time among companies that did reply within 30 days

Harvard Business Review (2011), audit of 2,200+ U.S. companies, plus a companion analysis of 1.25 million leads (MIT/InsideSales).



Why Speed Matters

When someone submits an inquiry, they are at **peak intent**. Within minutes that window closes — distractions appear, competitors reach out, life moves on. A slow response arrives to a lead who has already gone cold, and what began as a warm inquiry now feels like an interruption.

Speed preserves intent — and signals professionalism from the very first moment of contact.

THE 5-STEP ACTION FRAMEWORK

1

Measure Your Baseline

Audit response times in buckets: <5 min, 5-15, 15-60, >1 hr. Track reach rates by bucket.

2

Instant Automated First Touch

Immediate SMS/email confirmation the moment a lead arrives keeps intent warm.

3

5-Minute Human Protocol

First real human contact — call or personal text — within 5 minutes during business hours.

4

Helpful First-Contact Language

Lead with the prospect's situation and immediate value. Brief, human, not salesy.

5

Remove Internal Friction

Kill shared-inbox delays and manual checking. Small process fixes = biggest speed gains.

Run Your Own Speed to Lead Audit

Measure your current performance, see your missed-revenue estimate, and get a personalized action report in under 5 minutes.

[Open the Interactive Calculator →](#)