



• NITYA CAPITAL · PROJECT A2V2 · LEADFINS · OCTOBER 2026

Why fewer A2V2 leads are booking calls

What changed after the October 2 relaunch, and what we are doing about it · Meta ad data and Nitya's CRM, up to October 13



Summary

\$31.75

Cost per lead since the relaunch, compared with \$27.58 before. About 15% higher, and the ads are still bringing in investors.

35% → 6%

Share of leads who booked a call, before and after the relaunch. For leads who have had at least 5 days to book, it is 15%.

2 reasons

Our call follow-up dropped off, and fewer investors are booking a call on their own.

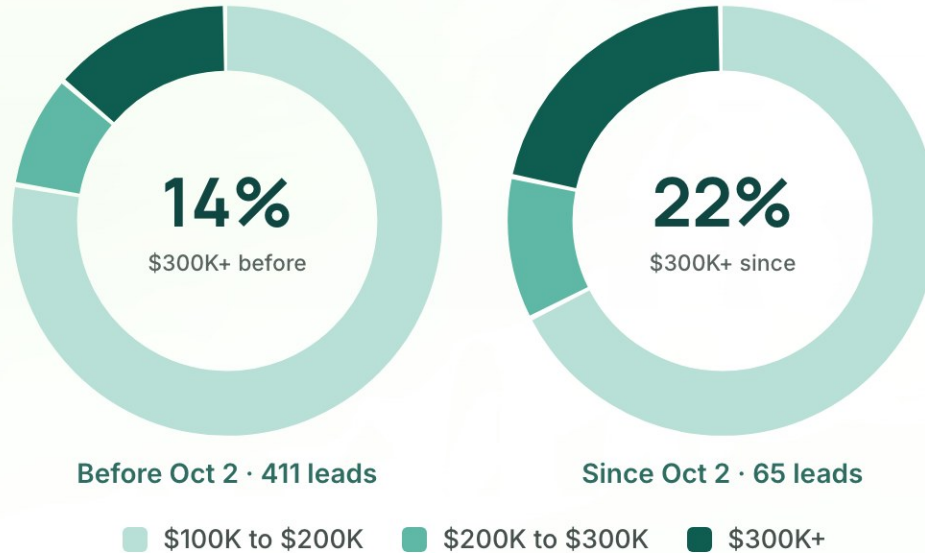
OUR PLAN

We are fixing call follow-up today, and we would like to review the results with you on Tuesday, October 21.



What the new ads are doing well

Investment range of new leads



\$27.60

Cost per lead on the main ad, #113 "Own 1,292 Sunbelt Apartments"

3.0%

Click rate since the relaunch, compared with 2.2% in September

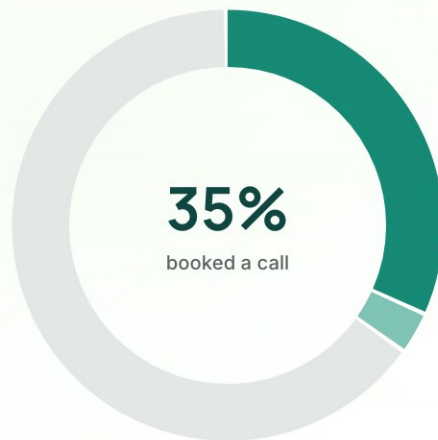
More investors are clicking, and more of them say they can invest **\$300K** or more. The biggest drops come after the click.

Meta ad export, Aug 4 to Oct 13 · investment range from the lead form, in Nitya's CRM



Most investors booked the call themselves

The 411 leads before October 2



- Booked on their own · 131
- Booked after a setter call · 13
- Did not book · 267

