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

Leads	Flagged	Largest drop	Largest rise
1,120	7	−54%	+118%
▲ +16% vs the usual pace	1 down, 6 up or new	Whitening offer (campaign)	Social (channel)
 About 967 expected			

01

The scorecard

What moved, and how far.

Flagged items first. Fix: a drop of half or more. Watch: a drop of a quarter or more. Both must be bigger than normal random swing.

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%

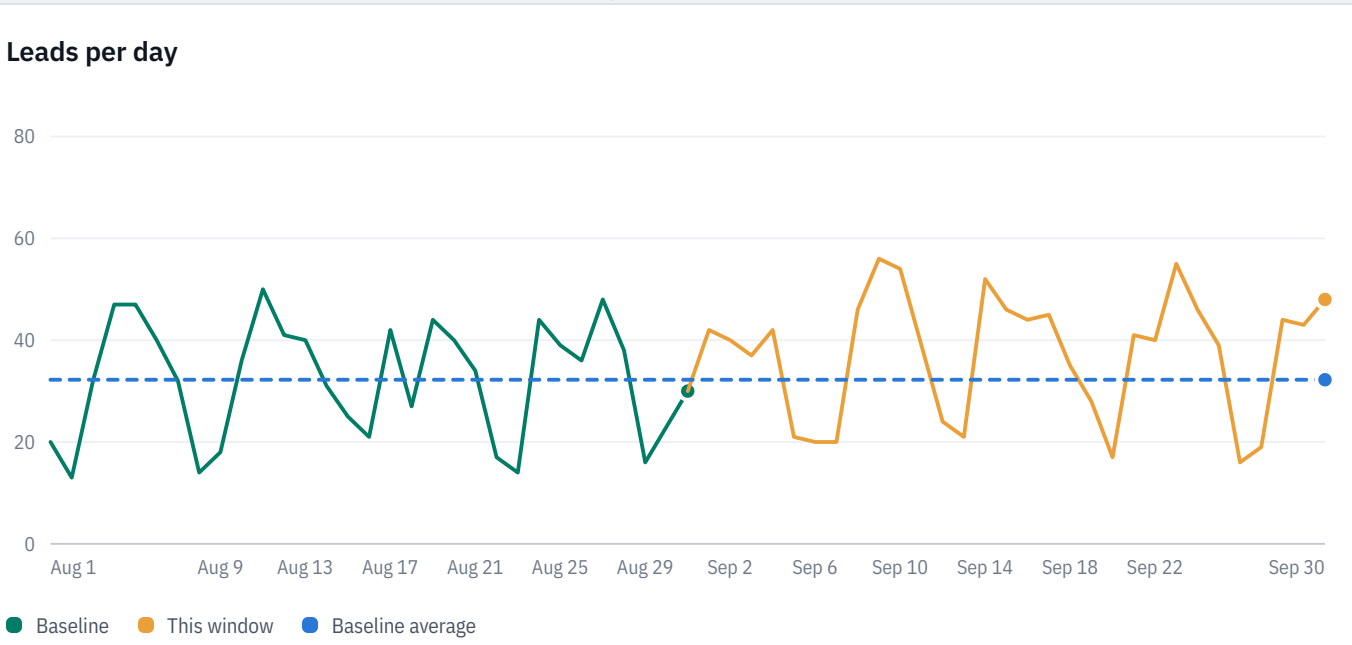
Social: 38 leads against about 17

03

Daily

The window against the baseline.

Leads per day. The dashed line is the baseline's daily average.



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

04

What to check

Where to look first.

Investigations, not fixes: confirm the cause before you act.

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.

The check in one line

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

Leads	Expected	Flagged	Checks run
1,120	967	7	37

- Whitening offer: −54%, against about 70.
- Social: +118%, against about 17.
- Baseline: 32.2 a day; this window: 37.3 a day.