Northwind Dental northwinddental.com

ANOMALY CHECK · SEPTEMBER 2026

The *Whitening offer* campaign ran 54% below its usual pace in the last 30 days.

1,120 leads against about 967 expected from the 31-day baseline (+16%). 7 of 37 checks flagged.

northwinddental.com · Baseline: August 2026 · 30 days

UTM Grabber 1,120 leads, 999 baseline

Sample data fictional business

1,120	7	−54%	+118%
LEADS ▲ +16%	FLAGGED	LARGEST DROP	LARGEST RISE

01 THE SCORECARD

What *moved*, and how far.

Checks against the *baseline*

✕	**Whitening offer (campaign)** 32 leads in the last 30 days against about 70 expected.	*−54%*	FIX
i	**Invisaline consult promo (campaign)** 4 leads in the last 30 days; under 1 expected from the baseline.	*New*	NEW
i	**Bio link (campaign)** 20 leads in the last 30 days; under 1 expected from the baseline.	*New*	NEW
i	**Prospecting look alike new patients (campaign)** 3 leads in the last 30 days; under 1 expected from the baseline.	*New*	NEW
i	**TikTok (source)** 20 leads in the last 30 days; under 1 expected from the baseline.	*New*	NEW
i	**Social (channel)** 38 leads in the last 30 days against about 17 expected.	*+118%*	SPIKE
i	**Invisalign consult promo (campaign)** 80 leads in the last 30 days against about 39 expected.	*+107%*	SPIKE

02 BY SOURCE

Every *source* against its usual pace.

Change against the usual pace, by *source*



Top 8 sources by volume. Expected = baseline leads scaled to 30 days.

NEW SOURCE

20

leads from TikTok, which the baseline never saw

BIGGEST DROP

−54%

Whitening offer: 32 leads against about 70

BIGGEST SPIKE

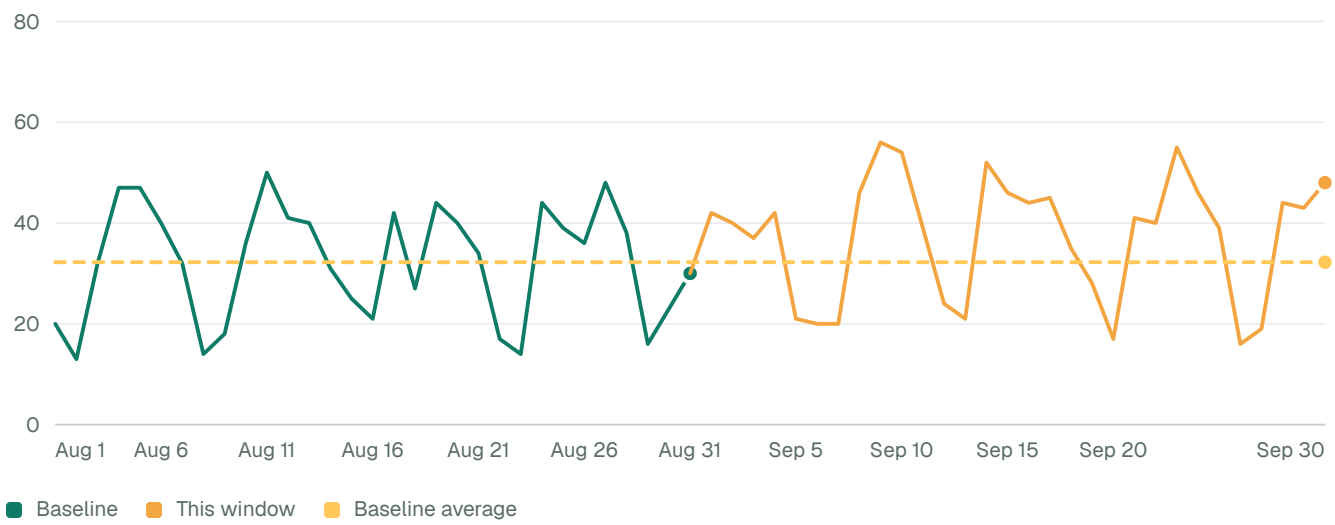
+118%

Social: 38 leads against about 17

03 DAILY

The window against the *baseline*.

Leads per *day*



Baseline average 32.2 a day; this window 37.3 a day.

Where to *look* first.

TODAY

Check the *Whitening offer* campaign

32 leads in the last 30 days against about 70 expected. Look at account status, budgets, rejected ads and the landing page before you change anything.

High impact Low effort −54% vs usual

THIS WEEK

Confirm the *Social* spike is real

38 leads against about 17 expected. Look for spam or duplicate submissions before you shift budget toward it.

Medium impact Low effort

THIS WEEK

Find what sent the *TikTok* leads

20 leads arrived from a source the baseline never saw. If it's a mention or a partner, follow up while it's fresh.

Low impact Low effort

ONGOING

Run this *check* every week

A weekly run catches a broken form or a paused campaign within days, not at month end.

Medium impact Low effort

How we built this check

- This window: September 2026 (30 days). Baseline: August 2026 (31 days, 999 leads), scaled to 30 days to get each expected count.
- A drop is flagged when it is 25% or more, involves at least 5 leads, and is bigger than normal random swing for that volume (1.5 standard deviations to watch, 2 to fix).
- New: under 1 lead expected and 3 or more arrived. Went quiet: 3 or more expected and none arrived.

Next: check the *Whitening offer* campaign today. It ran 54% below its usual pace.

Data: UTM Grabber, Sample data for northwinddental.com

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