Northwind Dental northwinddental.com

WHEN LEADS ARRIVE · SEPTEMBER 2026

Wednesday mornings bring the most leads: 76 between 8am and 11am.

36% of leads arrive outside office hours (Monday to Friday, 8am to 6pm). 65% come from phones.

northwinddental.com · Gravity Forms · 1,120 submissions · 30 days

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

1,120	Wednesday	10am to 11am	36%	65%
LEADS ▲ +12%	BUSIEST DAY	PEAK HOUR	AFTER HOURS ▼ -3 pts	ON A PHONE –

THE TAKEAWAY

36% of leads arrive while the office is closed.

That is 403 of 1,120 leads, outside Monday to Friday, 8am to 6pm.

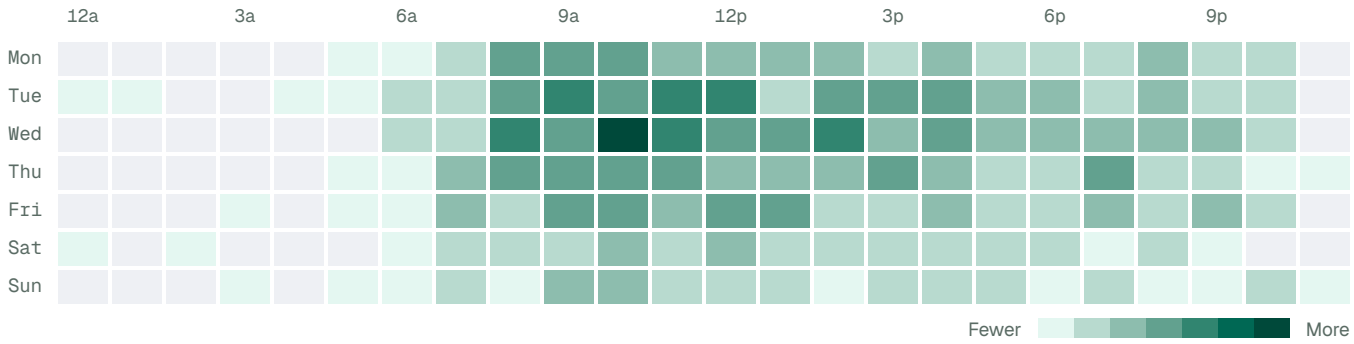
Answer them first thing the next morning, or send an instant reply that says when you will call.

01 THE WEEK

When the *week* is busiest.

BEST WINDOW	QUIETEST DAYTIME WINDOW	BUSIEST DAY	AFTER HOURS
76	*7*	*48.6*	*36%*
leads on Wednesday 8am to 11am (7% of all)	leads on Sunday 5pm to 8pm	leads on an average Wednesday, against 37.3 a day overall	of leads arrive outside Monday to Friday, 8am to 6pm

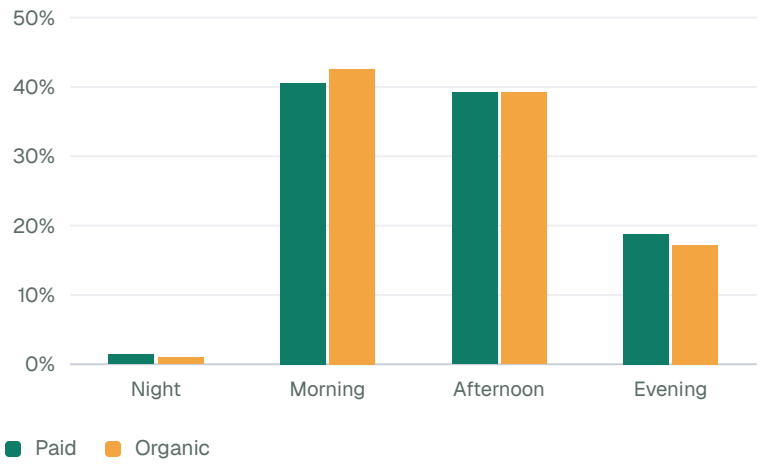
Leads by day and *hour*



Busiest hour of the week: Wednesday at 10am, with 33 leads.

02 PAID VS ORGANIC

When paid and organic *leads* arrive.



Share of each side's leads by time of day (night is midnight to 6am)

THE DIFFERENCE

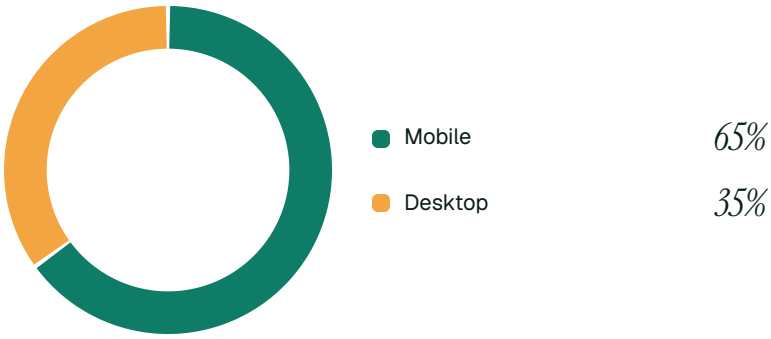
Paid and organic leads keep the *same* hours.

702 paid and 418 organic leads.

Paid leads peak on Wednesday 8am to 11am: 42 of them.

03 DEVICES

Most leads *arrive* on a phone.



Share of leads by device

ON THE GO

65% of leads come from phones.

728 of 1,120 leads came from a phone, 392 from a desktop.

Phones bring 58% of evening leads and 66% of morning leads.

04 NEXT STEPS

Match your *schedule* to your leads.

ADS

Raise bids on *Wednesday mornings*

Paid leads peak Wednesday 8am to 11am: 42 of 702. Schedule budget to match, and trim bids from Sunday 5pm to 8pm, the quietest daytime window (7 leads).

High impact Low effort

PHONES

Staff the phones on *Wednesday mornings*

Wednesday 8am to 11am brings 76 leads, 7% of the period's leads in 3 of the week's 168 hours. Have someone ready to call back within the hour.

High impact Medium effort

THIS WEEK

Send an instant *reply* after hours

36% of leads (403) arrive outside Monday to Friday, 8am to 6pm. An automatic email or text tells them when you will call.

Medium impact Low effort

EMAIL

Send emails at *7am* on Wednesdays

Leads are most active Wednesday 8am to 11am. An email that lands just before that window meets people when they are ready to act.

Medium impact Low effort

How we built this report

- Times come from each lead's Date Created value, in the site's time zone. Days run Monday to Sunday.
- Office hours: Monday to Friday, 8am to 6pm. Dayparts: night midnight to 6am, morning 6am to noon, afternoon noon to 6pm, evening 6pm to midnight.
- Windows are 3 consecutive hours on one day. Busiest day divides each weekday's leads by how many times that weekday falls in the period.
- Devices come from the browser user agent UTM Grabber Premium saves on each lead.

Next: staff and fund *Wednesday mornings*. 8am to llam alone brought 76 leads.

Data: UTM Grabber, Sample data for northwinddental.com

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