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

Leads scored	Hot	Warm	Average score
1,111	258	552	34
from 1,120 submissions	▲ +18% vs August	50% of leads	out of 100
	23% of leads		

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.

Scores add up buying signals from the form and the visit. Emails are masked.

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
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

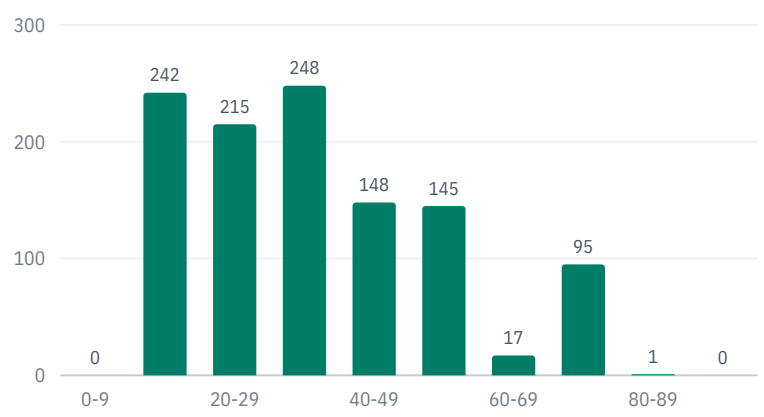
Lead	Email	Source	Score	Tier	Top reasons
Hazel Quintero	h***@example.com	google / cpc	75	Hot	Urgent search · Timing: asap
Paige Iverson	p***@example.net	google / cpc	75	Hot	Urgent search · Timing: asap
Priya Moreno	p***@example.com	google / cpc	75	Hot	Brand search · Timing: asap
Leo Gallagher	l***@example.org	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.

03

Next steps

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.

The call list in one line

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

Leads scored	Hot	Warm	Average score
1,111	258	552	34

- Call first: Rosa Navarro (85).
- 23% of leads scored Hot.
- google / cpc leads score best.

Data: UTM Grabber, Sample data for northwinddental.com

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