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

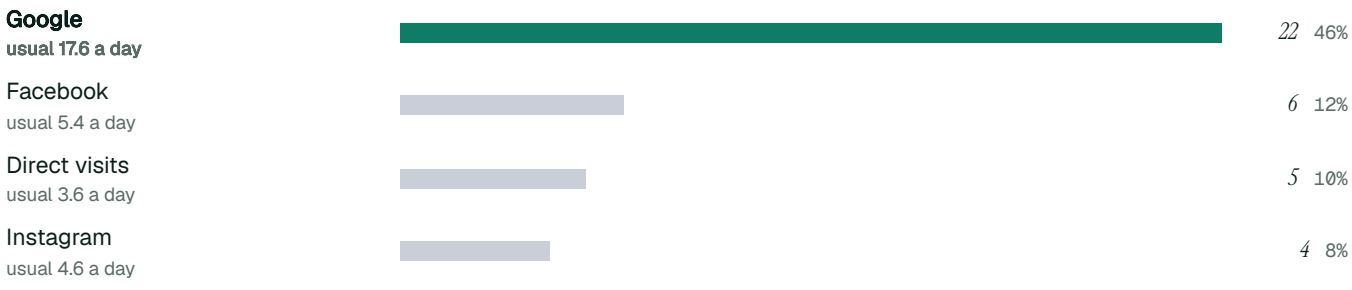
48	−13%	Google	$936
LEADS ON WEDNESDAY ▲ +28%	VS LAST WEDNESDAY	TOP SOURCE	AD SPEND –

01 WHAT MOVED

What *moved* against the usual day.

UP	REGULARS	UNTAGGED
4	*5 of 5*	*12%*
leads from Newsletter, against 1 a day	sources that send leads most days showed up	of the day's leads had no UTM source (6)

Top sources of the day's *leads*



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

TODAY

Keep *Google* running

It sent 22 of the day's 48 leads.

Medium impact Low effort

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