Northwind Dental northwinddental.com

LEAD QUALITY SCORER · SEPTEMBER 2026

258 leads scored *Hot*: call them first.

1,111 leads in September from 1,120 submissions: 258 hot, 552 warm and 301 cold. The average score was 34 of 100.

northwinddental.com · 1,111 leads scored · Hot = 50+ · 30 days

UTM Grabber 1,120 submissions **Sample data** fictional business

1,111	258	552	34
LEADS SCORED	HOT ▲ +18%	WARM	AVERAGE SCORE

WHO TO CALL FIRST

Call *Rosa Navarro* first: score 85.

Urgent search, timing: asap, urgent: emergency. Came from google / cpc on Sep 3, 9:38pm.

Then Ethan Okafor (75) and Grace Radcliffe (75).

165 of the 258 hot leads used a phone: call or text them rather than email.

01 CALL LIST

Your top *leads*, best first.

Top 15 by *score*

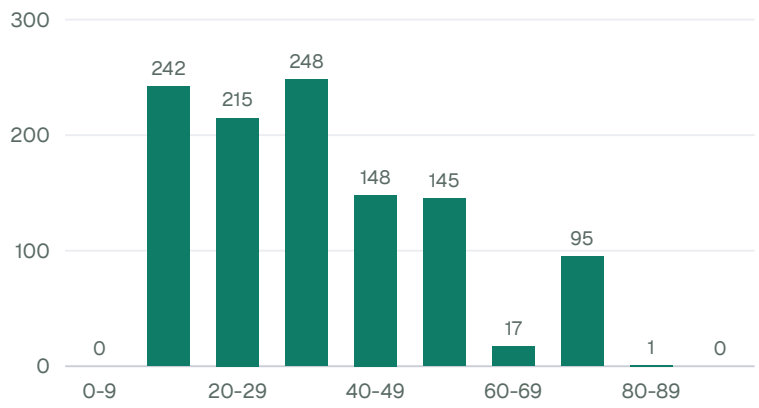
LEAD	EMAIL	SOURCE	SCORE	TIER	TOP REASONS
Rosa Navarro	r***@example.net	google / cpc	85	Hot	Urgent search · Timing: asap
Ethan Okafor	e***@example.org	google / cpc	75	Hot	Brand search · Timing: asap
Grace Radcliffe	g***@example.org	google / cpc	75	Hot	Urgent search · Timing: asap

LEAD	EMAIL	SOURCE	SCORE	TIER	TOP REASONS
Tessa Hendricks	t***@example.net	google / cpc	75	Hot	Urgent search · Timing: asap
Quinn Lockhart	q***@example.org	google / cpc	75	Hot	Urgent search · Timing: asap
Hazel Quintero	h***@example.com	google / cpc	75	Hot	Urgent search · Timing: asap
Paige Iverson	p***@example.net	google / cpc	75	Hot	Urgent search · Timing: asap
Priya Moreno	p***@example.com	google / cpc	75	Hot	Brand search · Timing: asap
Leo Gallagher	l***@example.org	google / cpc	75	Hot	Urgent search · Timing: asap
Mateo Huang	m***@example.com	google / cpc	75	Hot	Urgent search · Timing: asap
Hugo Jaramillo	h***@example.com	google / cpc	75	Hot	Urgent search · Timing: asap
Rosa Kimura	r***@example.com	google / cpc	75	Hot	Brand search · Timing: asap
Marisol Bhatt	m***@mail.example.com	google / cpc	75	Hot	Brand search · Timing: asap
Lila Oyelaran	l***@example.net	google / cpc	75	Hot	Brand search · Timing: asap
Samir Calloway	s***@example.com	google / cpc	75	Hot	Urgent search · Timing: asap

One row per person, using their best submission. Ties go to the most recent lead.

02 SCORE SPREAD

How your *leads* stack up.



Leads per score band. Hot is 50 or more, Warm 25 to 49, Cold under 25.

THE PATTERN

23% of leads scored Hot.

What sets hot leads apart: a timeframe (61% of them, vs 15% of all leads).

google / cpc leads score best: 51% of them are hot, vs 23% overall.

27% of leads scored under 25.

Who to call, and *when*.

TODAY

Call the *258 hot leads* first

Start with Rosa Navarro, Ethan Okafor and Grace Radcliffe. They scored 85, 75, 75.

High impact Low effort

THIS WEEK

Send the *warm* tier a next step

552 leads scored 25 to 49. Send a case study and a booking link, then call the ones who click.

Medium impact Low effort

THIS MONTH

Put more behind *google / cpc*

51% of its 382 leads are hot, vs 23% across all leads.

Medium impact Medium effort

How the score works

- Paid search click (Google or Microsoft Ads) +10. Searched your name +15. Urgent or price words in the search term +15.
- Budget answer: +25 for $25,000 or more, +18 from $5,000, +10 from $1,000, +5 below that.
- Timeframe: +20 now or this week, +14 this month, +8 this quarter, +2 any other answer. A preferred-time answer like "as soon as possible" +15.
- Named a service +10, or +15 when it is urgent (emergency, pain, broken…). Left a phone number +5. Gave a company +5. Filled 2 or more forms +15.
- Visited a pricing, contact, booking, demo or comparison page +10. First landed on a different page than the form +5.
- Scores add up and cap at 100. Hot is 50 or more, Warm 25 to 49, Cold under 25.
- Not in this data, so never scored: budget.
- Device is shown in the insight but not scored: it says how someone browsed, not how ready they are.

Next: call *Rosa Navarro* today. 257 more hot leads are waiting.

Data: UTM Grabber, Sample data for northwinddental.com

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