

Chatbot lead generation statistics 2026: real data from live website assistants

12.9% of website chat conversations end with the visitor leaving an email or phone number. The rate climbs to 43.9% once a conversation reaches four visitor messages, service sites convert better than stores, and a third of leads arrive after hours. Every figure carries its data set and date.

How many conversations become a lead

A lead is a visitor who typed an email address or a phone number into the chat. No form, no pop-up: the assistant asks when the visitor wants a quote, a call or a follow-up, and the visitor answers.

12.9%

of website chat conversations end with the visitor leaving an email or phone number.

Consistent with the 12.8% measured from June to September 2026 and the 13.6% in The State of Ecommerce Chat 2026; the difference is the window. On a site with 500

14.7%

of conversations on service and lead-generation sites become a lead, against 11.2% on online stores.

A store visitor has a cart; a service visitor has a quote to ask for. By platform, Wix sites convert 17.6% of conversations and WordPress sites 20.2%, Shopify stores 11.2%.

conversations a month that is about 65 leads.

Source: storefront conversations on live assistants, July 18 to October 16, 2026

Source: storefront conversations on live assistants, July 18 to October 16, 2026

43.9%

of conversations with four or more visitor messages end with contact details, against 3.6% with a single message.

Two or three messages: 12.5%. The jump is at the fourth message, and 17.0% of conversations get there. Keeping a visitor talking is worth more than any lead form.

Source: storefront conversations on live assistants, July 18 to October 16, 2026

36%

of leads arrive after the visitor's third message.

30% leave their contact in their first message, 33% after one or two exchanges, and 36% after three or more. The median visitor writes two messages before leaving a contact.

Source: Leads in the same window, message position of the first contact detail

When leads come in

Local time from one fixed offset per visitor country, the same rule as the Chat Index. Business hours are 09:00 to 17:59.

35%

of chatbot leads are left outside business hours.

22% in the evening and 13% at night. Conversations are 47% after hours, but the lead rate is 16.1% during the working day against 9.7% after hours: visitors ask for a call when they expect someone to answer.

13.6%

weekday lead rate, against 10.9% at weekends.

Wednesday is the best day at 14.4% and Saturday the lowest at 10.1%. Weekend visitors browse; weekday visitors want a quote.

Source: storefront conversations on live assistants, July 18 to October 16, 2026

One lead in three would still be waiting for a human at opening time.

Source: Leads with a mapped visitor country, same window

Who leaves contact details, and what they leave

Device from the browser user agent at the start of the conversation. Contact type from the lead record.

40%

of chatbot leads come from a phone, although 56% of conversations do.

The lead rate is 18.4% on a desktop and 9.3% on a phone. Typing an email on a phone is friction; an assistant that accepts a phone number keeps the lead.

Source: storefront conversations on live assistants, July 18 to October 16, 2026

67%

of leads are an email address only.

18% leave a phone number only and 15% leave both. Email is still what visitors hand over first, which is why the follow-up should start as an email even when the goal is a call.

Source: Leads in the same window

44%

of order-status conversations end with contact details, the highest of any topic.

Complaints are next at 32%, then conversations where the visitor came to ask for contact (29%) and support questions (20%). Pricing questions become a lead 10.7% of the time, product questions 7.6% and shipping questions

4.0%: the visitor who wants a human to fix something is the readiest to leave an email.

Source: Topic as classified by the assistant, same window

What this means for a website

- Get to the fourth message. The lead rate is twelve times higher once a conversation reaches four visitor messages, so the assistant should answer and then ask one follow-up question, not close with a link.
- Accept a phone number. Phones produce 40% of leads from 56% of conversations; asking for an email on a phone loses part of them.
- Cover the night. A third of leads are left outside business hours. Each needs a reply before opening time or it goes cold.
- Treat order-status and complaint conversations as lead moments. They convert at 44% and 32%, far above product questions, because the visitor wants a human to follow up.
- Start the follow-up by email. Two thirds of leads are an email address only.

Methodology

Sample: 6,774 storefront conversations on 165 live Chatonbo assistants in the 90 days from July 18 to October 16, 2026, of which 874 produced a lead. Conversations are storefront sessions only; dashboard tests, internal workspaces and app-review installs are excluded. A lead is a conversation where the visitor typed an email address or a phone number into the chat and the assistant recorded it; a conversation counts once even if the visitor left both. Site type: Shopify, WooCommerce, BigCommerce and Wix Stores sites are stores; everything else is a service or lead-generation site. After hours means a start outside 09:00 to 17:59 after shifting UTC by one fixed offset per visitor country, the same rule as the [Chat Index](#); conversations from unmapped countries are left out of the hour figures. Device comes from the browser user agent; weekday from the conversation start. Message position of the first contact detail is found with an email and phone-number pattern over the visitor's messages. Topic is the assistant's own classification. A split is published only when both sides have at least 15 leads, which is why figures by language and by escalation to a human are not broken out. Earlier Chatonbo figures

(12.8% from June to September 2026; 47.7% at four or more messages from March to September) use different windows and are reconciled, not replaced, by this page.

Chatbot lead generation FAQ

What percentage of chatbot conversations become leads?

12.9% of website chat conversations end with the visitor leaving an email address or phone number, measured on live Chatonbo assistants in the 90 days to October 16, 2026. The rate rises to 43.9% once a conversation reaches four visitor messages.

Do chatbots generate more leads on service websites or online stores?

Service and lead-generation sites: 14.7% of conversations become a lead, against 11.2% on online stores. By platform, WordPress sites convert 20.2% of conversations, Wix sites 17.6% and Shopify stores 11.2%.

When do chatbot leads come in?

35% of leads are left outside 09:00 to 17:59 in the visitor's local time (22% in the evening, 13% at night). Weekdays convert 13.6% of conversations and weekends 10.9%; Wednesday is the strongest day.

Do visitors leave their email on a phone?

Less often: the lead rate is 9.3% on a phone and 18.4% on a desktop, so phones produce 40% of leads from 56% of conversations. Accepting a phone number instead of an email closes part of that gap.

How many messages does a visitor send before leaving contact details?

Two, at the median. 30% of leads are left in the first message, 33% after one or two exchanges and 36% after three or more.

Which conversations turn into leads most often?

Order-status conversations (44%), complaints (32%), visitors who came to ask for contact (29%) and support questions (20%). Product questions become a lead 7.6% of the time and shipping questions 4.0%.

How is a chatbot lead defined here?

A conversation in which the visitor typed an email address or a phone number into the chat and the assistant recorded it as a lead. Form submissions, newsletter sign-ups and leads from other channels are not counted.

Can I cite these statistics?

Yes, with a link to this page (CC BY 4.0). Use the quote line in the Cite this block. The data will be refreshed and the dates updated.

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