

VORTOX LAB WHITEPAPER

The 2026 Green Industry Marketing Benchmark

A measurement framework for landscaping companies that ties spend to booked work, crew capacity, and retention.



Built for landscaping and green-industry companies running crews, estimates, contracts, and seasonal demand.

2026 EDITION | [VORTOXLAB.COM](https://vortoxlab.com)

HOW TO USE THIS PAPER

Read the constraint before the channel

A useful marketing benchmark does not compare your click cost with an unrelated company. It compares demand, response, close rate, crew capacity, margin, and retention against your own baseline, by service line and by season.

EVIDENCE NOTE

This paper is an operating framework. It does not claim an unpublished client dataset or client result. Worked examples and diagrams are illustrative until replaced with your verified data.

Built for

Owners and marketing managers running lawn care, commercial maintenance, design-build, irrigation, tree care, snow, and multi-branch operations.

Three decisions this paper should change

Raw lead volume can rise while gross margin per crew hour falls.

Spring and fall demand hide weak response and follow-up systems.

A branch dashboard is useless when source names and booked jobs do not reconcile.

Use the method, then audit the full system.

A written growth audit identifies the constraint, account gaps, and first ninety-day priorities.

[Book a growth audit](#)[Growth packages from \\$2,000/mo](#)

THE OPERATING PROBLEM

More activity does not fix the wrong constraint

A useful marketing benchmark does not compare your click cost with an unrelated company. It compares demand, response, close rate, crew capacity, margin, and retention against your own baseline, by service line and by season.

01	Raw lead volume can rise while gross margin per crew hour falls.
02	Spring and fall demand hide weak response and follow-up systems.
03	A branch dashboard is useless when source names and booked jobs do not reconcile.

OWNER TEST

Can you name the point where a new enquiry becomes booked work, profitable crew time, and retained revenue? If not, the report stops too early.

DIAGNOSTIC

Find the weak layer before changing spend

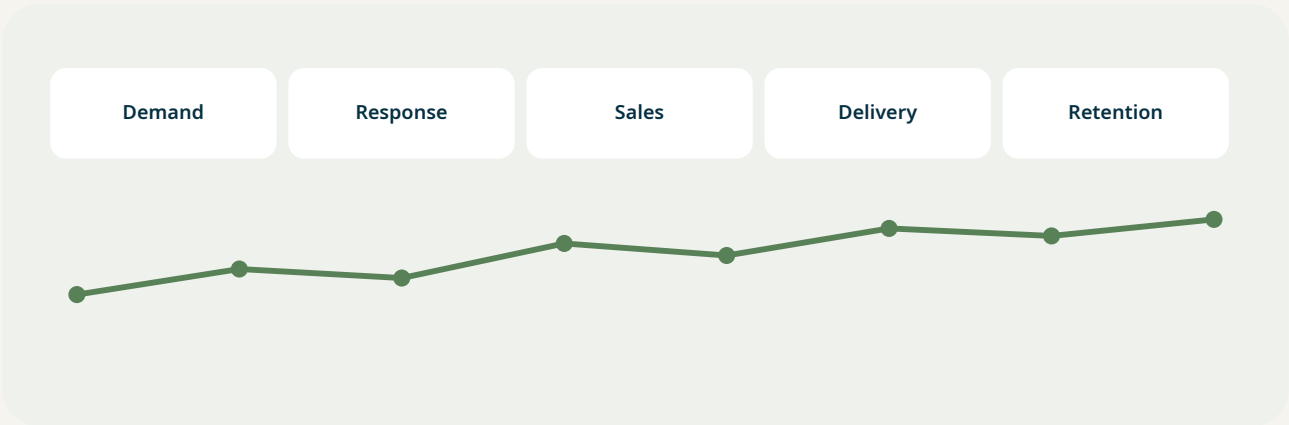
Layer	Question	Failure signal
Demand	Are enquiries for the work and territory you want?	Price shoppers, wrong services, out-of-zone requests
Response	Does one person or system own the first action?	Voicemail, slow forms, duplicate follow-up
Sales	Do qualified leads book, attend, and close?	Proposal ageing, no-shows, weak handoff
Delivery	Can crews service the work at the planned margin?	Overtime, drive time, backlog, rework
Retention	Does recurring or contract work renew?	Late renewal, complaints, price-only conversations

- ☐ One source name per channel
- ☐ One booked-estimate definition
- ☐ One renewal date per contract or programme
- ☐ One owner per lead
- ☐ One capacity view by week
- ☐ One exception list for missing data

THE MODEL

The five-layer benchmark

Read the business in this order: demand, response, sales, delivery, retention. A weak layer limits the value of every layer above it.



