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

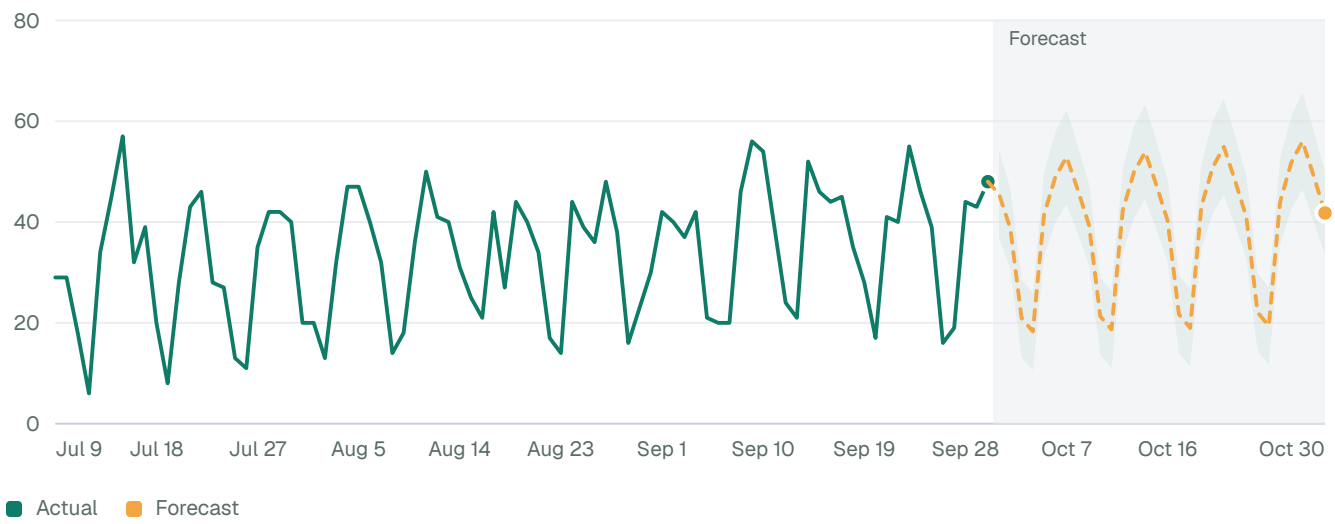
Sample data fictional business

270	1,200	±50	+5
NEXT 7 DAYS (ABOUT)	NEXT 30 DAYS (ABOUT) ▲ +6%	LIKELY RANGE, 30 DAYS	TREND, LEADS A WEEK

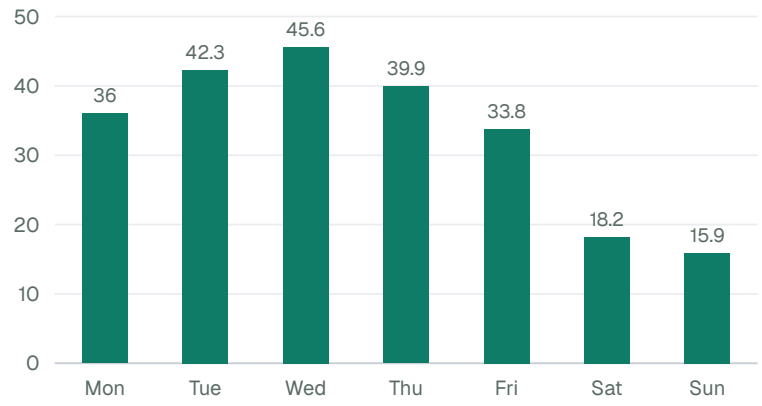
01 THE FORECAST

The next 30 days, *day* by 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.

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.

Plan for the likely *path*.

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

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

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

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

Data: UTM Grabber, Sample data for northwinddental.com

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