Northwind Dental northwinddental.com

Leads from AI assistants | September 2026

AI assistants sent 60 leads, 43% more than August.

ChatGPT sent 33 of them. AI assistants also started 78 more journeys that converted through another channel.

northwinddental.com | Gravity Forms | 1,120 submissions | 30 days

UTM Grabber 1,120 leads | **CRM** 519 deals | **Sample data** fictional business

AI leads

60

↑ Up 43% from August



42 in August

Share of all leads

5.4%

↑ Up 1 pt from August

60 of 1,120 leads

Share of organic

29%

↑ Up 5 pts from August

of 210 unpaid search and AI leads

AI-started journeys

78

→ Flat vs August

first visit from AI, converted elsewhere

The takeaway

ChatGPT sent 55% of your AI leads.

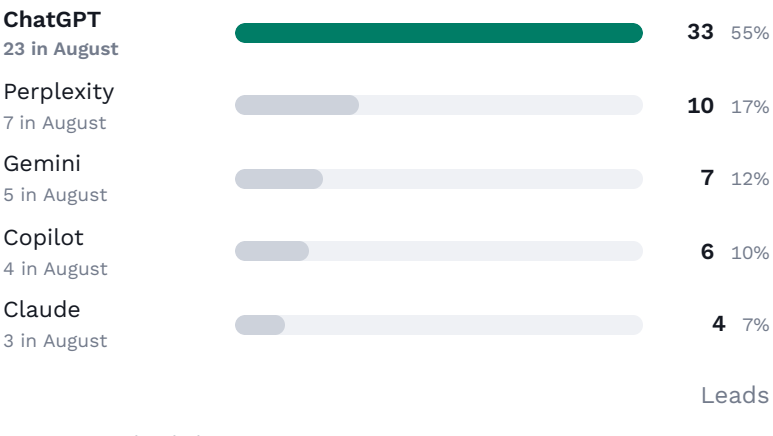
Perplexity and Gemini follow with 10 and 7.

AI leads grew every month, from 16 in April to 60 in September.

Which assistants

Where your AI leads come from.

The assistant behind each converting visit, from UTM Grabber Premium's organic source and referrer fields.



AI-assistant leads by assistant

The leader

ChatGPT sends more than the rest combined.

ChatGPT sent 33 of 60 AI leads (55%).

ChatGPT moved the most: +10 leads against August.

The trend

AI referrals are growing week by week.

Weeks run to Sep 30; a part week at the start is left out.

AI leads per week



AI-assistant leads per week, Apr 2 to Sep 30. Peak of 21 in the week of Sep 17.

Landing pages

The pages AI assistants send people to.

The page each AI-referred visitor landed on before filling in a form.

Landing pages for AI leads

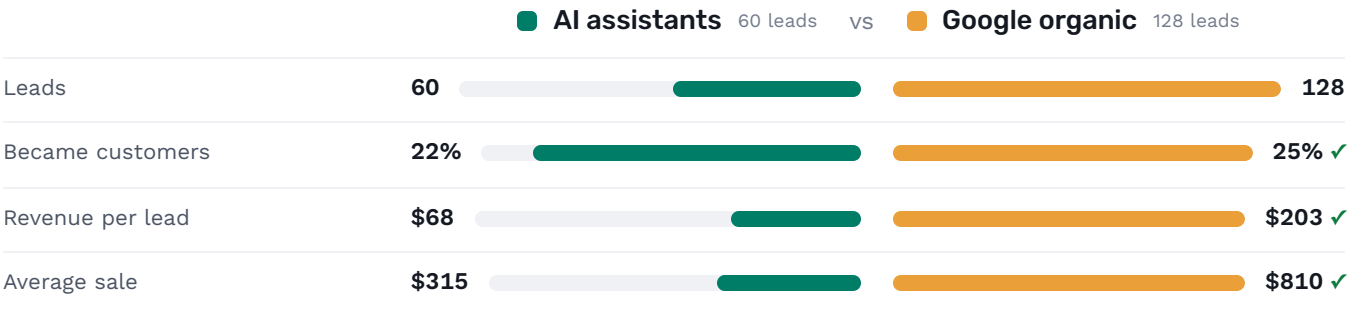
#	Page	AI leads	Share of AI	Share of all	Top assistant
1	/	17	28%	23%	ChatGPT
2	/emergency-dentist	14	23%	14%	ChatGPT
3	/dental-implants	13	22%	5%	ChatGPT
4	/insurance	9	15%	3%	ChatGPT
5	/invisalign	7	12%	7%	ChatGPT

/dental-implants takes 22% of AI leads but 5% of all leads: assistants favor it.

Lead quality

Each AI lead is worth $68, against $203 from Google organic.

AI-referred leads against Google organic leads in the same period.



Customers and revenue come from 93 CRM deals matched to these leads by email (each person counted once); open deals don't count yet.

Next steps

Make your pages easy for AI assistants to cite.

1

This month

Put clear answers and prices on your home page

Your home page received 17 of your 60 AI leads. Assistants quote pages that answer the question in the first lines: what it costs, how long it takes, who it is for.

High impact · Medium effort

2

This quarter

Point assistants at your bigger services

AI leads bring $68 each against $203 from Google organic; their average sale is $315 against $810. Write clear answer pages for your higher-value services so assistants cite those too.

High impact · Medium effort

3

This quarter

Publish a pricing and FAQ page

Not one of the 11 pages that brought leads is a pricing or FAQ page. Assistants answer cost and how-to questions; a page with real numbers gives them something to cite.

High impact · Medium effort

4

Monthly

Check what ChatGPT says about you

ChatGPT sent 33 of 60 AI leads. Ask it, and the next two assistants, your customers' top three questions each month and note whether you are named and which page is cited.

Medium impact · Low effort

How we built this report

- AI leads: the converting visit came from an AI assistant (ChatGPT, Claude, Copilot, Gemini, Perplexity), read from UTM Grabber Premium's organic source and referrer domain fields and from utm_source tags such as chatgpt.com.
- Found through: organic source (60).
- Share of organic: AI leads divided by the 210 leads whose last touch was unpaid search or an AI assistant.
- AI-started journeys: the first visit (UTM Grabber Premium's first-touch fields) came from an AI assistant and the lead converted later through another channel.
- Customers and revenue come from 93 CRM deals matched to these leads by email (each person counted once); open deals don't count yet.
- Some assistant apps pass no referrer, so their visits look direct. Treat these counts as a floor.

AI referrals in one line

Next: put clear answers on your home page. It took 17 of your AI leads.

AI leads	Share of leads	Top assistant	AI-started journeys
60	5.4%	ChatGPT	78

- 60 AI leads against 42 in August.
- ChatGPT sent the most: 33 leads.
- Top page: your home page, with 17 AI leads.