Demand: qualified calls and forms by service line.

Response: answer rate, response time, and ownership.

Sales: booked estimates, show rate, close rate, and proposal ageing.

Delivery: crew capacity, route density, backlog, and gross margin per crew hour.

Retention: programme renewal, maintenance renewal, and repeat project work.

WORKED EXAMPLES

Any sample values in this paper show the calculation method only. Replace them with verified account, sales, job, and margin data before publishing or making a budget decision.

THE OPERATING METHOD

Run the work in a sequence the team can repeat

01	Export twelve months of channel, call, estimate, job, and renewal data.
02	Normalize naming across Google Ads, call tracking, CRM, and field software.
03	Split the data by service line, branch, month, and buyer type.
04	Mark the operational ceiling before setting a lead target.
05	Review one scorecard monthly and one seasonal plan quarterly.

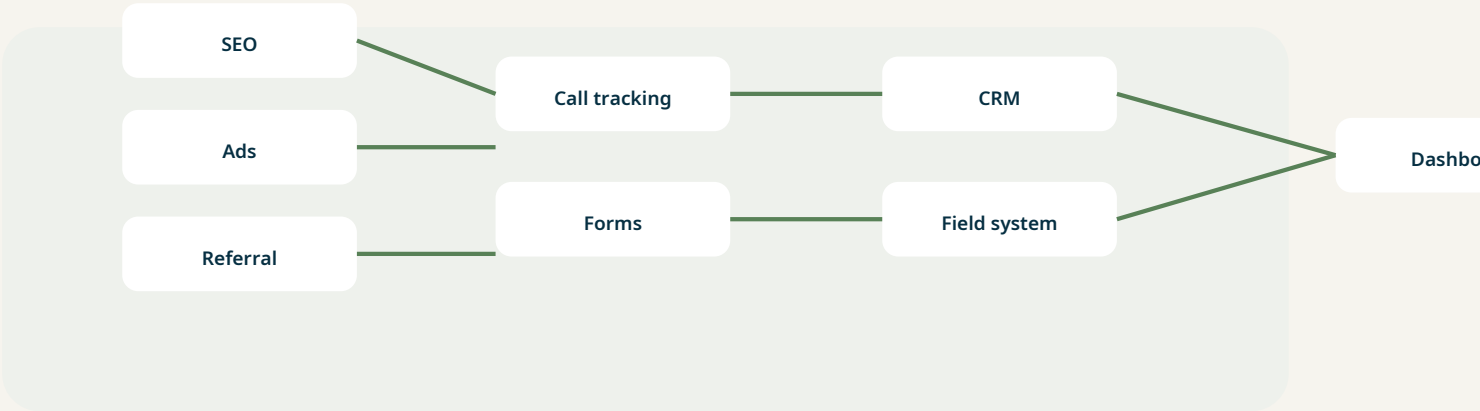
The weekly meeting

- Review exceptions before averages.
- Name the owner and due date for every correction.
- Separate marketing action from sales or operations action.
- Stop spend when capacity or route fit is the binding constraint.

SYSTEMS AND OWNERSHIP

Keep one source of truth for each operating layer

Use GA4, Google Tag Manager, call tracking, your CRM, and the field software your operation already runs. Aspire, Jobber, LMN, Service Autopilot, SingleOps, and similar systems can supply the job and invoice layer. The client owns every account.



