

How Lead Capture Works

(What to Expect From Your Leads)

What Lead Capture Does

L-Card Connect Lead Capture helps identify people who show interest in your business online or through your L-Card.

Instead of only seeing the small percentage of visitors who fill out a form, the system can identify additional visitors who interacted with your L-Card page, website, or searched for services like yours online.

This gives you visibility into people who would normally remain anonymous.

Where Leads Come From

TYPES OF LEADS

L-Card Form Leads

People who intentionally submit their contact information through your L-Card page.

These are typically the highest-intent leads.

L-Card Page Visitors

People who tap your NFC card or scan your QR code but do not fill out a form.

Many people review your information and plan to reach out later.

Lead Capture helps identify some of these visitors.

Website Visitors

People who visit your website but do not submit a form.

Most website visitors never complete a form. Lead Capture helps reveal a percentage of those visitors.

Online Search Leads

People actively searching online for services like yours across search engines.

These people may not know your business yet but are researching services you provide.

Why You May Not See Every Visitor

Not every visitor can be identified.

Lead identification depends on several factors including:

- whether the visitor has publicly available data
- privacy settings
- browser settings
- whether the visitor has interacted with data networks that allow identification

Because of this, the system identifies a percentage of visitors, not every visitor.

Even identifying a portion of those visitors provides significant visibility compared to traditional website analytics.

Why Lead Activity Changes From Day to Day

Lead activity depends on search behavior and visitor activity.

Some days more people search for services like yours.

Other days there may be fewer searches.

This means lead volume may fluctuate based on:

- seasonal demand
- marketing activity
- search trends
- daily internet traffic

This is normal and expected.

Understanding Daily Capture Limits

Each plan includes a maximum number of leads captured per day.

This ensures your monthly lead allocation is delivered consistently.

If search activity exceeds the daily limit, the system will capture leads up to that maximum for the day.

Example:

A plan allowing 11 leads per day can capture up to 308 leads per month.

If more than 11 leads are available on a given day, the system captures the first 11 identified leads.

Why Some Leads Appear Stronger Than Others

Not every lead shows the same level of interest.

Some leads may include more data because the person has interacted more with the internet.

Examples of stronger signals may include:

- recent search activity
- repeated website visits
- business research behavior
- interaction with multiple related services

This information helps guide how you follow up.

What To Do When Leads Arrive

When leads appear in your dashboard you can:

- review the lead information
- add the lead to your CRM
- follow up with helpful information
- include them in remarketing campaigns

Many businesses use a combination of:

- email follow-up
- advertising remarketing
- helpful educational content
- occasional direct outreach

The goal is to stay visible while the person continues researching.

What Makes Lead Capture Valuable

Without lead capture:

You only see the small percentage of visitors who submit a form.

With lead capture:

You gain visibility into additional people who showed interest but never filled out a form.

This allows your business to stay connected with people who may still be deciding.

Still Have Questions?

If you need help understanding your leads or setting up your campaigns, our setup guide and support videos and instructions, along with our AI assistant (Chatbot), in the bottom-right corner of this page, will guide and educate you as needed.