ALEX FNEICHE – DENTISTE À BRUXELLES ET À TRAZEGNIES

Lead generation report

September 17, 2026 – October 17, 2026 · generated October 17, 2026 12:39 pm

Recorded data starts on October 5, 2026. Days before that were not measured (tracking not active yet, or removed by the retention setting): they are unknown, not zero, and are left out of the trend and comparisons.

Results

Contact intent (taps and clicks) and confirmed leads are counted separately: a tap on a phone number is not a call.

Recorded visits
239
no comparison (previous period not fully measured)

Contact intent
109
no comparison (previous period not fully measured)

Confirmed form submissions
7
no comparison (previous period not fully measured)
7 server-confirmed · 0 browser-confirmed

Visits with a confirmed submission
6
no comparison (previous period not fully measured)

Lead conversion rate
2.5%

New lead records
7
no comparison (previous period not fully measured)

Trend

Per day.



Confirmed submissions by form and page

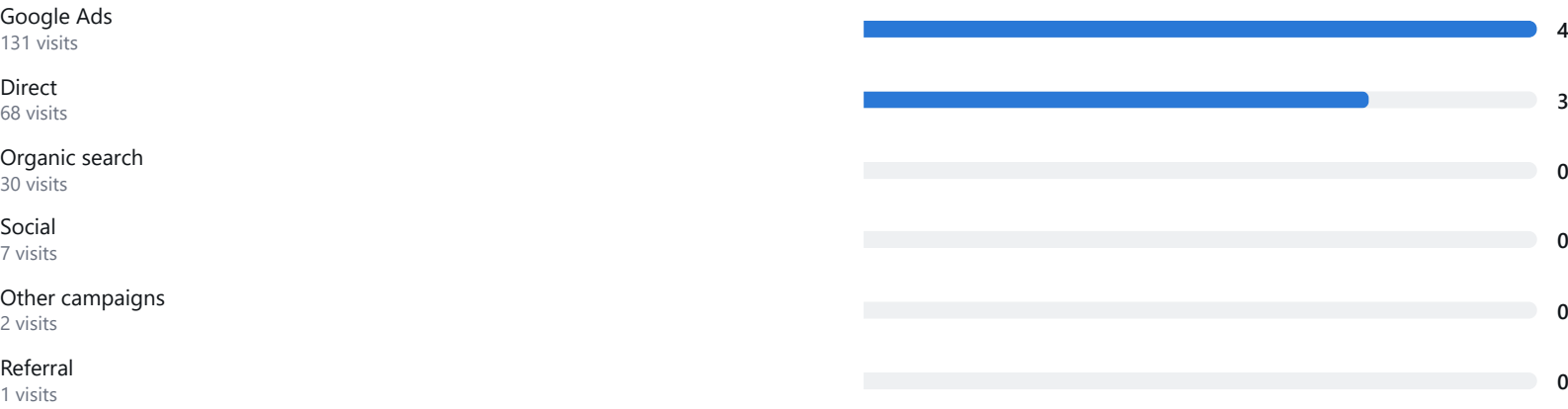
Of these, 7 were confirmed by the site's server and 0 in the visitor's browser.

FORM	PLATFORM	PAGE	CONFIRMED SUBMISSIONS
Contact popup	Contact popup (this plugin)	Homepage (/)	2
Contact popup	Contact popup (this plugin)	implant dentaire Bruxelles (/implant-dentaire-bruxelles/)	2
Datele dumneavoastră	Custom-coded form	Prendre rendez-vous (/prendre-rendez-vous/)	2
Contact popup	Contact popup (this plugin)	Prendre rendez-vous (/prendre-rendez-vous/)	1

Where results came from

Channel of the visit in which each action happened (last touch).

Confirmed submissions by channel



CHANNEL	RECORDED VISITS	PHONE/WHATSAPP/MESSAGE TAPS	CONFIRMED SUBMISSIONS	VISITS WITH A SUBMISSION	LEAD CONVERSION RATE
Google Ads	131	0	4	3	2.3%
Direct	68	0	3	3	4%
Organic search	30	4	0	0	0%
Social	7	0	0	0	0%
Other campaigns	2	0	0	0	0%
Referral	1	0	0	0	0%

Methodology and definitions

- Data period: September 17, 2026 – October 17, 2026 (site time zone). No changes are shown: the period before was not fully measured.
- Recorded visits are measured by LJA; visitors with a Global Privacy Control signal or blocked JavaScript are not recorded. Without analytics consent a person visiting on different days counts as several visits.
- Confirmed leads: only submissions LJA could confirm as successful, counted once when both browser and server reported them.
- Contact intent: taps and clicks only. Calls, WhatsApp conversations and bookings are only counted when a connected system reports them.
- Contacted (verified): unavailable — no connected system can report it.
- Qualified (verified): unavailable — no connected system can report it.
- Booked (verified): unavailable — no connected system can report it.
- Showed (verified): unavailable — no connected system can report it.
- Treatment accepted (verified): unavailable — no connected system can report it.

Recorded visits	Visits LJA recorded on the website. Not the number of unique people (without analytics consent the same person on two days is two visits), and not the number of ad clicks: visits by people who block JavaScript or send a Global Privacy Control signal are not recorded.
Contact intent	Recorded taps or clicks on a phone number, WhatsApp, e-mail address, SMS or messenger link, online-booking link or contact button. An intent is not a conversation: LJA cannot see whether a call was made or answered, whether a WhatsApp message was sent, or whether a booking was completed.
Confirmed form submissions	Form submissions LJA could confirm as successful, counted once even when both the browser and the server reported them. "Server-confirmed": the site's own server confirmed it (form plugin hook or the site's own success reply). "Browser-confirmed": confirmed in the visitor's browser (the form plugin's success event, a confirmation shown after a successful request, a thank-you page, or the browser sending a normal form).
Visits with a confirmed submission	Recorded visits in which at least one form submission was confirmed.
Lead conversion rate	Visits with a confirmed submission ÷ recorded visits.
New lead records	People whose contact details (e-mail or phone) arrived through a confirmed form submission and were stored as a new lead. Repeat submissions by the same person are not new leads.
Possible duplicates	New lead records that share an e-mail address or phone number with an earlier lead but could not be confirmed as the same person (e.g. a different name). They are kept separate and counted as new leads; nobody has to review them.
Contacted (verified)	Leads for which a connected system (phone system, WhatsApp Business Platform, CRM) or an imported file reports an answered call or a conversation. A tap on a phone button is not counted.
Booked (verified)	Leads with an appointment reported by a connected booking system, PMS, CRM or an imported file. A click on a booking link is not a booking.
Showed (verified)	Leads whose attendance is reported by a connected PMS or booking system, or an imported file. An appointment date passing is never counted as attendance.
Treatment accepted (verified)	Leads for which a connected PMS/treatment-plan system, CRM or an imported file reports an accepted treatment.
Speed-to-lead	Time from the lead's creation (server time of the confirmed submission) to the first verified contact. Only calculated for leads with a verified contact time; otherwise "Not available".
Reported by staff	Optional labels set by staff in the Leads screen. Shown separately and never as verified.