Northwind Dental northwinddental.com

CAMPAIGN LEADERBOARD · SEPTEMBER 2026

Emergency dentist exact led 38 campaigns with 106 leads.

The top three campaigns sent 26% of all leads. Against August, 5 campaigns grew 15% or more and 1 fell as much.

northwinddental.com · Gravity Forms · 38 campaigns · 30 days

UTM Grabber 1,120 leads | **Sample data** fictional business

761	38	26%	106
CAMPAIGN LEADS ▲ +12%	CAMPAIGNS WITH LEADS ▲ +3	TOP 3 SHARE –	EMERGENCY DENTIST EXACT LEADS ▲ +18%

01 THE STANDINGS

Every *campaign*, ranked by leads.

Campaigns by *leads*

#	CAMPAIGN	SOURCE / MEDIUM	LEADS	SHARE	CHANGE	MOMENTUM	DAILY
1	Emergency dentist exact	google / cpc	106	9%	▲ +18%	Steady	
2	Brand northwind dental	google / cpc	92	8%	▲ +8%	Steady	
3	Prospecting lookalike new patients	facebook / paid_social	88	8%	▲ +11%	Steady	
4	Invisalign consult promo	facebook / paid_social	80	7%	▲ +100%	Steady	
5	Retargeting site visitors	facebook / paid_social	68	6%	▲ +8%	Steady	
6	General dentistry local	google / cpc	60	5%	▲ +7%	Cooling	

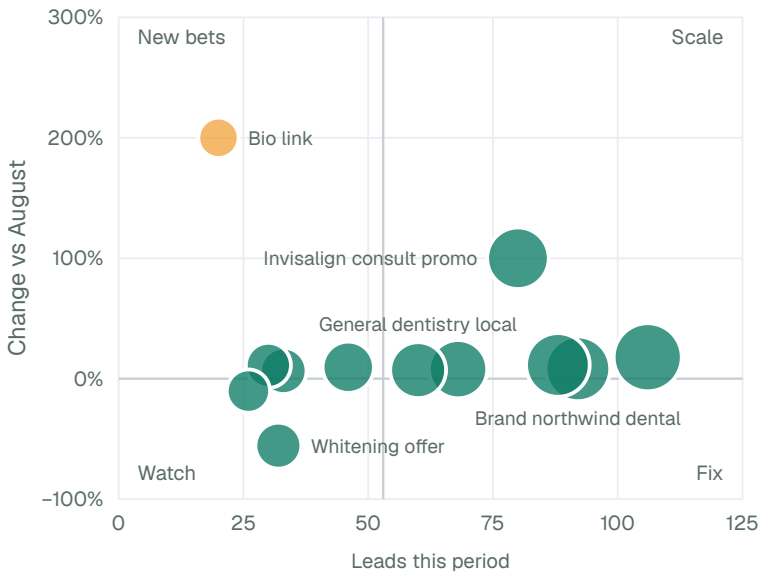
#	CAMPAIGN	SOURCE / MEDIUM	LEADS	SHARE	CHANGE	MOMENTUM	DAILY
7	Invisalign phrase	google / cpc	46	4%	▲ +10%	Steady	
8	Teeth whitening broad	google / cpc	33	3%	▲ +6%	Steady	
9	Whitening offer	facebook / paid_social	32	3%	▼ −56%	Stalling	
10	Dental implants phrase	google / cpc	30	3%	▲ +11%	Steady	
11	Monthly newsletter	newsletter / email	26	2%	▼ −10%	Cooling	
12	Bio link	tiktok / organic	20	2%	▲ New	Steady	

26 campaigns more with 80 leads are not shown. Share is of all 1,120 leads; 32% carried no campaign tag. Highlighted: the campaign to scale.

02 GROWTH MAP

Where to *scale* and where to fix.

Volume vs *growth*



Ran in both periods New this period

The vertical line is the median campaign (53 leads). Growth is capped at +200%; new campaigns sit on that line.

READ THE MAP

Invisalign consult promo is the one to scale.

It sent 80 leads, up 100% from 40, with more volume than most campaigns.

Whitening offer fell from 72 leads to 32: watch it before it slides further.

2 new campaigns sit at the top of the map; give them time before judging.

03 NEXT STEPS

What to do with the *standings*.

THIS MONTH

Scale *Invisalign consult promo*

It sent 80 leads, up from 40 (+100%). Raise its budget in steps and check that lead quality holds.

High impact · Medium effort · +40 leads vs August

THIS WEEK

Find out why *Whitening offer* slowed

It fell from 72 leads to 32. Check for a paused ad set, an ended offer or a changed landing page.

Medium impact · Low effort · −40 leads vs August

NEXT 30 DAYS

Give *Bio link* a fair test

It is new this period with 20 leads. Judge it after another 30 days, not on its first run.

Medium impact · Low effort

THIS WEEK

Refresh the creative in *General dentistry local*

Its second half brought 23 leads against 37 in the first half. Swap in new ad copy before it stalls.

Medium impact · Medium effort

Next: scale *Invisalign consult promo*. It grew 100% to 80 leads.

Data: UTM Grabber, Sample data for northwinddental.com

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