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.

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`

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.

Next steps

How to win Chloe.

1

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

2

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