

6

IMPORTANT METRICS YOU SHOULD BE TRACKING

1

Contact Rate

How many leads you connect with

2

Quote rate

How many leads you quote

3

Bind Rate

How many leads convert to customers

4

Number of Policies

Written per lead type

5

Amount of Premiums

Written per lead type

6

Cost to Acquire

Per lead type

There's a lot more to tracking metrics.

Check out the full blog post on Hometown University where we delve deeper into the why and how of tracking metrics.

[Learn More](#)



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