

PAID & LEAD GENERATION · PERFORMANCE MARKETING SPECIALIST

Lead Quality Protection Sheet

Whether cheap leads are quietly destroying the sales team's trust in marketing. In an era of automated buying, lead quality is an architecture problem rather than a filtering one.

THE DECISION THIS TEMPLATE PROTECTS

What signal we are feeding the system, and what it is therefore going to bring us more of.

ROLE

Paid & Lead Generation

COURSE PLACEMENT

**Main Course Module 2 and
4 · Lead quality thinking**

REVISION

**Version 1.0
Current as of 19 August
2026**

Complete the signal section first. Automated buying optimises toward whatever you tell it to count. If you count form fills, you will get form fills, and the system will become progressively better at finding people who fill forms and do not buy. Everything else in this sheet follows from that.

BEFORE YOU START, YOU NEED

- Sales feedback on recent leads, ideally with reasons.
- Your current conversion event configuration.
- The Client Knowledge Asset, particularly loss reasons.

01 What signal are we actually sending

QUESTION	CURRENT ANSWER	CONSEQUENCE
What event are we optimising toward?		
Does that event correlate with revenue?		

QUESTION	CURRENT ANSWER	CONSEQUENCE
How far down the funnel does our signal reach?		
Do we feed qualification or sales outcomes back to the platform?		
How long is the delay before we know a lead was good?		

The single highest-return change available in most accounts is moving the optimisation signal one step deeper into the funnel. It is also the one clients most often resist, because the volume looks worse before it works.

02 Lead quality audit

PERIOD	LEADS	CONTACTABLE	QUALIFIED	BECAME OPPORTUNITIES	CLOSED

WHAT DO THE DISQUALIFIED LEADS HAVE IN COMMON

Ask sales, do not infer it from the data. They already know and are rarely asked.

03 Friction as a quality filter

Friction is not a bug to be minimised. It is a filter to be tuned. The question is which friction removes the wrong people rather than the impatient ones.

FRICTION OPTION	WHAT IT FILTERS OUT	COST IN VOLUME	USE IT?
More form fields			
A qualifying question			
Price or range stated upfront			

FRICTION OPTION	WHAT IT FILTERS OUT	COST IN VOLUME	USE IT?
Scheduling instead of a callback			
Longer landing page with more detail			

04 Early warning signals

SIGNAL	THRESHOLD	CHECKED BY	HOW OFTEN
Cost per lead falling with no explanation			
Contact rate dropping			
Sales stops following up promptly			
Rising share from a single placement or geography			
Form completion times implausibly short			

A cost per lead that improves without a cause is the classic early signal of quality decay. Treat it as a warning, not as a win to report.

05 The sales feedback loop

ELEMENT	IN PLACE?	OWNER	CADENCE
Sales marks lead outcome in a system marketing can see			
Disqualification reasons are captured with a reason code			
Marketing reviews disqualified leads regularly			
Outcome data is fed back to the ad platform			
A standing conversation exists between the two teams			

JUDGMENT PROMPTS

1. If cost per lead halved next month, would you celebrate or investigate?
2. Does the sales team believe your leads are good? Have you asked them directly and recently?
3. What friction did you remove to hit a volume target, and what did it cost downstream?
4. Are you optimising toward the thing you can measure or the thing that matters?

WHAT THIS TEMPLATE WILL NOT DO FOR YOU

- It will not fix a sales process that is failing for its own reasons. Diagnose whose problem it is before acting.
- Feeding deeper signals back requires volume and time. In small accounts it may not be viable, and the honest answer is to say so.
- It cannot make a weak offer produce qualified interest.

THE DEFENSIBLE OUTPUT

A documented signal architecture, a lead quality audit with sales input, and a named feedback loop with a cadence.

AFactor | An online-first institution for career transformation and future industry leadership.

This template is published open. Copy it, adapt it, use it on client work. If you pass it on, keep this line on it.

P7 · Version 1.0 · Current as of 19 August 2026 · Review cycle: annual