Beyond the Form Fill_ Unlocking Website Leads with Lead Reveal

Ready to see what your website isn't telling you?

Jodi Morel
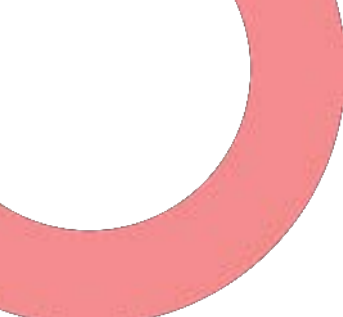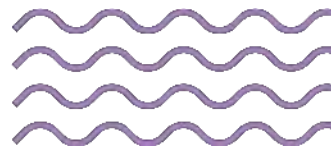
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Beyond the Form Fill: Unlocking Website Leads with Lead Reveal

Most websites only tell half the story.
You know how many people visit, but not who they are.

You've invested in traffic—ads, SEO, email, referrals—but 95% of visitors leave without converting. And the traditional approach? A form. A pop-up. A chatbot. All hoping that someone bites.

It's not enough anymore.

That's where Lead Reveal comes in:
A frictionless, behind-the-scenes solution that identifies real, verified visitors and turns anonymous traffic into actionable sales leads—without needing them to fill out a single form.

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# The Problem: Traffic Without Conversion

Every business with a website faces the same problem:

- You get traffic—but you don't know who's visiting.
- People browse your services, pricing, and contact page—but they bounce.
- You spend money on ads and SEO —but only a fraction of users convert.

You're not alone.
Most websites convert less than 3% of their traffic.

That means up to 97% of your visitors disappear without a trace. That's your ad budget walking out the door.
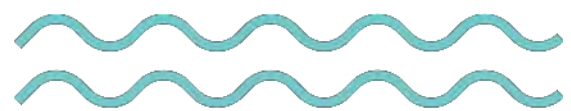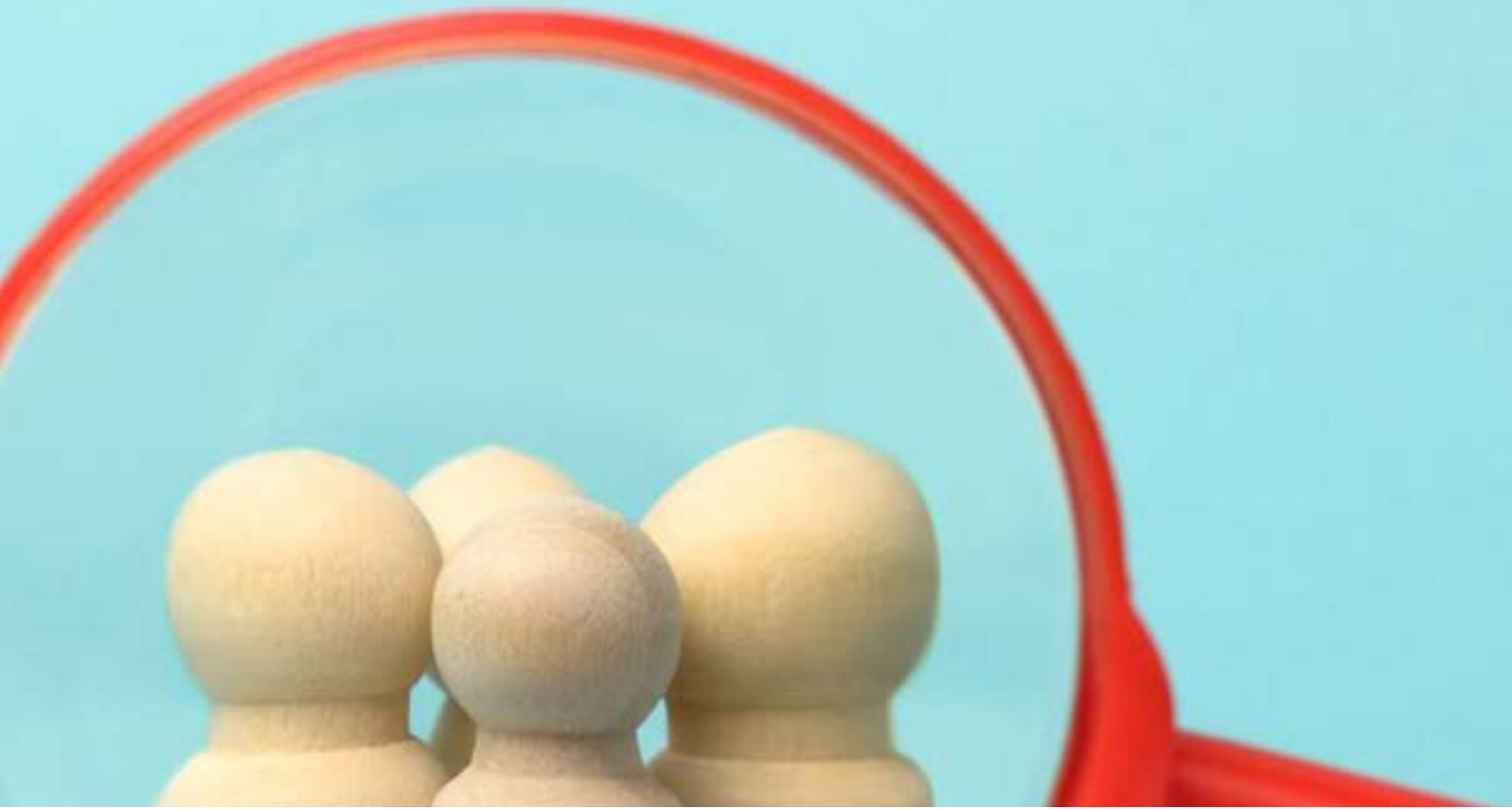
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The Solution: Lead Reveal

Lead Reveal flips the script.

