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

Leads today	Projected, low end	Projected, high end	Cost per lead
1,120	**1,082**	**1,103**	**$39.81**
 in 30 days	Down 3% from today	Flat vs today	$41 to $42 with the shift
	–38 leads if Google Ads saturates	–17 leads if its yield holds	

The assumption

Real cost per lead, with saturation built in.

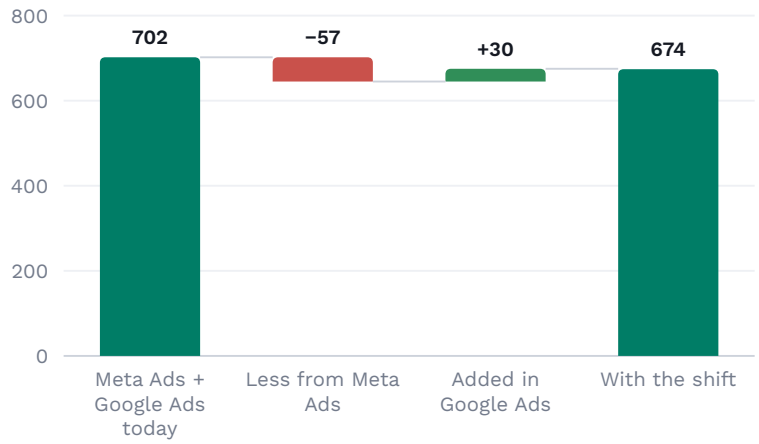
Meta Ads loses leads at its average cost per lead, $31.71.

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.

The scenario

Where the leads move.

Only Meta Ads and Google Ads change. Every other channel stays as it is.



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)	With the shift (20% moved to Google Ads)
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).

Next steps

How to test it.

1 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

2 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

3 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.

The scenario in one line

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

Leads today	With the shift	Change	Budget moved
1,120	1,082 to 1,103	−38 to −17	20%

- Meta Ads: 287 today, about 230 after the shift.
- Google Ads: 415 today, 435 to 455 after the shift.
- Model: real cost per lead with saturation.

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

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