Ad creative performance | September 2026

RSA - Same Day Emergency Care brought 66 paid leads, 10% of the total.

21 creatives brought 669 paid leads in September. 4 are fatiguing. For Static - $99 Whitening, weekly leads fell three weeks in a row, from 9 to 1.

northwinddental.com | 669 paid leads | 21 creatives | 30 days

UTM Grabber 1,120 leads | **Google Ads** $18.8K spend | **Meta Ads** $9,100 spend | **Sample data** fictional business

Creative leads	Ad spend	Cost per lead	Fatiguing	Paid leads tagged
669	**$27.9K**	**$39.81**	**4**	**95%**
↑ Up 9% from August	2 platforms	spend / paid leads	of 21 creatives	→ Flat vs August
				carry utm_content



The takeaway

RSA - Same Day Emergency Care brought 10% of your creative leads.

RSA - Northwind Official and Reel - Aligner Day in the Life followed with 59 and 48.

Static - $99 Whitening is fatiguing, but it is not one of your top three.

Leaderboard

Which creatives brought leads.

utm_content on paid leads, ranked by leads. Weekly lines cover the last 4 full weeks.

Leads by creative

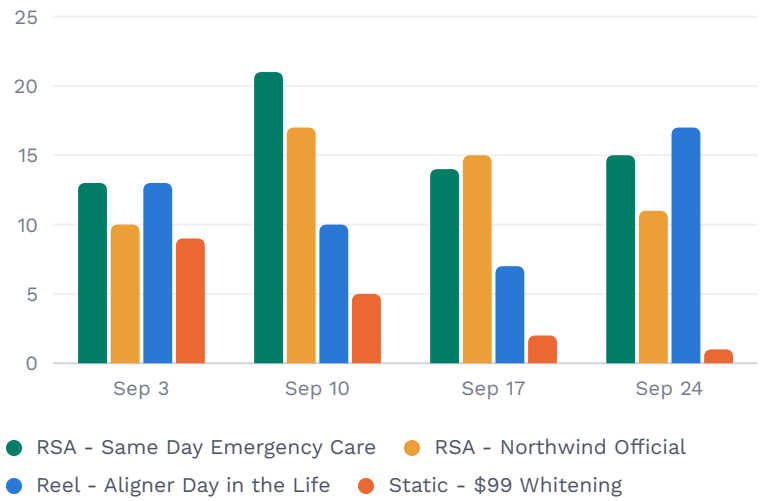
#	Creative	Campaign	Leads	Cost per lead	vs August	Weekly	Status
1	RSA - Same Day Emergency Care	emergency_dentist… +2	66	$50.82	▲ +22%		Rising
2	RSA - Northwind Official	brand_northwind_d… +3	59	$12.62	▲ +5%		Steady
3	Reel - Aligner Day in the Life	invisalign_consul… +2	48	$23.09	▲ +100%		Rising
4	RSA - Open Late Tonight	emergency_dentist…	43	$52.22	Flat		Steady
5	Static - Free Consult and Scan	invisalign_consul… +3	40	$27.30	▲ +122%		Rising
6	Video - Tour the Clinic	retargeting_site_… +2	39	$23.52	▲ +44%		Rising
7	Static - New Patient Special	prospecting_looka… +2	38	$38.05	Flat		Steady
8	RSA - Book Online Today	brand_northwind_d… +1	37	$13.66	▲ +23%		Fatiguing
9	RSA - Free Invisalign Consult	invisalign_phrase +1	34	$49.13	▲ +17%		Rising
10	Carousel - Smile Gallery	retargeting_site_… +1	33	$26.75	▼ −15%		Cooling
11	RSA - Family Dentist Alder Bay	general_dentistry…	33	$40.91	▲ +32%		Rising
15	Static - $99 Whitening	whitening_offer	22	$61.21	▼ −67%		Fatiguing

669 of 702 paid leads carried utm_content. Fatiguing creatives outside the top 11 are shown with their real rank. Cost per lead uses spend from ads whose name matches the utm_content value.

