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**
↑ Up 12% from August	↑ Up 3 from August	→ Flat vs August	↑ Up 18% from August
	14 new this period	of all leads	Top campaign, 9% of all leads
68% of all leads			

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	

#	Campaign	Source / medium	Leads	Share	Change	Momentum	Daily
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	
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	

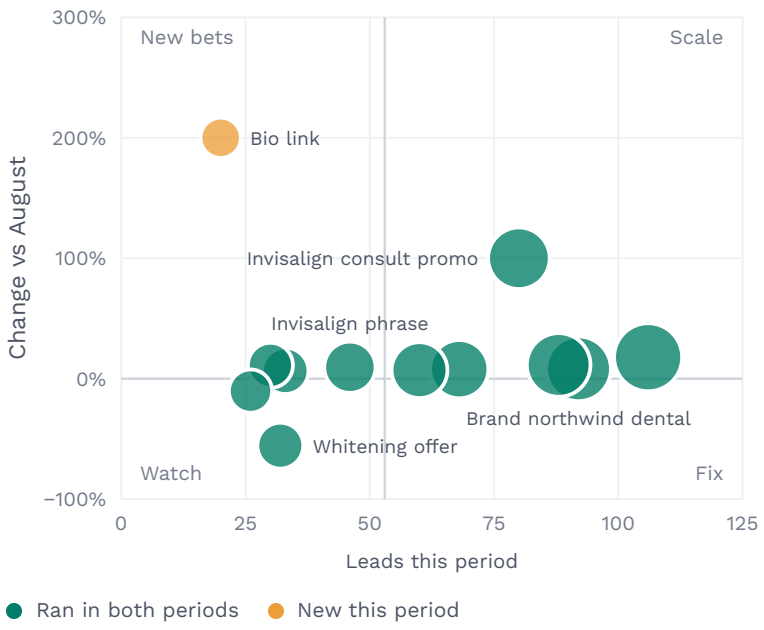
26 campaigns more with 80 leads are not shown. Share is of all 1,120 leads; 32% carried no campaign tag. Highlighted: the campaign to scale.

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.

Next steps

What to do with the standings.

1

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

2

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

3

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

4

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