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

Leads	Share of all leads	Active days	Last 7 days
106	**9%**	**30 of 30**	**27**
↑ Up 18% from August	→ Flat vs August	3.5 leads per active day	↑ Up 9% from its weekly average
 90 August	#1 of 38 campaigns		Weekly average 24.7

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.

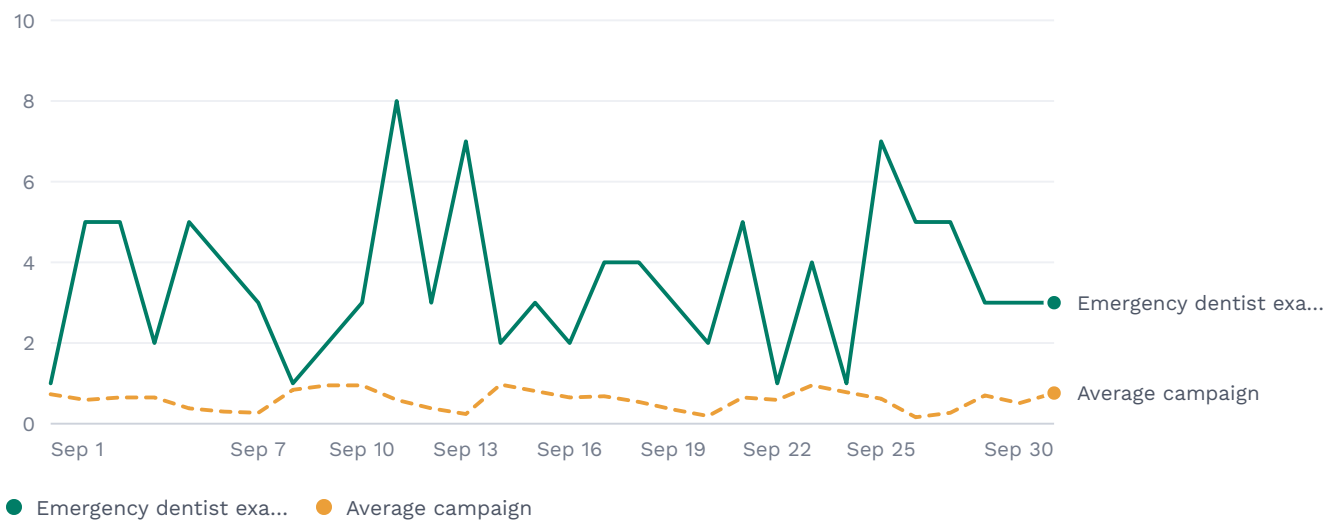
The rule: scale when leads grow 15% or more on at least 10 leads.

Volume

How Emergency dentist exact moved, day by day.

This campaign against the average of the other 37 campaigns, per day.

Leads per day



Emergency dentist exa... Average campaign

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.

Sources

Where its leads came from.

Every lead came through google / cpc. Below: the channel that first brought each lead to the site.

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.

Ads and pages

Which ads and pages did the work.

Ads are utm_content values. Pages are where the visit started, without query strings.

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.

Next steps

What to do with Emergency dentist exact.

1

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

2

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.

The campaign in one line

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

Leads	Share of all leads	Active days	Verdict
106	9%	30 of 30	Scale

- Busiest day: Sep 11 with 8 leads.
- Top ad: rsa_same_day_emergency_care with 63 leads.
- Top landing page: /emergency-dentist with 106 leads.

Data: UTM Grabber, Sample data for northwinddental.com

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