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

Campaign leads	Campaigns with leads	Top 3 share	Emergency dentist exact leads
761	38	26%	106
▲ +12% vs August	▲ +3 vs August	• Flat vs August	▲ +18% vs August
68% of all leads	14 new this period	of all leads	Top campaign, 9% of all leads

01

The standings

Every campaign, ranked by leads.

Last-touch utm_campaign. Change is against August; momentum compares the second half of the period with the first.

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.

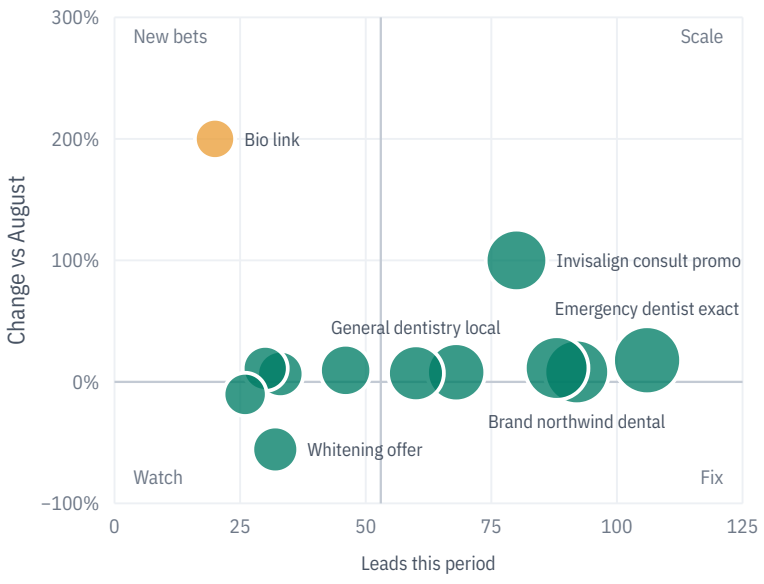
02

Growth map

Where to scale and where to fix.

Each dot is a campaign. Across: leads this period. Up: change against August.

Volume vs growth



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

The standings in one line

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

Campaigns	Top campaign	Top 3 share	Campaign-tagged
38	Emergency dentist...	26%	68%

- Emergency dentist exact led with 106 leads (9% of all leads).
- 5 campaigns grew 15% or more; 1 fell 15% or more against August.
- 68% of leads carried a campaign tag.

Data: UTM Grabber, Sample data for northwinddental.com

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