32%

of leads booked on their own before October 2

6%

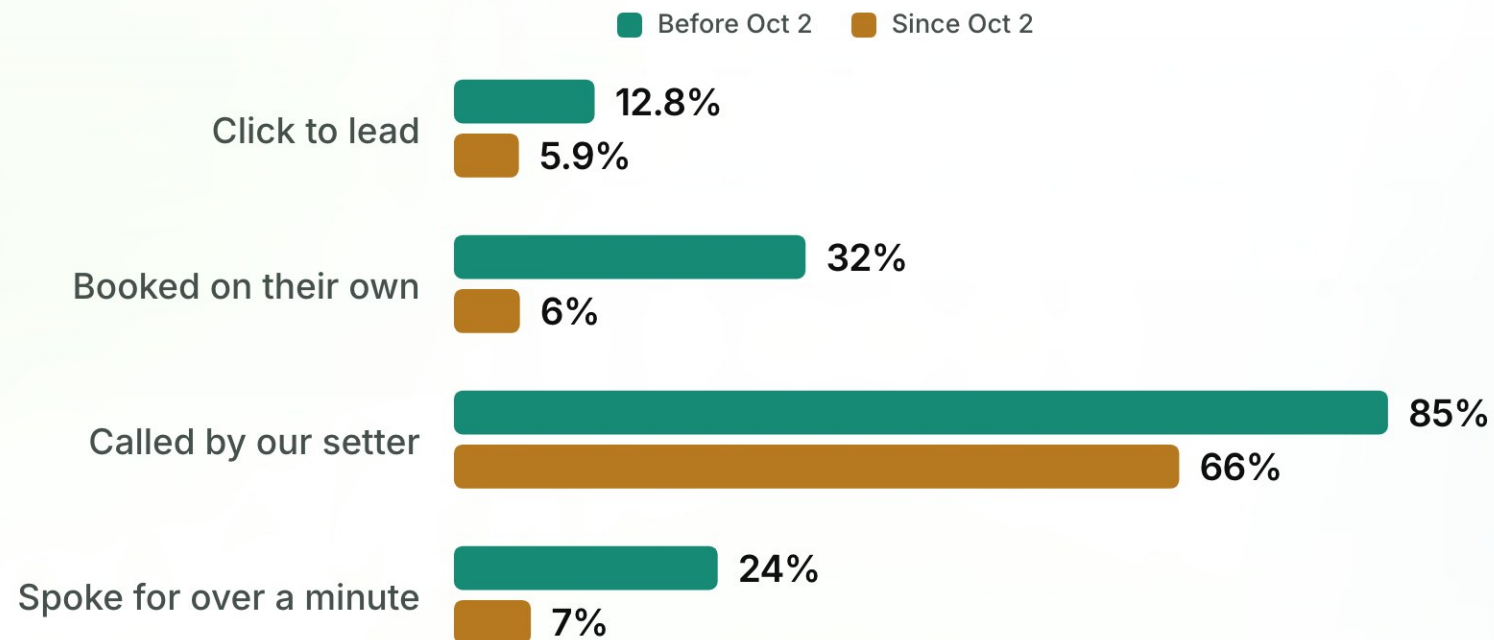
of leads booked on their own since October 2

Before the relaunch, **9** out of **10** booked calls came from investors booking on their own. Since October **2**, that share of leads is **6%**.

Nitya's CRM: leads and calendar meetings, pulled Oct **14** · booked on their own = booked before our setter reached them



Where the drop happens



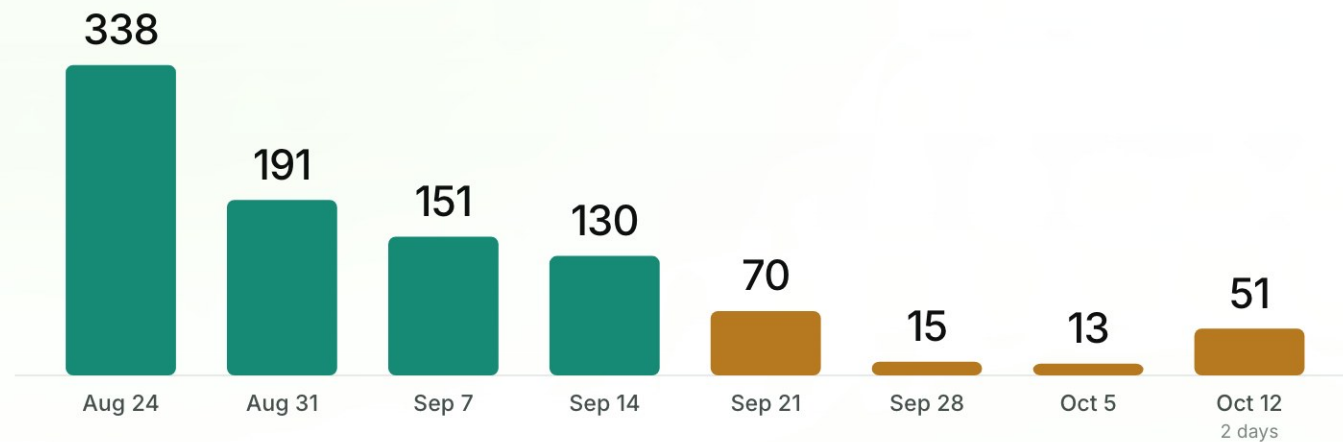
The two biggest drops are right after the click and right after the form.

