**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**

↑ Up 6% from 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**

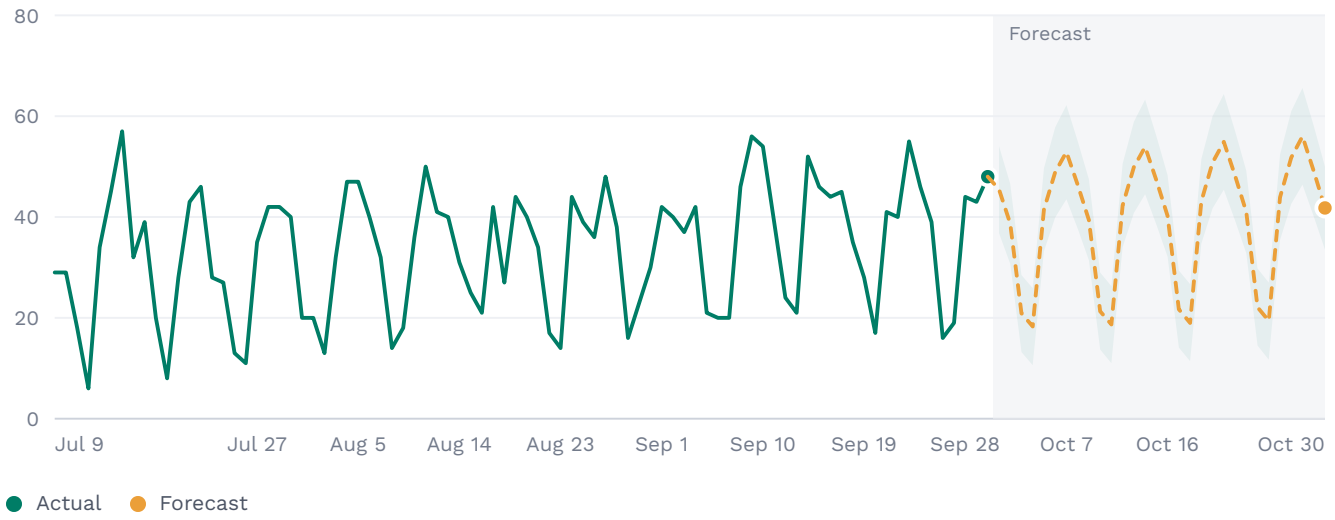
About 2.0% a week, fitted on 12 weekly totals

The forecast

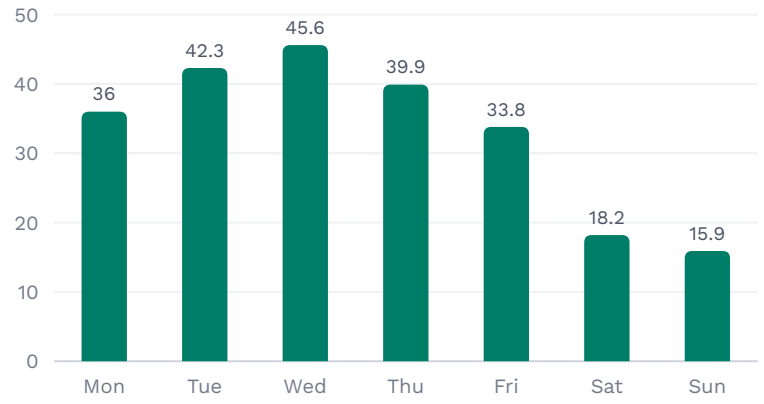
# The next 30 days, day by day.

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.

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.

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.

Next steps

# Plan for the likely path.

1

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

2

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

3

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