# Northwind Dental

northwinddental.com

Daily pulse  Wednesday, Sep 30, 2026

# 48 leads, 28% above average.

Google sent the most (22); Newsletter rose to 4 against 1 a day.

- **UTM Grabber** 48 leads
- **Google Ads** $647 spend
- **Meta Ads** $289 spend
- **Sample data** fictional business

### Leads on Wednesday

**48**

▲ +28% vs the 7-day average



7-day average: 37.4

### vs last Wednesday

**−13%**

55 leads on Sep 23

### Top source

**Google**

22 leads, 46% of the day

### Ad spend

**$936**

• Flat vs the 7-day average

$40.68 per paid lead

01

What moved

## What moved against the usual day.

### Up

**4**

leads from Newsletter, against 1 a day

### Regulars

**5 of 5**

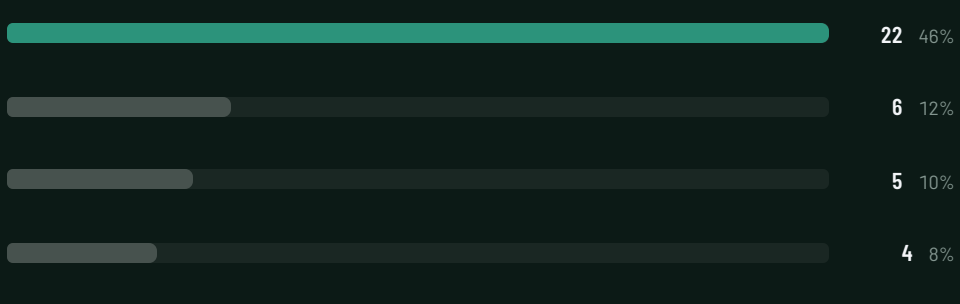
sources that send leads most days showed up

### Untagged

**12%**

of the day's leads had no UTM source (6)

### Top sources of the day's leads



01

Today

### Find what lifted Newsletter

It sent 4 leads against 1 a day. If an ad, email or post is behind it, keep it running.

Medium impact · Low effort

02

Today

### Keep Google running

It sent 22 of the day's 48 leads.

Medium impact · Low effort

The day in one line

## Next: find what lifted Newsletter. It sent 4 leads against 1 a day.

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

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