

Legal Call Conversion Trends



Most businesses understand that their phone is a common entry point in the path to purchase and also at the final point of sale.

Whilst it used to be almost impossible to track phone calls from websites back to marketing – we've been doing it for a while. Being able to understand the effects the phone call has on a prospects path to conversion across devices, channels and messages has changed the game – how to you measure up?

Online Call Trends



The phone call is the most common lead conversion type from legal websites.



Paid search is the most common driver of phone leads – almost double the conversion rate of organic, social and referral traffic.

Legal websites conversion rate for

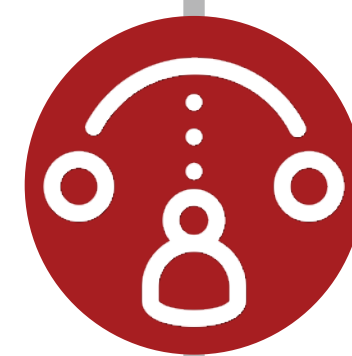
2% Phone Calls

0.6% Contact Forms

Path to Conversions*



Visits from unbranded paid search is most commonly the first click in the conversion path.



Referral and organic search drive interactions at the mid point of conversion paths most commonly.



Email and direct visits are usually the last click on the path to conversion.

* Conversions = e-commerce transaction or phone sale

They Said It

We measured call times across our legal customers and unexpectedly the average call duration is quite low at

3.0 min

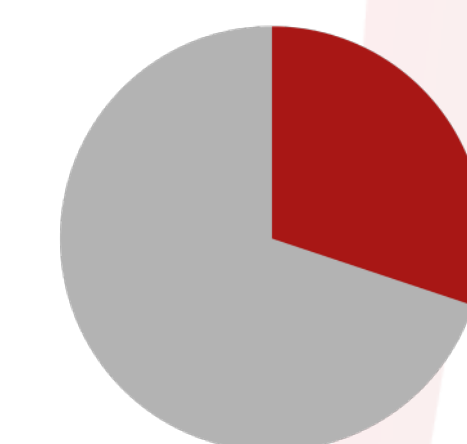
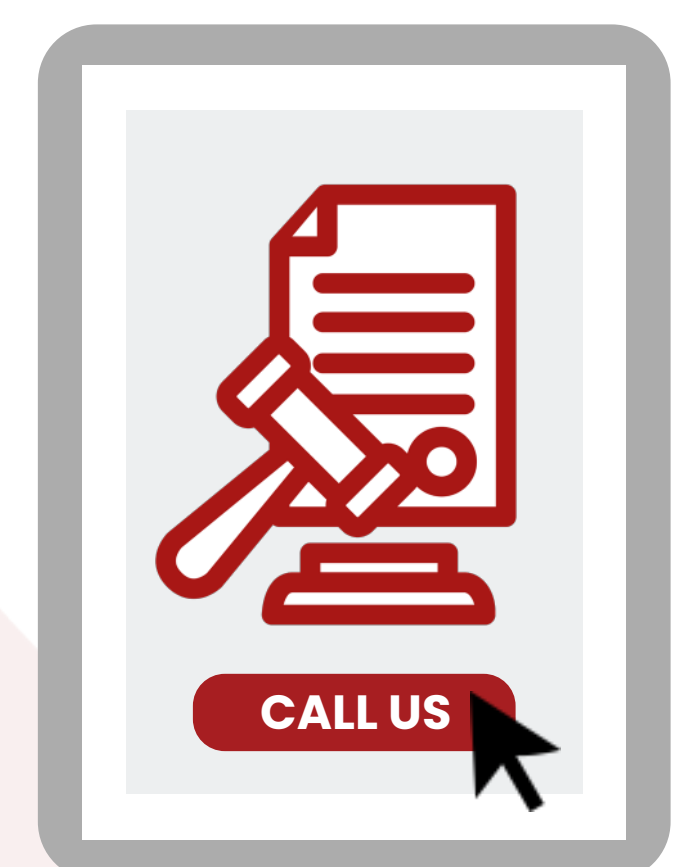
60%

of consumers find it extremely important to be able to contact Legal companies over the phone at the point of sale.

Click to Call

41%

of prospects seeking insurance products would use click to call if it was available on the search page.



30%

accidental pocket dials (calls under 30 secs) on click to call within search results.

These industry trends were derived from our customers with our online call tracking technology, and from Google's recent reports: [The Role of Click to Call in the Path to Purchase](#) and [Customer Journey to Online Purchase](#)

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