

Impact of Data Quality and Lead Generation Processes on Sales Conversion in Digital Marketing Firms

Sakshi Hemraj Patil¹

¹MBA Student, Zeal Institute of Management and Computer Application

Affiliated to: Savitribai Phule Pune University

Email ¹: sakshihemrajpatil2001@gmail.com

Abstract

This study examines the impact of data quality and lead generation processes on sales conversion in digital marketing firms. Organizations increasingly rely on customer data, CRM systems, and structured lead generation workflows to improve conversion efficiency. Primary data was collected from 57 professionals working in marketing, sales, and CRM functions using a structured questionnaire.

A descriptive research design and convenience sampling method were adopted. Statistical tools such as percentage analysis and Chi-square testing were used for analysis. The findings indicate that high-quality data significantly improves targeting accuracy, customer engagement, and sales conversion. The study concludes that organizations implementing strong data governance, structured lead qualification, and CRM optimization achieve better business outcomes.

Keywords: Data Quality, Lead Generation, Sales Conversion, CRM, Digital Marketing

1. INTRODUCTION

In today's competitive business environment, digital marketing firms rely heavily on data-driven strategies to improve customer acquisition and sales conversion. The quality of customer data directly affects targeting precision, campaign performance, and customer engagement.

Lead generation processes including prospecting, qualification, nurturing, and follow-up play a crucial role in conversion success. However, inaccurate customer data, poor workflow design, and weak CRM implementation often reduce conversion efficiency.

This research investigates how data quality and lead generation processes influence sales conversion in digital marketing firms.

2. Research Methodology

2.1 Research Design

Descriptive Research Design

2.2 Sample Size

57 respondents

2.3 Sampling Technique

Convenience Sampling

2.4 Data Collection Tools

- Google Forms
- Structured Questionnaire

2.5 Data Analysis Tools

- Microsoft Excel
- IBM SPSS Statistics

3. Results and Discussion

Table 1. Respondent Role Distribution

Role	Percentage
Marketing Executive	63.2%
Sales Executive	19.3%
CRM Specialist	15.6%

Interpretation:

The majority of respondents belong to marketing roles, indicating strong relevance to digital marketing practices.

Table 2. Data Quality Correlation with Conversion

Correlation	Percentage
No Correlation	8.0%
Weak Correlation	12.3%
Moderate Correlation	14.0%
Strong Correlation	61.4%
Very Strong Correlation	3.5%

Findings show that the majority of respondents believe high data quality strongly impacts sales conversion.

Interpretation:

Most respondents believe high-quality data strongly impacts sales conversion, supporting the research hypothesis.

4. Hypothesis Testing

H₀: There is no significant relationship between data quality and sales conversion.

H₁: There is a significant relationship between data quality and sales conversion.

Chi-Square Test Result:

$$\chi^2=25.99$$

$$p < 0.05$$

Therefore, H₀ is rejected and H₁ is accepted.

Interpretation:

Since $p < 0.05$, the study confirms a statistically significant relationship between data quality and sales conversion.

5. CONCLUSION

The study confirms that data quality significantly affects sales conversion in digital marketing firms. Organizations with clean databases, structured workflows, and effective CRM usage achieve better conversion performance.

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