

## Conversion rate survey across industries

	Direct	Referral	Push	Pull
Gates	4,45%	6,82%	0,00%	4,84%
Bowling	19,24%	2,99%	0,00%	7,83%
Coffee Suppliers	1,37%	1,45%	0,00%	1,38%
Coffee Machines	1,39%	0,00%	0,00%	2,73%
Curtain Solutions	22,26%	14,24%	0,00%	12,25%
Camping	0,80%	1,12%	0,01%	0,72%
Web Agencies	1,30%	1,64%	0,00%	1,64%
Locks & Fuses	12,79%	11,11%	0,00%	8,74%
Trailers	3,72%	6,49%	0,00%	4,89%
Boarding Schools	0,18%	0,12%	0,00%	0,09%
Electricians	2,49%	1,41%	3,92%	1,39%
Payroll Services	0,84%	1,11%	3,28%	1,21%
Patio Furniture	0,79%	3,62%	28,34%	7,94%
Corrosion Protection	0,74%	0,00%	0,00%	0,76%
Foods	1,57%	0,68%	0,00%	0,72%
Accessories	0,32%	0,19%	0,00%	0,40%
Conferences	7,81%	5,88%	2,81%	5,50%
Flowers	8,20%	7,76%	3,18%	4,95%
Hosting	0,55%	1,81%	0,00%	1,78%
Combined	4,78%	3,60%	2,19%	3,67%
			Difference	67,58%

[Study by Morning Train](#)