

The Ghost Lead Worksheet

Sixty seconds. Four lines. Your numbers, not ours. This is the exact calculation we run with clients before we build anything — and the one almost nobody has run on themselves.

1 Fill in four numbers

Be honest on the third one

A — Leads generated per month

Every inbound enquiry: ads, forms, WhatsApp, calls, DMs.

B — Your cost per lead

Total monthly ad spend ÷ leads. Use the table below if you don't track it.

\$

C — % answered within one hour

Not "we try to." Check twenty real leads from last month and count.

%

D — Average value of a closed deal

Gross revenue from one won customer, first contract only.

\$

2 Do the arithmetic

One line

$$\left(\text{_____} \times \text{_____} \right) \times (100\% - \text{_____}) \times 12 = \$ \text{_____}$$

That figure is what you spend every year on leads nobody replies to. Not lost pitches — silence. You bought the name, paid for it, and never used it. Multiply by your win rate (D) if you want the revenue number too; it is always larger and always more uncomfortable.

WORKED EXAMPLE — B2B TECH ON META

100 leads/month × \$63 CPL \$6,300/mo

Annual lead acquisition spend \$75,600

Share never receiving a reply¹ 63.5%

Paid for silence, per year **\$48,006**

WHAT FIXING IT COSTS

Level 2 agent — Junior Executive \$599/wk

Annualised \$31,148

Fix as % of leak **65%**

If your number on line 2 is bigger than \$31,148, your first automation just chose itself.

3 If you don't know your cost per lead

Q1 2026 benchmarks · \$2.3bn ad spend, 47,000 campaigns

INDUSTRY	GOOGLE	META
Legal services	\$132	\$72
Insurance & finance	\$100–160	\$58–190
Healthcare	\$85–145	\$42–52
B2B SaaS / technology	\$75–120	\$63
Real estate	\$100	\$52–57

INDUSTRY	GOOGLE	META
Solar	\$80–130	\$60–90
Home services	\$25–110	\$34
Fitness & wellness	\$63	\$30
E-commerce	\$48	\$27
Automotive	\$28–50	\$25–45

Seven builds. September. Then we're full.

We can build seven of these properly in a month, so seven is the number. After September we're closed until Q4.

How it works: we sit down and measure what actually happens to your leads today. We build you a working version of one workflow, free. And before any money changes hands we agree what it has to earn back, and by when. **If it can't clear that bar, we'll tell you.** The free prototype isn't a limited-time gimmick, by the way — we do that for everyone. It's the September calendar that runs out.

Talk to us before Sunday 30 August

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¹ 63.5% never-reply rate: 2026 mystery-shopper test, 1,000 companies. Median B2B first response ~42 hours. CPL benchmarks: Ryze AI, \$2.3bn ad spend across 47,000 campaigns, Q1 2026 — these are ranges, not your books, so use your own figures above. ForgeFlex is a Dubai app, AI and blockchain studio, the technology arm of UniTrust Group. In the UAE since 2011.