It uses advanced WebID technology to:

- Identify up to 35% of anonymous visitors
- Match them to real contact data: names, emails, phone numbers, and location
- Add them directly into your CRM, ad platform, or email system for follow-up

No form. No opt-in. No waiting.

If someone visits your site and fits the profile of your ideal customer, Lead Reveal captures their intent— and gives you the tools to act on it.

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How It Works

1. Visitor Arrives on Your Website

- They browse your site organically or through paid campaigns.
- No need to click or engage with a chatbot.

2. Lead Reveal's Script Identifies the Visitor

- Using IP matching, behavioral analytics, and real-time enrichment, Lead Reveal cross-references visits with a verified identity database.
- The system excludes bots, spam, and VPNs—ensuring high-quality leads only.

3. Contact Info is Retrieved

- Lead Reveal matches the visitor to:

  - Full name
  - Email address
  - Company (if applicable)
  - Location & device
  - Visit behavior (pages viewed, time spent)

4. Automation Begins

Using your CRM or Go High Level (GHL), we:

- Tag and segment the lead (e.g., finance, real estate, medical)
- Trigger nurture emails or SMS based on interest or behavior
- Score and notify sales teams of high-intent prospects
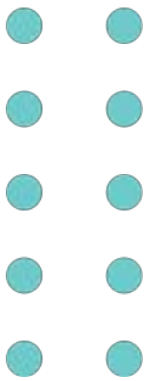- Retarget through Meta or Google Ads using custom audiences

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Use Case Example: Real Estate

Challenge:

A brokerage gets over 1,000 monthly website visits from ad traffic—but only 20 people fill out a form.

Solution:

Lead Reveal identifies 300+ of those visitors, enriching them with verified names, emails, and intent (e.g., viewed "Condos in Los Cabos" listings). The contacts are automatically tagged and entered into a follow-up email/SMS sequence with property alerts and a "Schedule a Call" CTA.
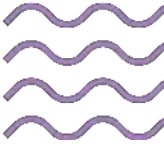
Result:

- 5X increase in marketing-qualified leads
- 17 booking requests in the first month
- Lower cost-per-lead than any paid campaign
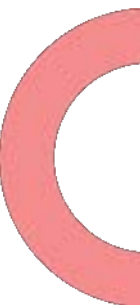
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Built-In Automations
(Go High Level Integration)

Once Lead Reveal captures a visitor, you can automate:

- Instant lead scoring based on page behavior
- Dynamic email or SMS sequences personalized by industry or service interest
- Sales notifications for hot leads (based on time on site, repeat visits, etc.)
- Retargeting audiences built directly from captured data
- Smart tags and workflows to segment by vertical (finance, medical, etc.)

This isn't just lead capture—it's lead activation.
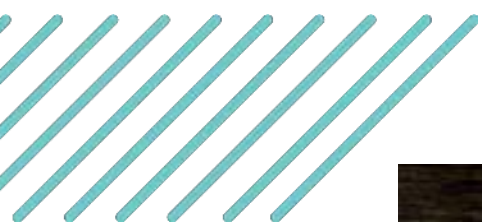
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Who It's For

Lead Reveal is purpose-built for B2B and high-intent B2C industries:

- Financial Advisors & Wealth Managers
- Real Estate Brokerages & Builders
- Medical Practices & Cosmetic Clinics
- Consumer Services & Franchises

If you rely on qualified leads and want to grow your owned database, Lead Reveal makes it happen.
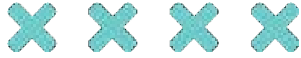
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Ready to See What Your Website Isn't Telling You?

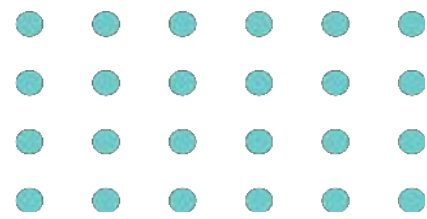Your best leads are already visiting your site.

With Lead Reveal, you can:

- Identify them in real time
- Build smarter nurture campaigns
- Reduce ad waste
- Convert traffic into revenue

[Book a Demo - jodi.morel@idmd.ca]

[Take the 3-Minute Assessment]

Stop chasing. Start converting.

You don't need more clicks.
You need more connection.

Lead Reveal helps you tap into the silent majority of your website visitors—the ones who showed interest but never raised their hand. These aren't cold leads. They're already in your orbit. They just haven't heard from you yet.

With Lead Reveal, you can:

Identify real people behind anonymous visits.

Automate follow-ups based on true intent.

Build an owned list that grows with every visit.

Turn passive interest into active conversations.

This is your advantage. Not someday. Today.

"**Most businesses are blindly chasing clicks when the best leads are already knocking at the door.**"

— Jodi Morel, Founder, IDMD