

AI ENGAGEMENT BUILDER

I BUILD INTERACTIVE AI EXPERIENCES THAT TURN ATTENTION INTO REAL LEADS.



Games. Quizzes. Smart tools. Built simple. Designed to convert.

Lead Gen Games

AI-Powered Quizzes

Smart Tools

Built to Convert

THE PROBLEM

YOUR WEBSITE GETS VISITORS. NOT LEADS.

People show up, scroll for 10 seconds, and bounce. No conversation. No contact info. No deal. Standard websites are passive — and passive doesn't convert.

96%

of website visitors leave without taking any action

8 sec

average time before a visitor decides to stay or bounce

3x

more leads captured when visitors interact vs. just read

THE SOLUTION

STOP TELLING. START ENGAGING.

Interactive AI tools that give people something to *do* — and capture their info while they're doing it. No forms. No friction. No chasing.



Lead Gen Games

Fun, branded, and built to convert curious visitors



Smart Quizzes

Personalized results that qualify leads automatically



AI-Powered

Delivers value instantly, keeps people coming back

HOW IT WORKS

3 STEPS. REAL RESULTS.

STEP ONE

PEOPLE INTERACT

They play a game, take a quiz, or use a smart tool. No signup. No barrier. Just instant value.

1



STEP TWO

AI DELIVERS VALUE

They get instant results, answers, or personalized insights powered by AI. They're hooked.

2



STEP THREE

YOU GET THE LEAD

Their info is captured automatically. You follow up with a warm lead who already trusts you.

3



**VENOM
VIPER**

DEMO 01 OF

TEXAS VENOM VIPER

Venom or Not? Know Before You Step.

A real-world snake ID challenge built for Texans. Fast, visual, and wildly addictive — with zero drop-off because every second counts.

- Captures leads via "Get My Safety Report"
- Geo-targeted — built for a specific, passionate audience
- Shareable: users send it to neighbors, friends, family

DEMO 02 OF

MIKE THE MECHANIC

Can You Diagnose Why It Won't Start?

An interactive auto troubleshooting quiz using real 2026 failure scenarios. Turns curious car owners into booked service appointments.

- Perfect for auto shops, dealerships & service centers
- AI delivers personalized repair estimates after the quiz
- Warms the lead before they ever call the shop



MIKE THE
MECHANIC



**DEAL OR
NO DEAL**

DEMO 03 OF

DEAL OR NO DEAL: HOME EDITION

Make the Call. Win the Deal.

A real estate decision game for buyers and sellers. Engages and qualifies serious prospects — while weeding out tire-kickers automatically.

- Built for real estate agents and brokerages
- Identifies buyer vs. seller intent instantly
- Delivers market insight reports that prompt callbacks

DEMO 04 OF

THREAT SENSE™

Would You Fall for This?

A 90-second scam detection test that scores users and delivers a personalized vulnerability report. Deeply shareable — people send it to their parents.

- Perfect for insurance, cybersecurity & financial services
- AI report creates a natural "here's what to do next" moment
- High share rate = organic reach beyond your existing audience



WHO IT'S FOR

IF YOU NEED LEADS, THIS WORKS FOR YOU.



Real Estate Agents

Capture buyer and seller leads with branded property tools and market quizzes.



Local Service Businesses

Get more quotes and booked jobs with smart estimator tools visitors actually use.



Small Businesses

Turn casual website visitors into customers with engaging, on-brand AI tools.



Anyone Who Wants Leads

If your audience is online and you want their attention — this was built for you.

LET'S BUILD SOMETHING

READY TO STOP LOSING LEADS?

Let's build an AI experience your audience will actually use.

TRY A LIVE
DEMO

LET'S TALK

ilabrandtdelany.com · Have a project in mind? I'd love to hear from you.