Fatigue watch

How each creative held up week to week.

Leads per full week, oldest on the left.



Leads per week for the top 3 creatives and Static - $99 Whitening. Each week starts on the date shown.

Fatigue check

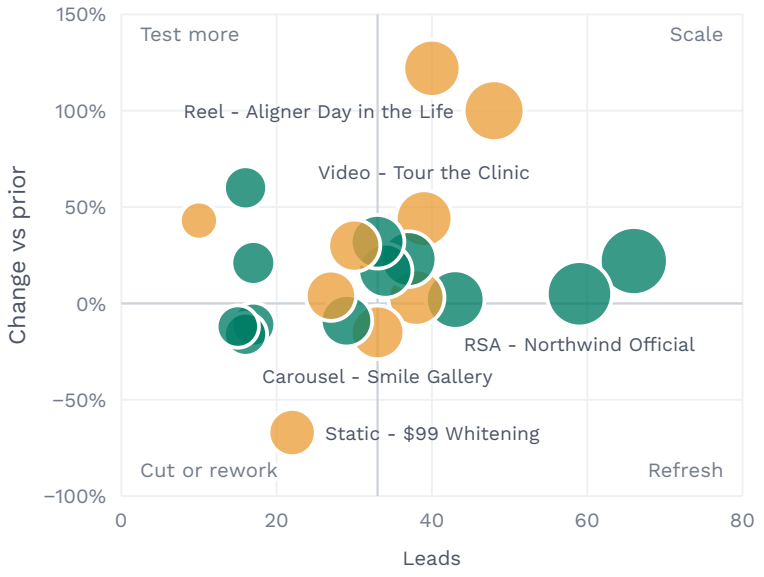
Static - $99 Whitening is fatiguing.

Weekly leads fell three weeks in a row, from 9 to 1.

Also fatiguing: RSA - Book Online Today, RSA - New Patients Welcome, RSA - Implant Financing.

Latest week: Reel - Aligner Day in the Life led with 17 leads.

Creatives: volume vs growth



Read the map

RSA - Same Day Emergency Care is big and still growing.

66 leads, +22% vs August.

Give it budget before testing anything new.

RSA - Book Online Today is big but fatiguing. Refresh it next.

Next steps

What to do next.

1 This week

Rotate fresh creative into Static - $99 Whitening

Weekly leads fell three weeks in a row, from 9 to 1. Swap the hook or the offer and keep the landing page the same.

Medium impact · Medium effort

2 This month

Give RSA - Northwind Official more budget

It brings leads at $12.62, the lowest cost of any creative with 5 or more leads.

High impact · Low effort

3 This month

Rework RSA - Implants Done in One Place

It moved –16% vs August, the slowest of your creatives (the best grew +122%). Test a new hook against it.

Medium impact · Medium effort

How we built this report

- Creatives are utm_content values on paid leads, meaning a paid medium or an ad click ID (669 of 702). Case and punctuation are ignored, so Hero_CTA and hero-cta count once.
- Weeks are full 7-day windows ending Sep 30. Fatiguing means weekly leads fell three weeks in a row, or the latest week is more than 40% below the creative's first week with leads (4 or more).
- Spend: $27.9K from September 2026. Matched to creatives where the ad name equals utm_content.
- Cost per lead in the summary divides all ad spend by all 702 paid leads.
- Changes compare September 2026 with August.

The creatives in one line

Next: refresh Static - $99 Whitening. Its weekly leads are down from 9 to 1.

Creative leads	Creatives	Top creative share	Cost per lead
669	21	10%	$39.81

- RSA - Same Day Emergency Care led with 66 leads.
- 4 creatives fatiguing: Static - $99 Whitening, RSA - Book Online Today, RSA - New Patients Welcome, and 1 more.
- 95% of paid leads carried utm_content.

Data: UTM Grabber, Google Ads, Meta Ads, Sample data for northwinddental.com

Prepared with UTM Grabber, v2.0.0, Oct 5, 2026