Meta ad export to Oct 13 · Nitya's CRM and setter call log, pulled Oct 14 · 411 leads before, 65 since · over a minute = a conversation, since the CRM counts voicemails as answered



Our call follow-up dropped off

Setter calls per week



0 texts

No text message after a missed call

1 number

All 947 calls came from the same number, which makes it more likely to be flagged as spam

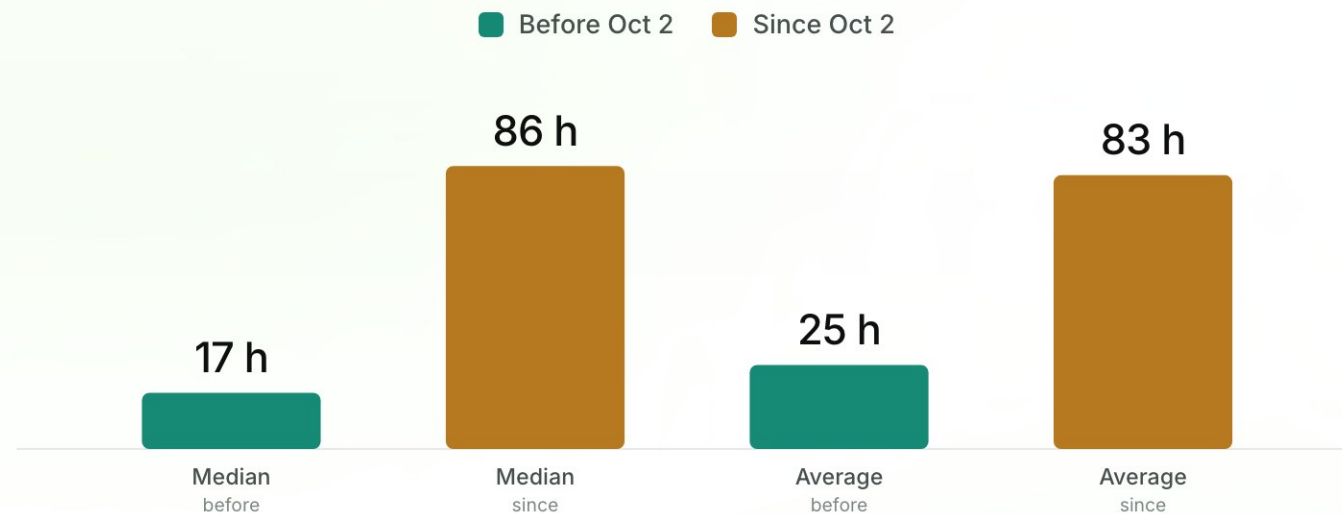
Our setter went from calling **5** to **7 days** a week to **1** or **2 days** from September **21**. This one is on us, and we are fixing it today.

