**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

### Leads

**1,120**

↑ Up 12% from August



### Busiest day

**Wednesday**

48.6 leads on an average Wednesday

### Peak hour

**10am to 11am**

10% of leads

### After hours

**36%**

↓ Down 3 pts from August

403 leads outside office hours

### On a phone

**65%**

→ Flat vs August

728 of 1,120 leads with a device

## 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.

The week

# When the week is busiest.

Leads by day of week and hour of submission, in the site's time as recorded in Date Created.

Best window

**76**

**leads on Wednesday 8am to 11am (7% of all)**

Quietest daytime window

**7**

**leads on Sunday 5pm to 8pm**

Busiest day

**48.6**

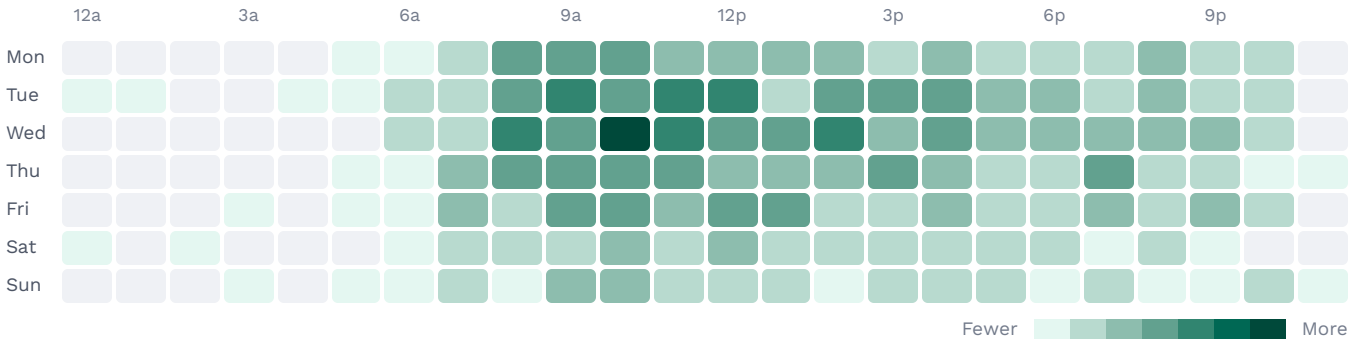
**leads on an average Wednesday, against 37.3 a day overall**

After hours

**36%**

**of leads arrive outside Monday to Friday, 8am to 6pm**

## Leads by day and hour

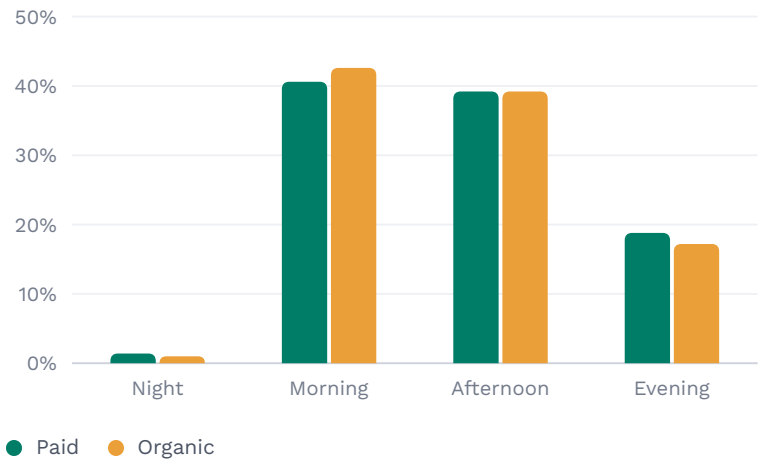



Busiest hour of the week: Wednesday at 10am, with 33 leads.

Paid vs organic

# When paid and organic leads arrive.

Paid: the converting visit was an ad click. Organic: every other lead (search, AI, social, email, referral and direct).




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.

Devices

# Most leads arrive on a phone.

Device read from the browser's user agent, which UTM Grabber Premium saves on every lead.




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.

Next steps

# Match your schedule to your leads.

1 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

2 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

3 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

4 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.

Timing in one line

## Next: staff and fund Wednesday mornings. 8am to 11am alone brought 76 leads.

| Busiest day | Peak hour | After hours | On a phone |
|---|---|---|---|
| **Wednesday** | **10am to 11am** | **36%** | **65%** |

- Best window: Wednesday 8am to 11am, 76 leads.
- Quietest daytime window: Sunday 5pm to 8pm, 7 leads.

Data: UTM Grabber, Sample data for northwinddental.com

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