Layer	System owner	Minimum record
Website and channel	Marketing	Source, campaign, landing page, call or form ID
Sales	CRM or pipeline	Lead owner, qualification, estimate, status, next action
Delivery	Field software	Job, crew, route, schedule, invoice, service history
Financial	Accounting	Collected revenue, committed cost, margin inputs
Management	Dashboard	Exceptions, operating measures, decisions, owner

GREEN INDUSTRY CONTEXT

Plan around the operating calendar, not a flat twelve-month budget

April and September usually carry the highest marketing pressure in this operating model. November exposes weak renewal and winter planning. January through March is the right window to rebuild intake, automation, tracking, and website sections before the spring rush.



Window	Primary operating question
January to March	What systems, scripts, pages, and spring capacity must be ready before demand rises?
April to June	Where is response, estimating, route fit, or crew capacity losing the value of demand?
July to September	Which services, contracts, and fall campaigns deserve budget and operational attention?
October to December	Which renewals, winter offers, reporting fixes, and next-spring builds happen now?

MEASUREMENT

Report the operating decision, not a pile of channel numbers

Measure	Current	Target	Owner	Next action
Cost per qualified enquiry				
Cost per booked estimate				
Estimate show rate				
Close rate by service line				
Gross margin per crew hour				
Programme or contract renewal rate				
Booked work by source				
Capacity available before campaign launch				

Monthly report order

- What changed against the company baseline.
- Why it changed, with exceptions named.
- What the team changed this month.
- What will be measured next.
- What cannot yet be claimed because the data is incomplete.

PROOF RULE

A result becomes publishable only when a named client approves the figure and the measurement method. Until then, show the process and the measures.

NINETY-DAY PLAN

Build the minimum system, then improve it from live data

Days 1-15	agree definitions and account ownership.
Days 16-30	reconcile source, lead, estimate, and job records.
Days 31-60	build the branch and service-line scorecard.
Days 61-90	change budget, response rules, and seasonal priorities from the evidence.

What Vortex Lab would inspect first

- Account ownership and access.
- Tracking from source to booked work.
- Response and qualification rules.
- Service-line capacity and route fit.
- Seasonal priorities and renewal dates.

Get the written audit before the build.

We send the written audit within three working days, then book a 30-minute call.

[Book a growth audit](#)

[Growth packages from \\$2,000/mo](#)

OPERATOR WORKSHEET

Put your own baseline into the model

Use one row per service line, branch, route, campaign, contract, or operating period. The purpose is to identify the next decision, not to create another report nobody uses.

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ Definition agreed
- ☐ Owner named
- ☐ Target tied to capacity
- ☐ Exception recorded
- ☐ Source verified
- ☐ Baseline entered
- ☐ Next action dated
- ☐ Review scheduled

NO DATA YET

Start with ten manually reconciled records. A small accurate sample is more useful than a dashboard built on unmatched names and missing outcomes.

OPERATOR APPENDIX

January operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
- ☐ Which assumption is still unverified?
- ☐ What costs time, margin, or renewal risk if nothing changes?
- ☐ Who owns the next action and when is it due?

OPERATOR APPENDIX

February operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
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Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

March operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

April operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

May operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

June operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

July operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

August operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

September operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

October operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

November operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

December operating benchmark sheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

Lawn care scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

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OPERATOR APPENDIX

Design-build scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

Commercial maintenance scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

Irrigation scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

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OPERATOR APPENDIX

Tree care scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

Snow and ice scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

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		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

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OPERATOR APPENDIX

Landscape lighting scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

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OPERATOR APPENDIX

Fertilisation scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

Nursery and supply scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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- ☐ What costs time, margin, or renewal risk if nothing changes?
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OPERATOR APPENDIX

Pest control scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

Multi-location operations scorecard

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

SEO and local search channel benchmark

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

Google Ads and LSA channel benchmark

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

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OPERATOR APPENDIX

Paid social channel benchmark

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
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Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

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OPERATOR APPENDIX

Referral and partner leads channel benchmark

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Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

Email and SMS channel benchmark

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

Website conversion channel benchmark

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Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

AI receptionist channel benchmark

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
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OPERATOR APPENDIX

Crew capacity benchmark

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
- ☐ Which assumption is still unverified?
- ☐ What costs time, margin, or renewal risk if nothing changes?
- ☐ Who owns the next action and when is it due?