Setter call log, Aug **24** to Oct **13**



How quickly our setter calls new leads

Hours from opt-in to the first call



84% → 67%

Share of leads called at all, before and since October 2

4% → 0%

Share of leads called within 5 minutes

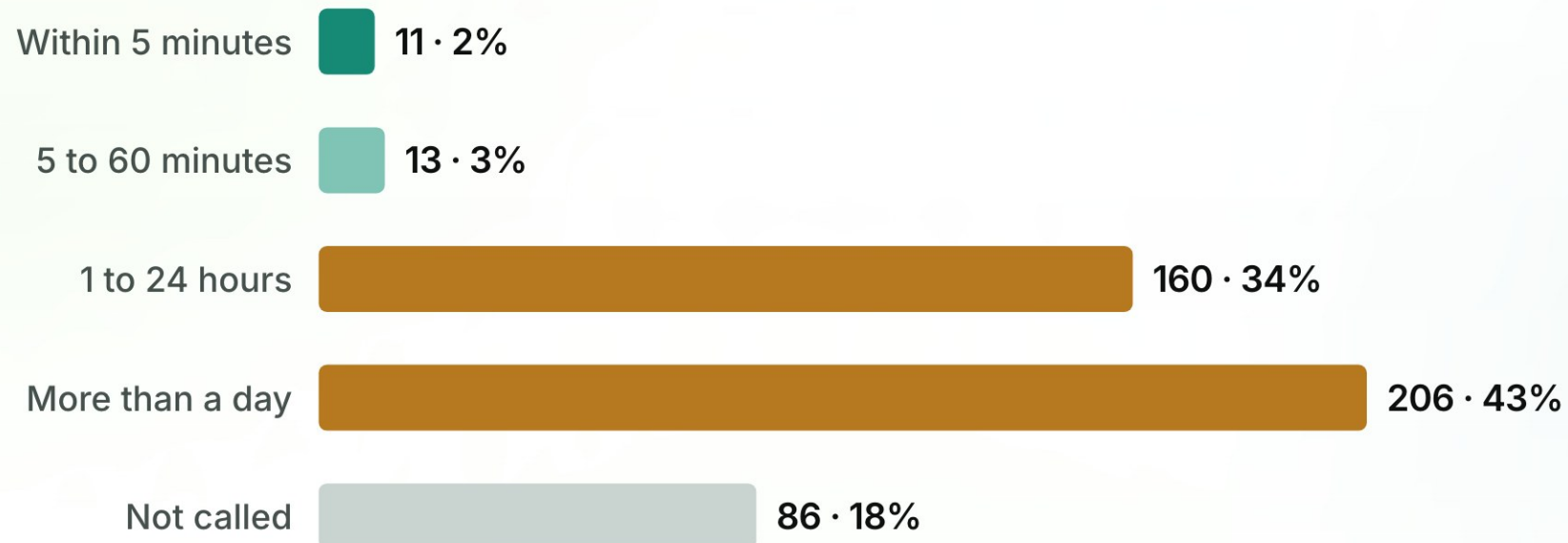
Before October 2, the typical lead got a first call within 17 hours. Since then, it has been about 3.5 days. Starting today, our setter will call every new lead within 5 minutes.

Setter call log in the Leadfins - Nitya Capital CRM · before = Aug 27 to Oct 1 (266 leads, setter active) · since = Oct 2 to Oct 14 (66 leads) · averages cover leads that were called



How long investors waited for a first call

All 476 A2V2 leads



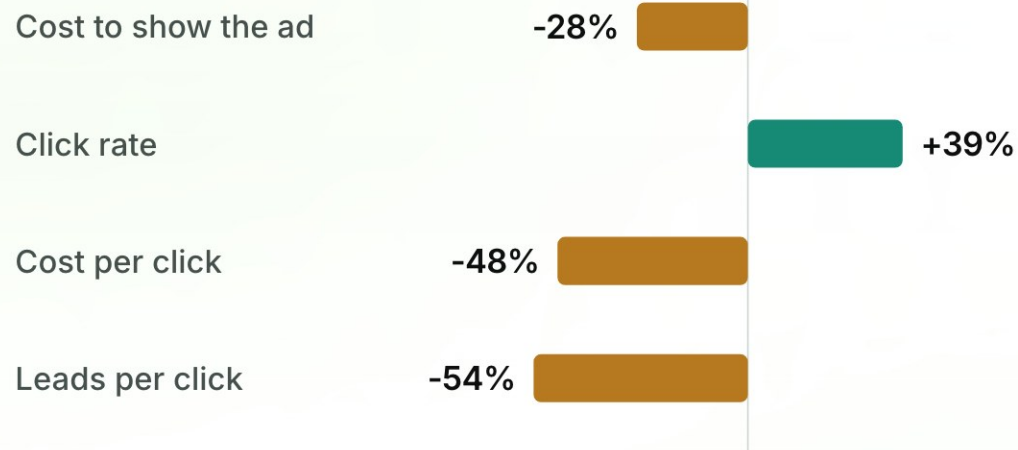
Only **2%** of investors were called within **5** minutes. In capital raising, leads called in the first **5** minutes book the most calls.

