Northwind Dental northwinddental.com

LEAD PROFILE · C***@MAIL.EXAMPLE.COM

Chloe Whitfield found you through *Google* and filled 1 form.

First form Sep 1, 6:33pm via Google Ads.

northwinddental.com · First form Sep 1, 2026 · 1 submission

Sample data fictional business

HOW THEY FOUND YOU

Google

organic, first visit

Landed on /dental-implants.

WHAT CLOSED THEM

Google Ads

searched "northwind dental"

SUBMISSIONS

1

form filled

THE SALES ANGLE

Open with *Checkup*.

They searched "northwind dental" before converting.

They asked about Checkup.

Preferred time: weekday afternoon.

Lead score 45 of 100 (Warm): brand search, paid search.

01 THE JOURNEY

Every *touch* we recorded.

Chloe's *journey*

First visit

First visit from Google

Landed on /dental-implants

`utm_source=google` `utm_medium=organic` `referrer: google.com`

Sep 1, 6:33pm

Searched "northwind dental", then filled Book a consult

On /dental-implants, campaign Brand northwind dental

`utm_source=google` `utm_medium=cpc` `utm_term=northwind dental` `utm_content=rsa_book_online_today` `gclid`

02 THE ANSWERS

What they *told* you.

Form *answers*

FIELD	ANSWER
First Name	Chloe
Last Name	Whitfield
Email	c***@mail.example.com
Phone	***-***-7652
Service	Checkup
Insurance	Yes
Preferred Time	Weekday afternoon

Latest answer per field. Email and phone are masked.

How to win *Chloe*.

FIRST CALL

Open the call with *Checkup*

They searched "northwind dental". Mention it in your first line so they know you read the form.

High impact Low effort

IN YOUR CRM

Record the *first touch* on the contact

Save utm_source=google so revenue from this lead credits Google.

Medium impact Low effort

Next: call Chloe about *Checkup*. Lead score 45 of 100.

Data: Sample data for northwinddental.com

Prepared with UTM Grabber, v2.0.0, Oct 5, 2026