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

↑ **Up 28%** from 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

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



1

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

2

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