Northwind Dental northwinddental.com

BUDGET SIMULATOR · SEPTEMBER 2026

Moving 20% from Meta Ads to *Google Ads* would cost 17 to 38 leads.

Meta Ads brought 287 leads and Google Ads brought 415 leads in September. Spend: $9,100 on Meta Ads, $18.8K on Google Ads.

northwinddental.com · Shift 20% from Meta Ads to Google Ads · 30-day baseline

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

1,120	1,082	1,103	$39.81
LEADS TODAY	PROJECTED, LOW END ▼ -3%	PROJECTED, HIGH END –	COST PER LEAD

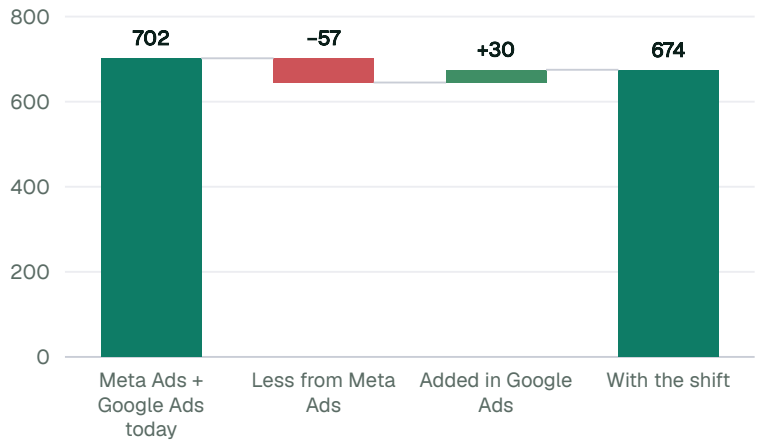
THE ASSUMPTION

Real cost per lead, with *saturation* built in.

Meta Ads loses leads at its average cost per lead, $31.71.

Google Ads gains leads with a square-root response: doubling its spend brings about 41% more leads, not 100%. The high end assumes it keeps today's $45.42 per lead.

Where the *leads* move.



Leads from Meta Ads and Google Ads only, middle of the range. Other channels are unchanged.

THE MATH

Google Ads must add *57 leads* to break even.

Moving $1,820 out of Meta Ads costs about 57 leads at $31.71 each.

At today's $45.42 per lead Google Ads would add 40; if it saturates, 20.

Today September 2026 vs **With the shift** 20% moved to Google Ads

	Today	With the shift
META ADS LEADS	*287*	*230*
GOOGLE ADS LEADS	*415*	*435 to 455*
ALL LEADS	*1,120* ✓	*1,082 to 1,103*
META ADS SPEND	*$9,100*	*$7,280*
GOOGLE ADS SPEND	*$18.8K*	*$20.7K*

Ranges run from the saturating case (low) to today's yield holding (high).

How to *test* it.

THIS WEEK

Keep the budget in *Meta Ads*

Even at best the shift loses 17 leads. Meta Ads brings leads at $31.71 vs $45.42 in Google Ads.

High impact Low effort

THIS MONTH

Test the reverse: 20% into *Meta Ads*

The same model says moving 20% of the Google Ads budget ($3,770) into Meta Ads changes leads by −29 to +36, because Meta Ads brings leads at $31.71 vs $45.42.

Medium impact Low effort

WEEKLY

Track *Google Ads* leads every week

Today it brings 96.8 leads a week. To break even it must reach 110.2 a week.

Medium impact Low effort

How we built this report

- Baseline: 1,120 leads from September 2026.
- "facebook" was read as the ad platform Meta Ads: 287 leads. "google" was read as the ad platform Google Ads: 415 leads.
- Spend from September 2026: $9,100 on Meta Ads, $18.8K on Google Ads. Meta Ads loses leads in proportion to the dollars moved.
- Low end: Google Ads gains leads as the square root of its spend. High end: it keeps today's cost per lead.
- Projections are a range, not a promise. Test, then rerun this with the new data.

Next: keep budget in *Meta Ads*. The shift loses up to 38 leads.

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

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