

# How Leads Are Captured From Your Ad

If you're new to online advertising, understanding how leads are captured can help you appreciate the value of your campaigns and how they contribute to your business's growth. Here's a friendly guide to AdBuilder's lead capture process within your ad campaign.

## 1. From Ad View to Click

It all starts with your ad. When people see your ad and find it interesting, they might click on it to learn more. This click is the first step in the lead capture process. It's a sign that someone is interested in learning more about your listing.

## 2. Arrival at the Lead Site

Once a potential customer clicks on your ad, they are directed to your lead site. The lead site is a specially designed property website tailored to capture essential information from visitors. It's optimized to showcase your listing photos, listing details, and agent branding.

## 3. The Popup Form

Upon arriving at the lead site, visitors will encounter a small popup form. This form is designed to be simple and straightforward, asking for three key pieces of information:

- **Name:** This helps you personalize your communication.
- **Email:** Essential for follow-up and nurturing the lead through email marketing.
- **Phone Number:** Allows for direct contact, which is often crucial for timely and effective communication.

## 4. Filling Out the Form

Visitors who are genuinely interested in your listing will fill out this form. The form is user-friendly and quick to complete, minimizing any friction that might deter potential leads from submitting their information.

## 5. Lead Information Delivery

Once the form is filled out and submitted, the magic happens. The information entered by the visitor is immediately sent to you. This is done via an automated email system that ensures you receive the lead information promptly. The email you receive will contain all the details provided by the visitor, allowing you to follow up quickly.

## 6. What Happens Next

With the lead information in hand, you can now take the next steps to convert this lead into a sale. This might involve reaching out via phone or email, providing additional information, answering any questions they might have, or setting up a showing. The promptness and quality of your follow-up can significantly influence the likelihood of conversion.

#### Benefits of Our Lead Capture Process

- **Efficiency:** The automated process ensures that lead information is captured and delivered to you without delay.
- **Simplicity:** The user-friendly form and landing page design help maximize the number of leads captured by reducing barriers for visitors.
- **Personalization:** By collecting essential contact details, you can tailor your follow-up communication to be more personal and relevant.

We're here to support you every step of the way, helping you make the most of your advertising campaigns and grow your business. If you have any questions or need further assistance, feel free to reach out to our support team. Happy lead capturing!