One month, reported in full.

The monthly scorecard for an invented firm and its March lead cohort. Every figure is labeled verified or estimated, and every term is defined before the first report.

Monthly scorecard

Example firm, personal injury, March lead cohort [1]

Example

Cost per signed case

$1,500

Ad spend only

With our fee [2]

$1,875

$30,000 media + $7,500 fee

Signed cases

20

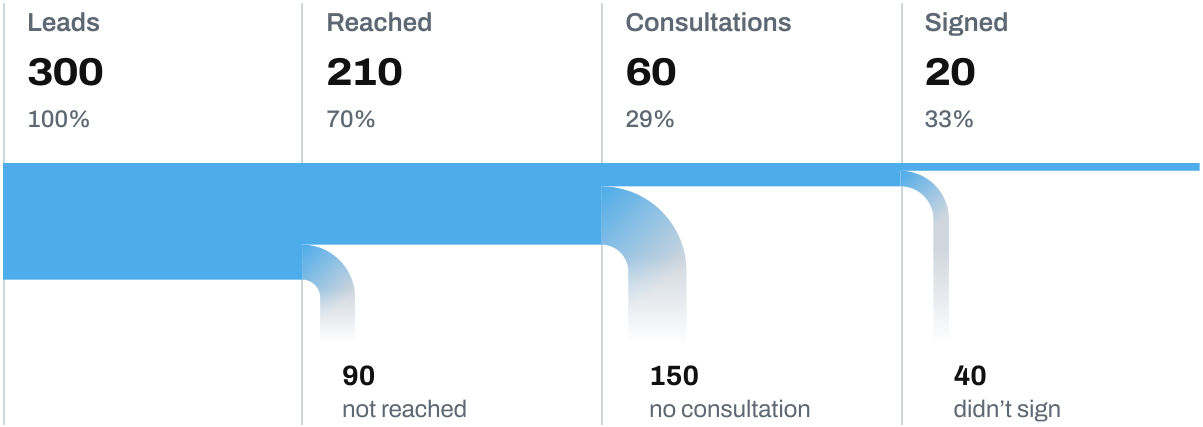
3 more expected

Attribution completeness

85%

17 of 20 with a known source

The path, from lead to signed case



Each percentage is the share of the step before it, except leads.

By channel 3

Channel	Spend	Leads	Cost per lead	Signed	Cost per signed case	Source
Google Search	$11,000	90	$122	6	**$1,833**	Verified
Local Services Ads	$5,000	50	$100	3	**$1,667**	Verified
Meta	$14,000	160	$88	8	**$1,750**	Verified
Unknown source	—	—	—	3	—	No source captured

First contact 4

4 min

Median time from inquiry to a person. Verified

70%

Leads reached by a person. Verified

Case mix

Case type	English	Spanish	Total
Motor vehicle	9	4	**13**
Premises	2	2	**4**
Pedestrian	2	1	**3**

Still open 5

3 consultations from March are expected to sign. **Estimated** They are not counted in cost per signed case until they do.

What changed, and what's next

- Excluded 41 research and job-seeker search terms after the weekly reviews.
- Added Spanish coverage for calls between 6 and 9 PM.
- Next month: test a three-field form against the current five-field form, judged on signed cases.

1. **Counted by lead month.**
   A case that signs in April still counts in March, the month its lead arrived.
2. **With and without our fee.**
   Media cost alone, and the all-in figure with our fee included.
3. **Channels add up to 17, not 20.**
   Three signed cases have no known source, so channel figures describe 85% of cases. That share is on the first line.
4. **Texts don't count.**
   Speed to lead runs until a person talks to the caller, not until an automatic message goes out.
5. **Estimates say so.**
   Anything modeled is labeled estimated and kept out of verified totals.

Example report for an invented firm. The figures are illustrative. Your report uses your numbers and the definitions agreed at kickoff. Every definition