Northwind Dental northwinddental.com

Full-funnel performance | September 2026

September turned $27.9K of ads into $165K of revenue.

Ads brought $165K of your $271K revenue: Meta Ads returned $7.08 per $1 of spend, Google Ads $5.31. 45% of leads became a deal and 57% of decided deals were won.

northwinddental.com Gravity Forms 30 days

- **UTM Grabber** 1,120 leads
- **Google Ads** $18.9K spend
- **Meta Ads** $9,100 spend
- **Google Analytics 4** 40,822 sessions
- **HubSpot** 519 deals
- **Sample data** fictional business

Ad spend
$27.9K
↑ Up 8% from August



Leads
1,120
↑ Up 12% from August



Customers
229
116 deals still open

Revenue
$271K

ROAS
5.9x
ad revenue / ad spend

Cost per customer
$231
ad spend / ad customers

The takeaway

Google Ads brought 37% of your revenue.

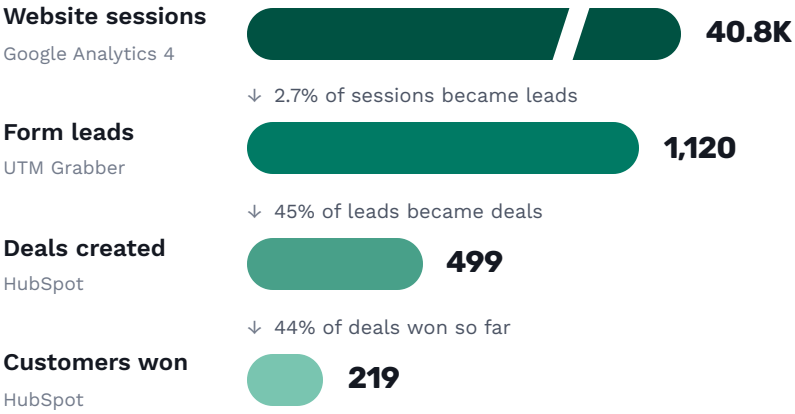
Google Ads: 87 customers worth $100K.

Your ad platforms brought 61% of revenue on $27.9K of spend. The other 39% came from organic, direct, referral and deals with no form lead.

The funnel

From first visit to customer.

Each stage comes from the platform named under it.



Deal stages count deals matched by email to these leads: 499 of 519. The other 20 are in the totals and the channel table.

Where it leaks

Only 45% of leads became a deal.

621 of 1,120 leads have no deal in your HubSpot. That is the widest gap after the form.

Check that every form lead reaches HubSpot and gets a reply.

112 deals from these leads are still open, so the won count can still grow.

Channels

Every channel, from spend to revenue.

Ad platforms first, then the channels you don't pay per click for.

Every channel side by side

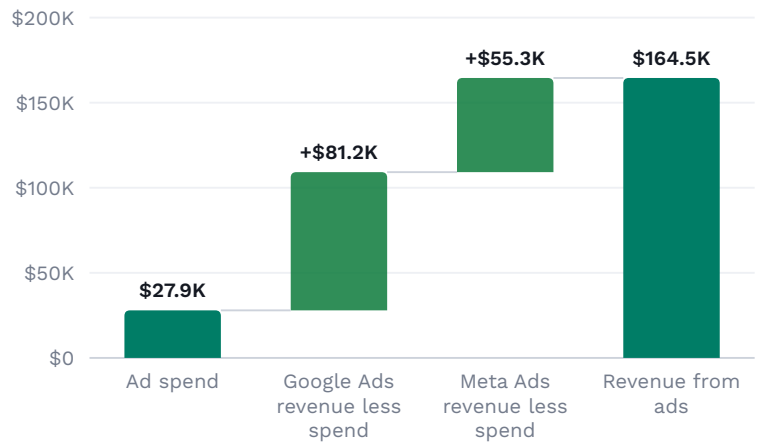
Channel	Ad spend	Sessions	Leads	Lead rate	Customers	Revenue	ROAS	Cost per customer
Google Ads	$18.9K	5,320	**415**	7.8%	87	$100K	5.3x	$217
Meta Ads	$9,100	11,640	**287**	2.5%	34	$64.4K	7.1x	$268
Organic	–	10,581	**210**	2.0%	49	$35.9K	–	–
Direct	–	8,201	**85**	1.0%	23	$31K	–	–
Referral	–	1,718	**85**	4.9%	23	$19.3K	–	–
Social	–	3,362	**38**	1.1%	3	$700	–	–
No form lead	–	–	**0**	–	10	$20K	–	–
Total	**$27.9K**	**40,822**	**1,120**	**2.7%**	**229**	**$271K**	**5.9x**	**$231**

Leads count toward the channel of their form fill. Sessions are grouped the same way from Google Analytics source and medium. ROAS and cost per customer in the Total line cover your ad platforms only.

Spend to revenue

What each ad dollar brought back.

From ad spend to revenue



Middle bars: each platform's revenue minus its own spend. Green adds, red loses.

Return on ad spend

Meta Ads returned $7.08 per $1.

It turned $9,100 of spend into $64.4K from 34 customers.

Google Ads returned $5.31 per $1 on $18.9K.

	Google Ads $18.9K spend	Meta Ads $9,100 spend
Ad spend	$18.9K	$9,100
Leads	415 ✓	287
Cost per lead	$45.42	$31.71 ✓
Customers	87 ✓	34
Cost per customer	$217 ✓	$268
Revenue	$100K ✓	$64.4K
ROAS	5.3x	7.1x ✓

Google Ads vs Meta Ads in September. A check marks the better value on each line.

Next steps

What to do next.

1 This week

Follow up every form lead

621 of 1,120 leads (55%) never became a deal in HubSpot. Make sure each form submission lands in HubSpot and gets a reply.

High impact · Low effort

621 leads with no deal

2 This month

Test more budget on Meta Ads

It returned $7.08 per $1 of spend (34 customers at $268 each), the best of your ad platforms (Google Ads $5.31). Add budget in steps and watch cost per customer.

Medium impact · Low effort

How we built this report

- Leads: 1,120 form submissions in UTM Grabber, September 2026. Each counts toward the channel of its form fill; an ad platform when utm_source and utm_medium or a click ID (gclid, fbclid, msclkid) show one.
- Ad spend: $27.9K from Google Ads and Meta Ads, September 2026.
- Sessions: 40,822 from Google Analytics 4, September 2026, grouped into the same channels by session source and medium (AI assistants count as Organic, email as Referral).
- Deals: 519 from your HubSpot, created Sep 1 to Oct 5, 2026. 499 (96%) matched a form lead by email; 20 match no form lead. Customers are won deals; revenue is their amount.
- ROAS: revenue from customers that came through an ad platform, divided by that platform's spend.
- Changes compare September 2026 with August.
- Customers, revenue and ROAS are not compared with August: 22% of this period's deals are still open, so the totals can still grow.

The funnel in one line

Next: follow up the 621 leads with no deal yet.

Leads	Customers	Revenue	ROAS
1,120	229	$271K	5.9x

- Meta Ads: $9,100 spend, 34 customers, $64.4K revenue.
- Google Ads: $18.9K spend, 87 customers, $100K revenue.
- 45% of leads became a deal; 112 are still open.

Data: UTM Grabber, Google Ads, Meta Ads, Google Analytics 4, HubSpot, Sample data for northwinddental.com

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