

# Response Time... It Can Make You or Break You!

We are committed to making sure our strategies match your goals

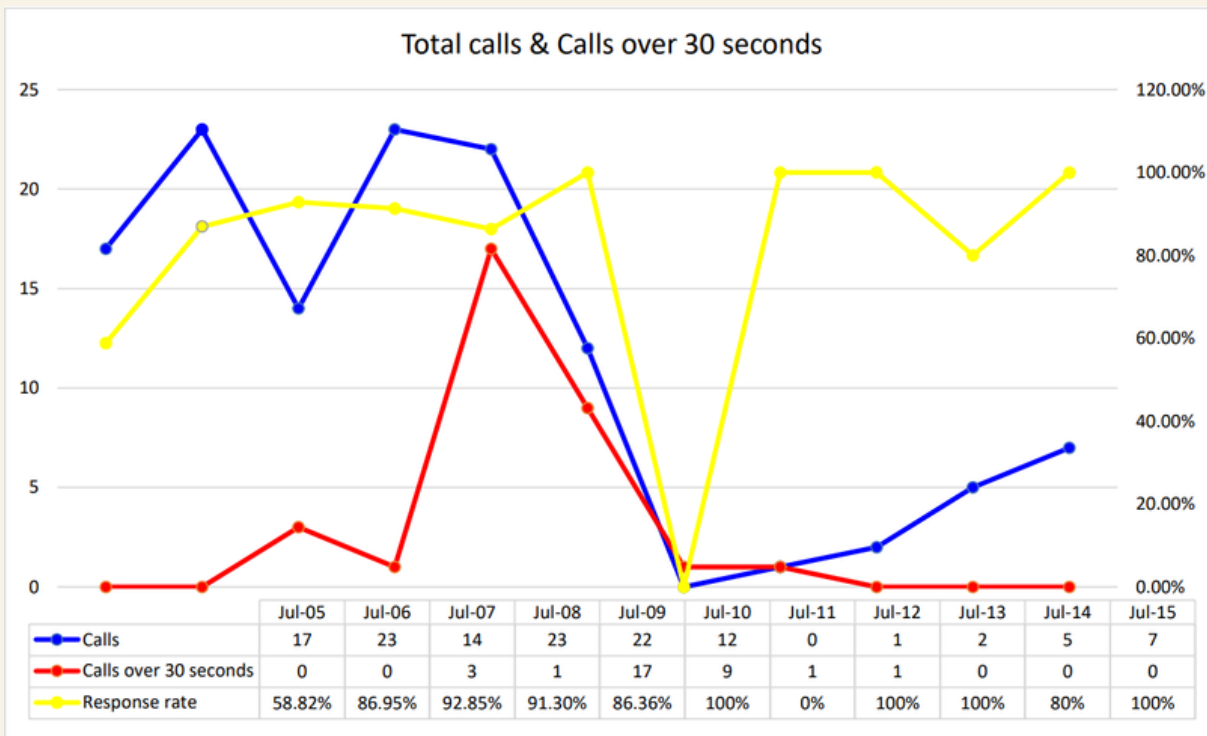


## Background

The client made changes to their call flow in Google LSA, resulting in all calls being answered after 30 seconds, which goes against Google's LSA strategy. This caused a significant decrease in the number of leads generated. After reverting to their original response time, ad performance improved, but lead volume has not fully recovered. Through analyzing their call data and conducting a thorough investigation, we were able to identify a cause-and-effect relationship between the two variables.

## Conclusion

The results of this case study highlight the critical importance of prompt call responses in Google LSA campaigns. Any delay in responding to calls can lead to missed opportunities and a significant decline in lead volume. In today's fast-paced world, potential customers often seek immediate assistance. A delayed response can prompt a lead to contact another service provider or abandon their search altogether. Moreover, slower response times can significantly impact customer satisfaction and perception of your business or firm.



Contact us if you are looking to get a higher ROI and grow your business

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