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.

Oldest first. Tags show the exact UTM values on each visit.

### 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.

03

Next steps

## 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

The lead in one line

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

| Found you via | Converted via | Submissions | Lead score |
|---|---|---|---|
| Google | Google Ads | 1 | 45 |

- First form: Sep 1, 6:33pm.
- Score 45 of 100, warm.

Data: Sample data for northwinddental.com

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