OPERATOR APPENDIX

Close-rate benchmark

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
- ☐ Which assumption is still unverified?
- ☐ What costs time, margin, or renewal risk if nothing changes?
- ☐ Who owns the next action and when is it due?

OPERATOR APPENDIX

Retention benchmark

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
- ☐ Which assumption is still unverified?
- ☐ What costs time, margin, or renewal risk if nothing changes?
- ☐ Who owns the next action and when is it due?

OPERATOR APPENDIX

Margin benchmark

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
- ☐ Which assumption is still unverified?
- ☐ What costs time, margin, or renewal risk if nothing changes?
- ☐ Who owns the next action and when is it due?

OPERATOR APPENDIX

Budget allocation worksheet

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
- ☐ Which assumption is still unverified?
- ☐ What costs time, margin, or renewal risk if nothing changes?
- ☐ Who owns the next action and when is it due?

OPERATOR APPENDIX

Attribution exception log

Use this sheet to compare one period, service line, or channel with the company's own baseline. Do not import a public benchmark without matching service mix, season, and crew capacity.

Owner	Review date	Status
		Not started / Active / Closed

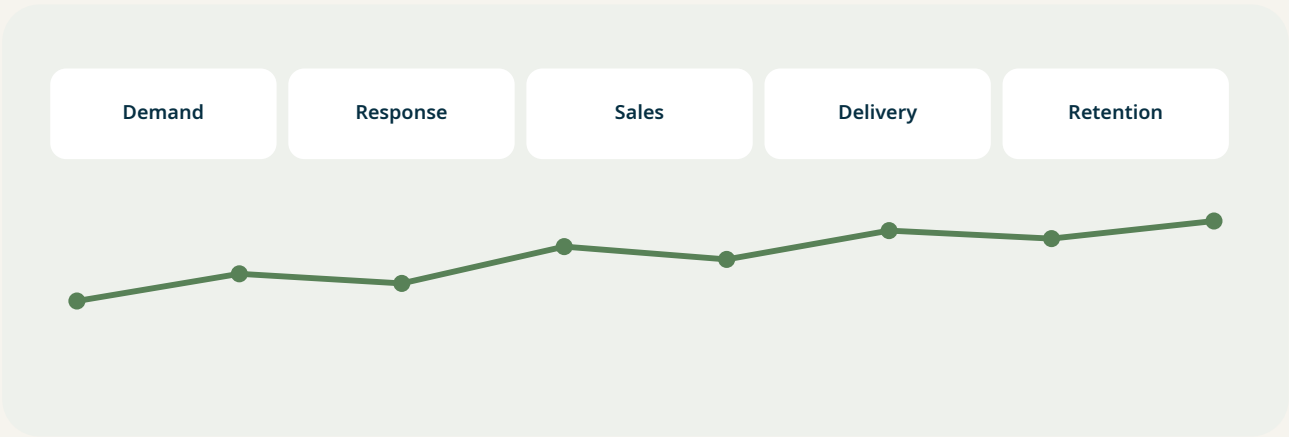
Measure	Current	Target	Owner	Next action
Demand by service line				
Response ownership				
Booked estimates				
Close rate				
Crew capacity				
Gross margin per crew hour				
Renewal rate				
Missing data exceptions				

- ☐ What changed since the last review?
- ☐ Which assumption is still unverified?
- ☐ What costs time, margin, or renewal risk if nothing changes?
- ☐ Who owns the next action and when is it due?

NEXT STEP

Benchmarks are one part of it. We run the whole growth system.

Marketing, AI, website, and reporting under one team. Ad spend is excluded.



The growth audit

We review the accounts, website, tracking, response path, service mix, seasonal priorities, and the operating constraint. You receive a written priority list within three working days, then a 30-minute call. No contract, no obligation, and no mailing-list add.

Book a growth audit. See the constraint clearly.

Growth packages start at \$2,000 per month. Ad spend is excluded.

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