



2024 State of the Industry Report

Who did we hear from?

- 850+ respondents
- 37% of the respondents were buyers, 38% were sellers, 25% were platforms
- Diverse voices across 23+ industries, including home services, mortgage, and insurance

Industry Trends



72%

Respondents are excited & optimistic about applications of AI in performance marketing



65%

Respondents are optimistic about the current state of the industry



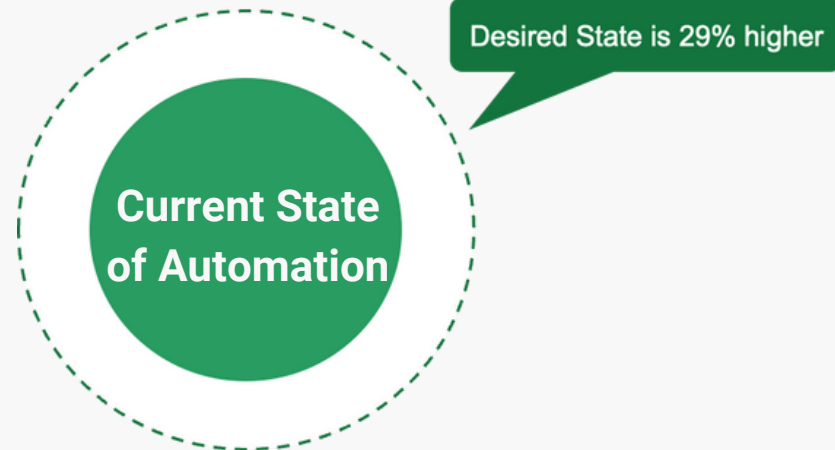
60%

Respondents believe that investing in compliance, verification, and fraud is critical to their success

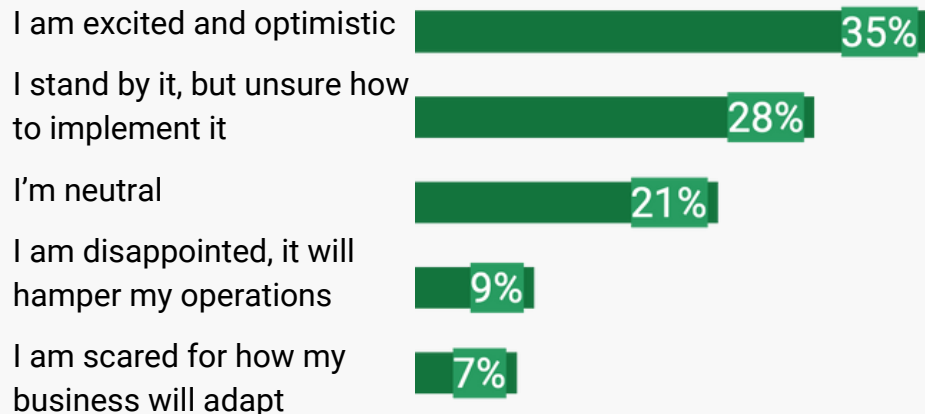


42%

Respondents state that the current economic conditions impact them favourably; 46% are neutral



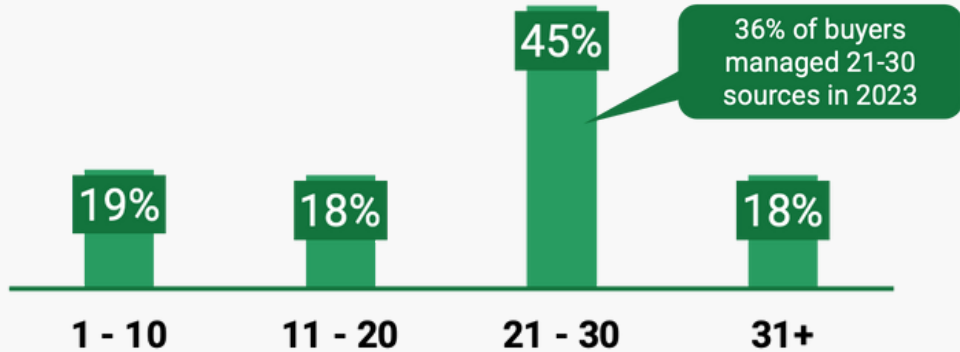
Sentiment on FCC Rulings



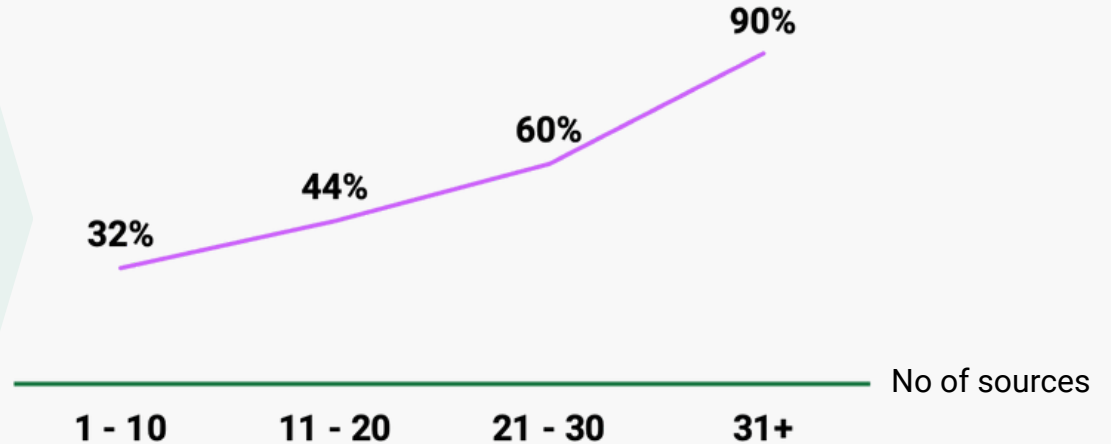


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Buyers are managing more and more sources.



And are more likely to hit their ROI with 30+ sources



75%

Buyers state that they have clear knowledge of which sources generate revenue for them



70%

Buyers agree that they have the control they need in their campaigns



58%

Buyers are happy with their performance marketing results (ROI)

27%
▲ 9%

of budgets are ear-marked to try out new lead sources

22%


of the budget remains unused


- Sourcing higher intent/ compliant prospects is the #1 automation focus area
- Keeping agents active/ optimizing call center metrics is the #1 operational challenge for buyers
- Buyers using dynamic pricing in their campaigns are **32% more effective** in finding the right customers





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Sellers

 **53%** of sellers think they are getting the best possible price for their leads
▲ 12%


 **58%** of sellers receive and use disposition feedback

 **20-30%** leads and calls are getting dropped

 **33%** Sellers say that innovation and using new methods to generate and engage leads is the #1 operational challenge

Also the #1 focus area for automation for sellers

Platforms

 **52%** of platforms are focusing on investing in compliance

Top 3 focus areas in automation

#1

Optimizing different traffic channels

#2

Adhering to compliance & quality standards

#3

Optimizing for partners based on ROI