

# LEAD QUALITY SCORECARD

5 metrics that predict automotive sales.

Stop measuring marketing activity. Start measuring buyer intent. Score each lead 1–5 on each metric. Use the total at lead level for triage and at pipeline level for budget decisions.

## THE 5 METRICS

#	METRIC	WHAT TO MEASURE	WHAT GOOD LOOKS LIKE	SCORE
1	<b>Time-to-First-Response</b>	Minutes from inbound enquiry to first contact (AI or human).	<60s AI response, <15min qualified human follow-up.	—— / 5
2	<b>Intent Specificity</b>	# of qualifying details captured: model, finance, timeframe, trade-in, geography.	4 or 5 of 5 dimensions captured.	—— / 5
3	<b>Conversation Completion Rate</b>	% of leads who finish the qualification dialogue vs. drop off.	>70% completion rate.	—— / 5
4	<b>BookingReady Signals</b>	% of leads with a test drive booked, configurator finished, or finance pre-qualified.	>20% of leads show at least one signal.	—— / 5
5	<b>SecondTouch Engagement</b>	% of leads who return for a second buyer-initiated conversation within 30 days.	>25% second-touch rate.	—— / 5
<b>TOTAL SCORE</b>				—— / 25

### ■ HOW TO READ YOUR SCORE

- 20–25** **High-value lead.** Same-day call from a senior sales executive.

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- 15–19** **Qualified.** Standard SDR flow within 24 hours.

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- 10–14** **Nurture.** Content series and re-engagement at 30 days.

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- Below 10** **Disqualify** or recycle to top of funnel.

### ■ METRICS WORTH RETIRING

- ✗ **Total lead volume in isolation** — a vanity number without quality dimension.

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- ✗ **Costper-lead without close-rate context** — cheapest lead is rarely best buyer.

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- ✗ **Formfill rate** — measures form design, not buyer intent.

*Track these for operations. Stop optimising for them.*

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