Customer journeys September 2026

Organic search opens 228 journeys but closes only 150.

31% of leads converted on a different channel than their first visit. Paid search closed the most (415), and 154 of those started elsewhere.

northwinddental.com Gravity Forms 1,120 submissions 30 days

UTM Grabber 1,120 leads · **CRM** 519 deals · **Sample data** fictional business

Leads traced	Changed channel	Top opener	Top closer	Revenue traced
1,120	31%	Paid search	Paid search	$251K
every lead carries first-touch data	▼ −3 pts vs August	308 first visits	415 converting visits	from 219 won deals
	349 leads converted elsewhere			

The takeaway

Last click undervalues Organic search by 78 leads.

Organic search was the first visit for 228 leads and the converting visit for 150. Split 50/50 between the two touches, it earns 189.

Paid search works the other way: it closes 415 and opens 308, so last click flatters it.

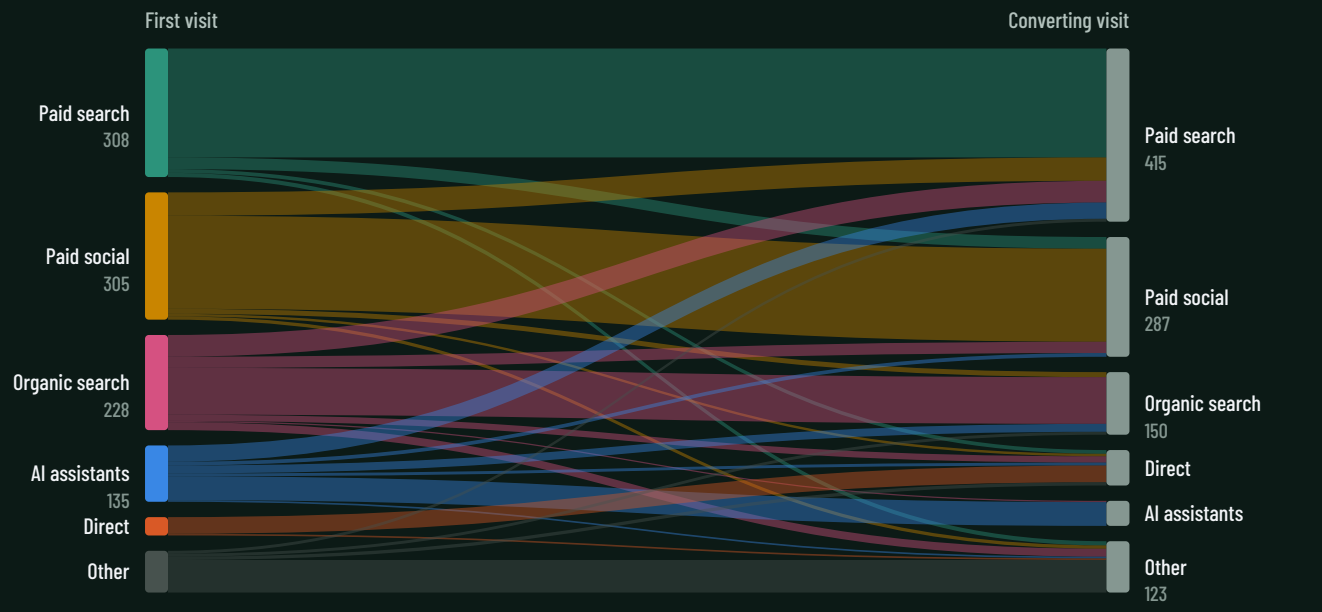
01

The paths

How people move from first visit to form.

Left: the channel of each lead's first visit. Right: the visit that converted.

From first visit to form



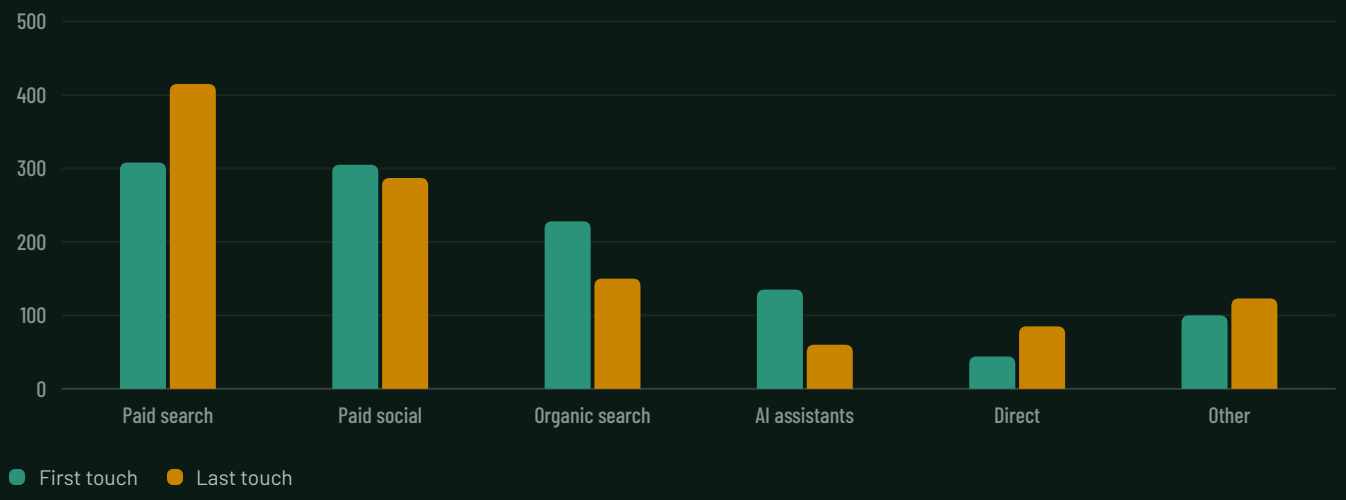
1,120 traced leads. Bands that cross changed channel on the way. Other: Email, Organic social, Referral.