Setter call log and lead creation times, Aug **4** to Oct **13** · benchmark: capital-raising accounts, Leadfins coaching data



Is Meta reaching a less serious audience?

Since the relaunch, compared with September



What looks the same or better

- Location
- Time of day
- Investment size
- The lead form, and every lead answers yes to accreditation

Cheaper clicks with fewer leads, on the same form, usually means Meta has found a less serious audience. The age and placement split will confirm it.

Meta ad export, Oct 2 to 13 vs Sep 1 to Oct 1 · Nitya's CRM lead fields and phone area codes, Oct 14



Three things to confirm

To confirm	Why it matters
Calendar bookings	Our CRM shows only 6 meetings booked since October 5, from any source, and new leads now carry call date fields instead. If bookings from the thank-you page are not reaching the CRM, the drop is smaller than it looks.
Age and placement	This is the only way to confirm whether the audience has changed.
Pickup rate	The CRM counts voicemails as answered calls, so the pickup rate looks higher than it is.

We need your team for the first one: how many intro calls have been held since October 2? We are handling the other two.



What we change, and what we need

Leadfins, starting today

- 1 Call every lead within 5 minutes, with a second call right after if there is no answer, and 6 attempts over 3 days
- 2 Send a text after the first missed call
- 3 Add more calling numbers and check them for spam flags
- 4 Test ad #105 "Write off \$200K", where 36% of leads booked a call, against #113
- 5 Review results by age and placement, and remove any group where fewer than 10% of leads book

From the Nitya team

- 1 An export of intro calls from Calendly since October 2

WHY IT MATTERS

If your calendar shows more calls than our CRM, part of the drop comes from the sync and not from fewer bookings.



• WHAT WE WOULD LIKE TO AGREE ON TODAY

Target: 30% booked,
30% picked up

We suggest a target of 30% of leads booking a call within 7 days, and 30% of called leads picking up. Today we are at 6% booked. We suggest reviewing it together on Tuesday, October 21.



Appendix

Setter detail, before and since October 2.

APPENDIX

Setter detail: attempts per lead

Metric	Before Oct 2	Since Oct 2	Target
Leads	266	66	
Called at least once	223 (84%)	44 (67%)	All leads
Never called	43	22	0
Calls per lead	2.1	0.9	6 calls over 3 days
Called only once	29%	66%	0%
Called again within 7 days	70%	34%	Every lead not reached yet
Called on 2+ different days in the first week	33%	0%	Every lead not reached yet
Second call within 10 minutes	55%	34%	After every missed first call

Since Oct 2, 66% of leads were called only once. For leads from Oct 2 to 7, who have had a full week, it is even higher: 84% were called only once.

Setter call log in the Leadfins - Nitya Capital CRM, pulled Oct 14 · before = Aug 27 to Oct 1 (266 leads) · since = Oct 2 to Oct 14 (66 leads)
· times from opt-in to the first call, over leads that were called

APPENDIX

Setter detail: speed and conversations

Metric	Before Oct 2	Since Oct 2	Target
Time to first call, median	17.0 h	85.6 h	Under 5 minutes
Time to first call, average	25.4 h	82.8 h	Under 5 minutes
Called within 5 minutes	4%	0%	All leads in working hours
Called within 1 hour	8%	0%	
Called within 24 hours	60%	9%	
Spoke for over 15 seconds (% of leads called)	52%	30%	
Spoke for over a minute (% of leads called)	26%	7%	
Text after a missed call	0	0	Every missed call

The fastest way to raise the pickup rate is to call within 5 minutes, call again right away if there is no answer, and send a text if there is still no answer.

Setter call log in the Leadfins - Nitya Capital CRM, pulled Oct 14 · before = Aug 27 to Oct 1 (266 leads) · since = Oct 2 to Oct 14 (66 leads)
· times from opt-in to the first call, over leads that were called