Northwind Dental northwinddental.com

CAMPAIGN DEEP DIVE · SEPTEMBER 2026

Emergency dentist exact grew 18% to 106 leads.

9% of all leads in the period, #1 of 38 campaigns. Most came through google / cpc and landed on /emergency-dentist.

northwinddental.com · utm_campaign: emergency_dentist_exact · 30 days

UTM Grabber 106 leads of 1,120 **Sample data** fictional business

106	9%	30 of 30	27
LEADS ▲ +18%	SHARE OF ALL LEADS –	ACTIVE DAYS	LAST 7 DAYS ▲ +9%

THE VERDICT

Verdict: *scale* it.

Emergency dentist exact grew 18% against August (90 to 106 leads).

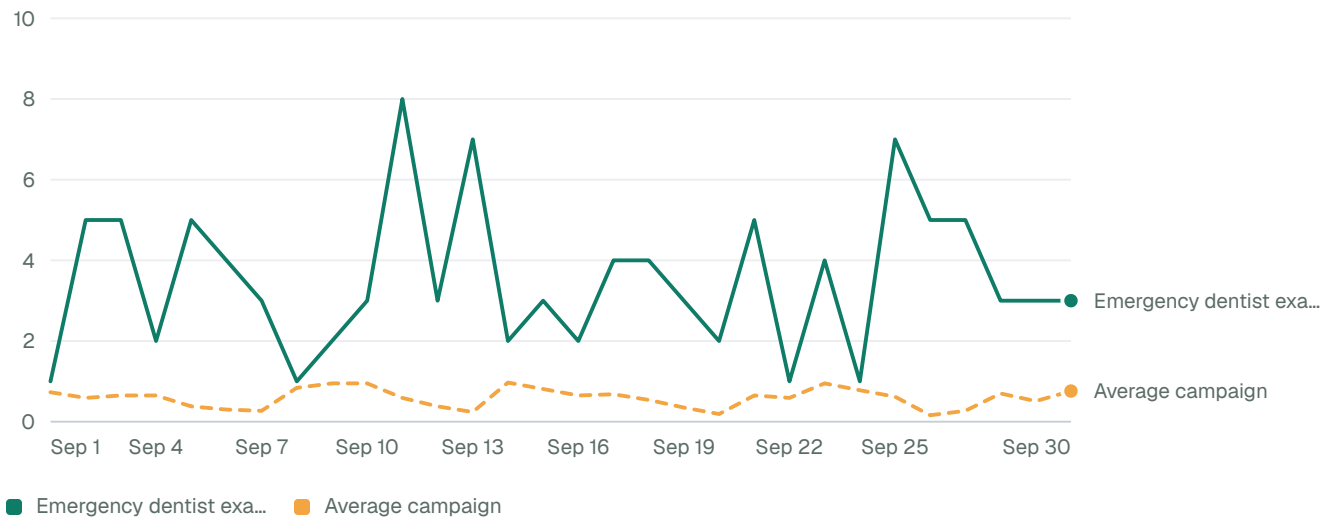
The second half of the period brought 52 leads against 54 in the first half.

The rule: scale when leads grow 15% or more on at least 10 leads.

01 VOLUME

How *Emergency dentist exact* moved, day by day.

Leads per *day*



Peak of 8 leads on Sep 11. Leads arrived on 30 of 30 days. The dashed line is all other campaign leads divided by 37 campaigns.

02 SOURCES

Where its *leads* came from.

Paid	*87*	82%
Organic	*19*	18%

Leads

First-touch channel of the leads this campaign converted

FIRST TOUCH

Most of these journeys started on *paid* too.

87 of 106 leads started and finished on the same channel; 19 were warmed up elsewhere first.

03 ADS AND PAGES

Which *ads* and pages did the work.

Leads by *ad*

#	AD (UTM_CONTENT)	LEADS	SHARE	CHANGE	MOMENTUM
1	rsa_same_day_emergency_care	**63**	59%	▲ +21%	Steady
2	rsa_open_late_tonight	**43**	41%	▲ +13%	Steady

Every lead carried a utm_content value.

Leads by landing *page*

#	LANDING PAGE	LEADS	SHARE
1	/emergency-dentist	106	100%

Leads per page, not conversion rates: pages with more visits will show more leads.

04 NEXT STEPS

What to do with *Emergency dentist exact*.

THIS MONTH

Raise the budget on *Emergency dentist exact* in steps

It grew 18% to 106 leads. Add budget in small steps and stop if lead quality slips.

High impact Medium effort

NEXT PERIOD

Re-run this deep dive in *30 days*

One more period shows whether Emergency dentist exact's pattern holds.

Low impact Low effort

How we built this report

- Leads counted where utm_campaign matches “emergency_dentist_exact” (ignoring letter case, spaces and underscores), September 2026.
- Change compares with August (90 leads for this campaign).
- Momentum and the verdict's second-half test compare the last 15 days with the first 15.

Next: scale *Emergency dentist exact*. It grew 18% to 106 leads.

Data: UTM Grabber, Sample data for northwinddental.com

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