Ad platforms vs reality  September 2026

# Your ad platforms counted 175 conversions your forms never got.

Google Ads reported 510 for 415 real leads (+23%); Meta Ads reported 367 for 287 real leads (+28%). Prospecting - Lookalike New Patients is furthest off at +48%.

northwinddental.com  Gravity Forms  30 days

- **UTM Grabber** 1,120 leads
- **Google Ads** 510 conversions
- **Meta Ads** 367 conversions
- **Sample data** fictional business

01

The gap

## What your platforms reported, and what arrived.

Platform conversions from your ad accounts; leads from your forms, as UTM Grabber saw them.

Platforms said

**877**

**conversions reported**

Google Ads 510, Meta Ads 367.

Your forms got

**702**

**leads from those ads**

Google Ads 415, Meta Ads 287.

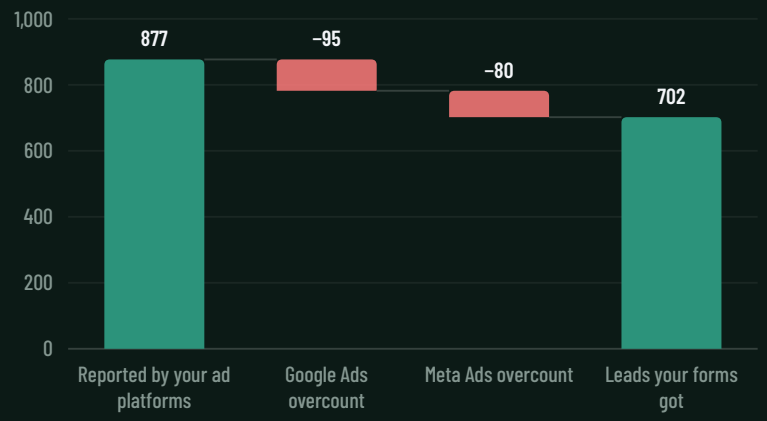
Over-reported

**+25%**

**more than real**

August: +25%.

### From reported to real




Red bars: conversions a platform counted that never reached your forms.

By platform

### Meta Ads over-reports the most: +28%.

Meta Ads reported 367 conversions; your forms got 287 leads from it.

It shows $24.80 per conversion; the real cost per lead is $31.71.

Google Ads: 510 reported, 415 real (+23%).

02

By campaign

# Which campaigns count leads that never came.

Reported conversions next to real leads, campaign by campaign.

## Reported vs real, by campaign

| Campaign | Platform | Reported | Real leads | Over-reported | Status |
|---|---|---|---|---|---|
| Emergency Dentist - Exact | Google Ads | 144 | 109 | +32% | Over-reports |
| Prospecting - Lookalike New Patients | Meta Ads | 141 | 95 | +48% | Far over |
| Brand - Northwind Dental | Google Ads | 131 | 96 | +36% | Over-reports |
| Invisalign Consult Promo | Meta Ads | 106 | 86 | +23% | Over-reports |
| Retargeting - Site Visitors | Meta Ads | 84 | 72 | +17% | Over-reports |
| General Dentistry - Local | Google Ads | 82 | 62 | +32% | Over-reports |
| Invisalign - Phrase | Google Ads | 68 | 49 | +39% | Over-reports |
| Teeth Whitening - Broad | Google Ads | 45 | 34 | +32% | Over-reports |
| Dental Implants - Phrase | Google Ads | 40 | 32 | +25% | Over-reports |
| Total | | 877 | 702 | +25% | |

| Campaign | Platform | Reported | Real leads | Over-reported | Status |
|---|---|---|---|---|---|
| Whitening Offer | Meta Ads | 36 | 32 | +12% | Over-reports |
| No campaign tag | Google Ads | – | 33 | – | Add UTMs |
| Tag matches no campaign | Meta Ads | – | 2 | – | Fix tags |
| Total | | 877 | 702 | +25% | |

Status: Matches within 10%, Over-reports from 10% to 40%, Far over above 40%. The grey lines are real leads no campaign could claim.

03

Ready to send back

# Can your real leads go back to the platforms?

To bid on real leads, each platform needs a way to match a lead to its click.

## Click ID capture

**Google click ID (gclid) on Google Ads leads**
402 of 415 carry one. Google Ads offline conversion import matches a lead to its click with it.
97% Healthy

**Meta click ID (fbclid) on Meta Ads leads**
115 of 287 carry one. Meta uses it to match a lead you send back to its ad click.
40% Fix

**Email on leads from ads**
702 of 702. Google's enhanced conversions and Meta also match a lead on its hashed email.
100% Healthy

04

Next steps

# What to do next.

## 01

This month

### Send real leads back to Meta Ads

It reported 367 conversions for 287 real leads (+28%), so its bidding learns from conversions that never reached you. Import your UTM Grabber leads as server-side conversions; UTM Grabber Premium can send them for you. Do the same for Google Ads.

High impact · Medium effort

80 conversions with no lead behind them

## 02

This week

### Judge Prospecting - Lookalike New Patients on real leads

It reported 141 conversions; your forms got 95 (+48%). Its real cost per lead is $37.89, not the $25.53 per conversion the platform shows.

High impact · Low effort

## 03

This month

### Keep the fbclid on Meta Ads leads

Only 40% of Meta Ads leads (115 of 287) kept it. Check that redirects and form pages keep URL parameters, so more leads can be matched when you send them back.

Medium impact · Low effort

## 04

This month

### Fix the mistyped campaign tags

34 leads from your ads carried a mistyped campaign tag (for example invisaline_consult_promo, retargetting_site). 32 were close enough to count for the right campaign here, but anywhere else they show up as separate campaigns. The UTM hygiene audit lists every one.

Medium impact · Low effort

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**How we built this report**

- Reported: conversions from Google Ads and Meta Ads, September 2026, as each platform counts them (its own attribution window and conversion actions).
- Real: 702 form submissions UTM Grabber captured in the same window from those platforms, recognized by utm_source and utm_medium or a click ID.
- Campaigns match when utm_campaign equals the campaign name, ignoring case and punctuation; 32 tags one or two letters off counted for the closest campaign. 35 leads from your ads matched no campaign (33 had no campaign tag).
- Over-reported = (reported - real) / real.
- August: your platforms reported 807 for 645 real leads (+25%).

The truth in one line

## Next: send real leads back to Meta Ads. It over-reported by 28%.

| Reported | Real leads | Over-reported | Worst campaign |
|---|---|---|---|
| 877 | 702 | +25% | +48% |

- Google Ads: 510 reported, 415 real.
- Meta Ads: 367 reported, 287 real.

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

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