# Quality sales enquiries from two campaigns · What should be recorded?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Practical business guidance · Reviewed: 2026-11-22

Applicability: According to the profile and circumstances of the described case.

**Compare the cost of the campaign, the number of relevant enquiries and the deals concluded.**

## Record and working document

Check whether the same number of clicks in both channels yields equally good queries.

If the queries are not relevant, clarify the terms in the advert and on the landing page.

## Working example · Quality sales enquiries from two campaigns

Check whether the same number of clicks in both channels yields equally good queries.

## Specific next steps

1. Check whether the same number of clicks in both channels yields equally good queries.
2. If the queries are not relevant, clarify the terms in the advert and on the landing page.
3. Conduct a short test with a clear call to action and the same query definition.

## Limits of application

Apply the guideline to your documents and working methods.

## Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-upiti-kvaliteta-signali-dokazi