02

Openers vs closers

Which channels open and which close.

First touch against last touch, by channel



Leads credited to each channel by first touch and by last touch

Openers vs closers

Organic search starts more journeys than it gets credit for.

Organic search opened 228 journeys and closed 150.

Paid search closed 415; 154 of them started on another channel.

03

Fair credit

Credit per channel, three ways.

First touch credits the opener, last touch the closer, the 50/50 split shares each lead between them.

Lead credit by channel

Channel	First touch	Last touch	50/50 split	Split vs last	Last click
Paid search	308	415	361.5	▼ −53.5	Overcredited
Paid social	305	287	296	▲ +9	Even
Organic search	228	150	189	▲ +39	Undervalued
AI assistants	135	60	97.5	▲ +37.5	Undervalued
Direct	44	85	64.5	▼ −20.5	Overcredited
Referral	56	40	48	▲ +8	Even
Organic social	35	38	36.5	▼ −1.5	Even
Email	9	45	27	▼ −18	Overcredited
Total	1,120	1,120	1,120		

Undervalued: the 50/50 split gives the channel more credit than last click does.

Revenue credit by channel

Channel	First touch	Last touch	50/50 split	Split vs last	Last click
Paid search	$95.4K	$100K	$97.7K	▼ −$2,340	Even
Paid social	$72.4K	$64.4K	$68.4K	▲ +$3,995	Even
Organic search	$37.5K	$31.8K	$34.6K	▲ +$2,865	Even
Direct	$5,585	$31K	$18.3K	▼ −$12.7K	Overcredited
Referral	$17K	$15.3K	$16.1K	▲ +$822	Even
AI assistants	$22.5K	$4,090	$13.3K	▲ +$9,192	Undervalued
Email	$325	$4,005	$2,165	▼ −$1,840	Even
Organic social	$700	$700	$700	$0	Even
Total	$251K	$251K	$251K		

Revenue from 219 won CRM deals matched to these leads by email, credited the same three ways.

04

Next steps

Give every channel fair credit.

01

Reporting

Judge Organic search on first touch, not last click

Last click gives it 150 leads; the 50/50 split gives it 189. Report both so budget follows the channel that finds people.

High impact · Low effort

02

Budget

Keep Paid search as the closer, and fund its openers

It closed 415 journeys; 154 of them started on another channel. Its results depend on the channels that bring people in first.

Medium impact · Low effort

03

Content

Count AI assistants as an opener

They were the first visit for 135 leads and the converting visit for 60. Pages that answer questions clearly keep them recommending you.

Medium impact · Medium effort

04

Revenue

Credit AI assistants for the revenue they find

By first touch they found $22.5K of revenue; last click gives them $4,090.

Medium impact · Low effort

How we built this report

- First touch: the first visit UTM Grabber Premium recorded for the person (first-touch source, medium, referrer and landing page). Last touch: the visit that converted.
- 50/50 split: each lead gives half its credit to its first-touch channel and half to its last-touch channel; a lead that stayed on one channel gives that channel full credit.
- Channels: Paid search is a paid click from a search engine (cpc tags or a Google or Microsoft click ID); Paid social is a paid click from a social platform (paid social tags or a Meta click ID); Organic search is an unpaid visit from a search engine; AI assistants is a visit from an AI assistant such as ChatGPT or Perplexity; Direct is a typed URL, bookmark or untagged link; Referral is a link on another website; Organic social is an unpaid social post or profile link; Email is an email or newsletter link.
- Revenue: 219 won CRM deals matched to these leads by email.

Journeys in one line

Next: judge Organic search on first touch. It opens 228 journeys and closes 150.

Leads traced	Changed channel	Top opener	Top closer
1,120	31%	Paid search	Paid search

- Changed-channel share moved from 34% in August to 31%.
- Most undervalued by last click: Organic search (+78).
- Paid search closed the most journeys: 415.