Northwind Dental northwinddental.com

Lead forecast Next 30 days

Expect about 1,200 leads in the next 30 days.

The likely range is 1,150 to 1,250, based on 12 weeks of history. That is about 6% more than the last 30 days.

northwinddental.com History: Jul 3 to Sep 30, 2026 2,974 leads

UTM Grabber 2,974 leads over 90 days

Sample data fictional business

Next 7 days (about)

270



Likely 250 to 290

Next 30 days (about)

1,200

▲ +6% vs August

1,120 the last 30 days

Likely range, 30 days

±50

1,150 to 1,250: where 4 in 5 periods like your past ones land

Trend, leads a week

+5

About 2.0% a week, fitted on 12 weekly totals

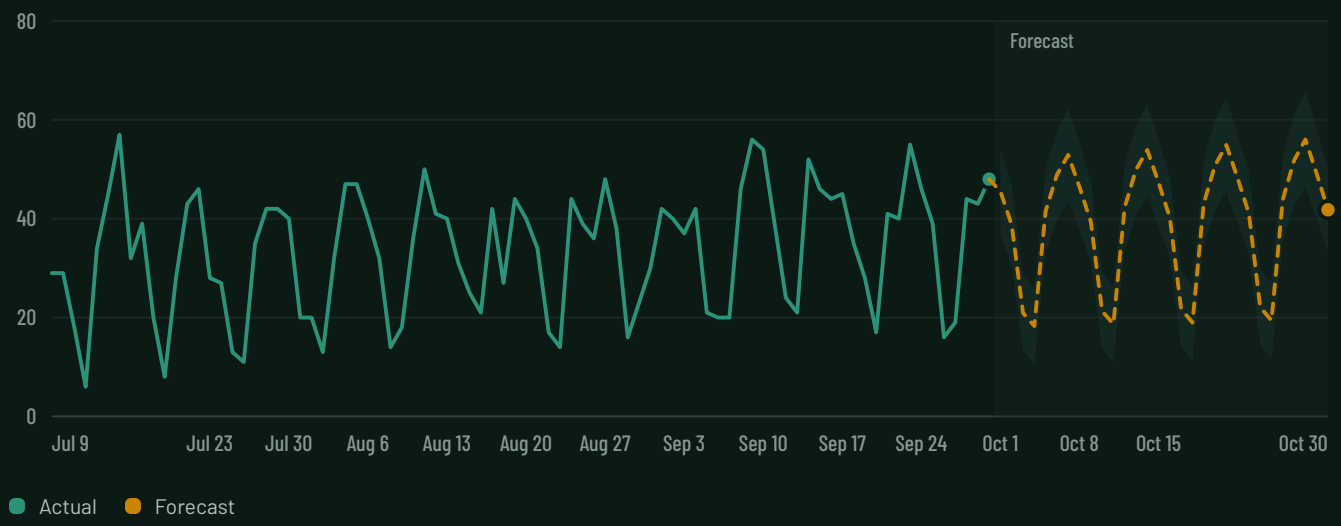
01

The forecast

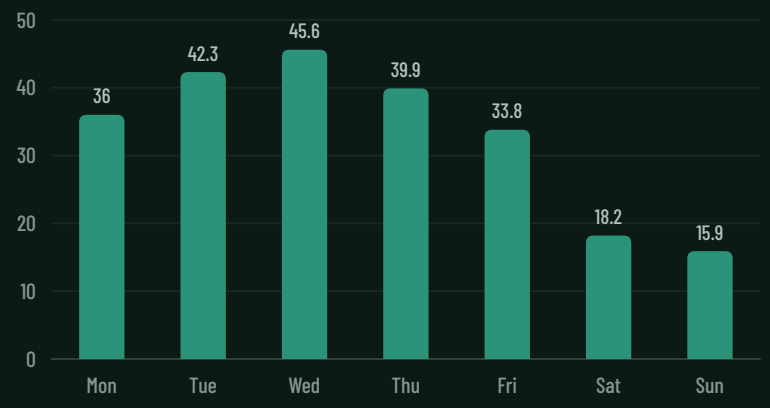
The next 30 days, day by day.

Actual leads, then the forecast. The band is the likely range for each day.

Leads per day: actual and forecast



Last 84 days of history, then 30 forecast days. The weekly trend is rising by about 5 leads a week.



Average leads per weekday across the history

The weekly rhythm

Weekends run at 43% of a weekday.

Wednesdays average 45.6 leads; Sundays average 15.9.

The forecast repeats this pattern, so plan follow-up capacity around it.

02

By channel

Where the next 30 days of leads come from.

Each channel's own weekly trend, scaled so the channels add up to the total forecast.

Channel forecast

Channel	Last 30 days	Next 30 days (about)	Change	Weekly trend
Paid	702	740	▲ +5%	Rising
Organic	210	230	▲ +10%	Rising
Direct	85	85	Flat	Steady
Referral	85	85	Flat	Steady
Social	38	45	▲ +18%	Rising

Rising or Cooling only when the channel's weekly trend is bigger than its week-to-week noise.

03

Method

How the forecast works.

Method, in plain words

- We counted leads per day for 90 days (Jul 3 to Sep 30, 2026, 2,974 leads).
- Weekday pattern: each weekday's average against the overall average. Wednesdays run 1.4x an average day; Sundays run 0.5x.
- Trend: a straight line through 12 weekly totals. It adds about 5 leads a week and is bigger than the week-to-week noise, so the forecast follows it.
- Range: past weeks varied by about 13 leads around the fitted line. The range covers roughly 4 in 5 outcomes and is never narrower than normal count noise.
- It assumes campaigns, budgets and tracking stay as they are. A launch, a paused campaign or a tracking fix will break the pattern.

04

Next steps

Plan for the likely path.

01

This month

Plan follow-up for about 1,200 leads

Staff for the low end (1,150) and keep room for 1,250. That is about 40 a day, with weekdays busiest.

High impact · Low effort · 1,150 to 1,250

02

This month

Budget for more paid leads

Paid is trending up. Make sure campaigns and follow-up can absorb about 740 leads in the next 30 days, against 702 in the last 30.

Medium impact · Medium effort

03

After big changes

Re-run the forecast after a launch or pause

A new campaign, a budget shift or a tracking fix changes the pattern this forecast learns from.

Low impact · Low effort

The forecast in one line

Next: plan for about 1,200 leads. Expect 1,150 to 1,250 in the next 30 days.

Next 7 days	Next 30 days	Likely range	Busiest days
270	1,200	1,150 to 1,250	Mon to Fri

- About 6% more than the last 30 days.
- Weekly trend: rising by about 5 leads a week.
- Paid is trending up.

Data: UTM Grabber, Sample data for northwinddental.com

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