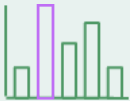# 2023 State of the Industry Report

Who did we hear from?

- **1008 respondents**
- **68% of the respondents were buyers and 32% were publishers**
- **Diverse voices across 26+ industries, including home services, mortgage, and insurance**

Industry Trends

48% of buyers & publishers are optimistic about the future of the lead generation industry

67% publishers expect to increase their spending on lead generation in the next 12 months (by an average of 23%)

Buyer Insights

Primary Challenge: Improving the quality of lead data continues to be the #1 challenge for buyers while increasing the lead-to-customer conversion is their #1 objective.

Compliance is top of mind: 63% of buyers believe investing in compliance, verification and fraud is critical to their success.

Buyers are open to testing new sources: The average buyers earmark 18% of their overall budget to try out new lead sources

Knowledge of Sources: 58% of buyers state that they have clear knowledge of which sources generates leads for them

Control over campaigns: Only 17% of buyers agree that they have the control they need on their ongoing campaigns

Publisher Insights

Primary Challenge

maximizing revenue remains the #1 challenge publishers face

Revenue

41% of publishers think they are getting the best possible price for their leads

Performance

- Successful buyers have 60% better insights of which lead sources generate customers

- Buyers that manage 40+ sources perform 12% better

- Buyers using dynamic pricing are 35% more effective on finding the right customers because of higher converting leads

- Buyers in control to manage campaigns proactively have 20% higher ROI

- Buyers that provide publishers with a constant clear feedback loop perform 27% higher

Automation

Almost 50% of buyers and publishers prioritised a centralised tech solution

Qualifying Leads is the #1 focus area of automation for buyers

Maximizing lead conversion and performance is the #1 focus area of automation for sellers

PX Makes Customer Acquisition Smarter

PX is disrupting the industry by empowering companies to intelligently optimize their budgets towards the best-performing sources. The platform centralizes all this data and makes it actionable by allowing them to dynamically price leads based on what they are worth. We standardize the outcome of how leads perform with pricing leads correctly.

We call this lead quantification.

PX Customers have 43% BETTER insights into campaigns than buyers who don't buy from PX.

PX Customers are hitting ROI 42% more of the time than non PX Customers!

PX buyers are managing more sources. 42% of PX buyers manage 21-30 sources.

Buyers who get their leads from PX are 47% more likely to have control on their campaigns

PX publishers are 30% more likely to solve the challenges around compliance as compared to 2 years ago

PX publishers are 13% more likely to receive feedback on their leads and their effectiveness