Monthly performance review September 2026

September brought 1,120 leads, 12% more than August.

Google was the biggest source with 510 leads (46%). 68% of leads arrived fully tagged.

northwinddental.com Gravity Forms 1,120 submissions 30 days

UTM Grabber 1,120 leads · Sample data fictional business

Leads captured	Leads per day	Paid share	Fully tagged
1,120	37.3	63%	68%
▲ +12% vs August	▲ +16% vs August	▼ −2 pts vs August	• Flat vs August



The takeaway

Paid traffic drove 63% of your 1,120 leads.

Google alone sent 510 leads, 46% of the month.

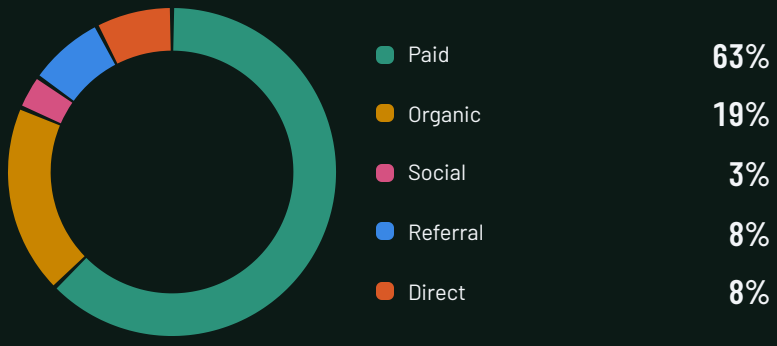
32% of leads arrived without a full source, medium and campaign tag, so their campaign is unknown.

01

Channel mix

Where your leads come from.

Each lead's last touch before the form.

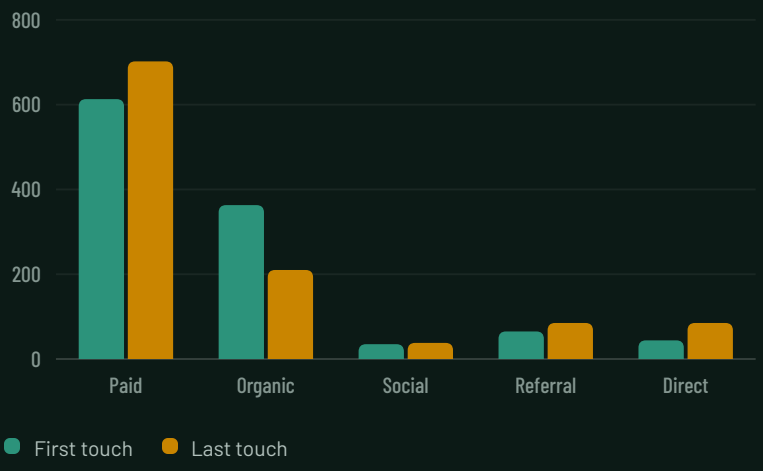


Share of form submissions by last-touch channel

The mix

Paid is 63% of the funnel.

Paid is 63% of leads, the largest channel.



Leads credited to each channel by first touch vs last touch

Openers vs closers

Organic starts more journeys than it gets credit for.

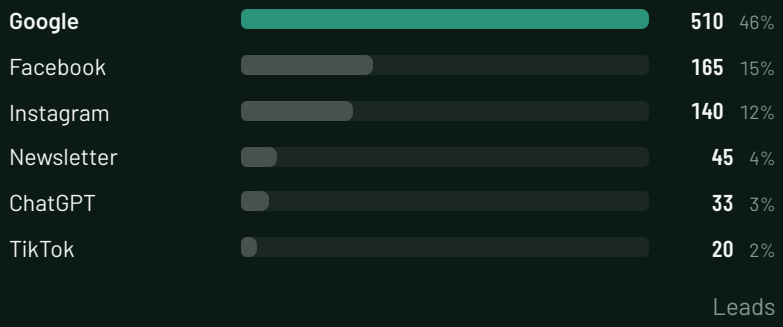
Organic was the first touch for 363 leads but the last touch for 210.

Judge it on first touch, or it will look weaker than it is.

02

Sources and campaigns

Which sources sent leads.



Leads per utm_source, top 6

The leader

Google leads with 510.

The top three sources (Google, Facebook, Instagram) sent 73% of all leads.

Top campaigns this month

#	Campaign	utm_campaign	Leads	Share	vs August	Trend
1	Emergency dentist exact	emergency_dentist_exact	106	9%	▲ +18%	Rising
2	Brand northwind dental	brand_northwind_dental	92	8%	▲ +8%	Steady
3	Prospecting lookalike new patients	prospecting_lookalike_new_patients	88	8%	▲ +11%	Steady
4	Invisalign consult promo	invisalign_consult_promo	80	7%	▲ +100%	Rising
5	Retargeting site visitors	retargeting_site_visitors	68	6%	▲ +8%	Steady
6	General dentistry local	general_dentistry_local	60	5%	▲ +7%	Steady
7	Invisalign phrase	invisalign_phrase	46	4%	▲ +10%	Steady
8	Teeth whitening broad	teeth_whitening_broad	33	3%	▲ +6%	Steady

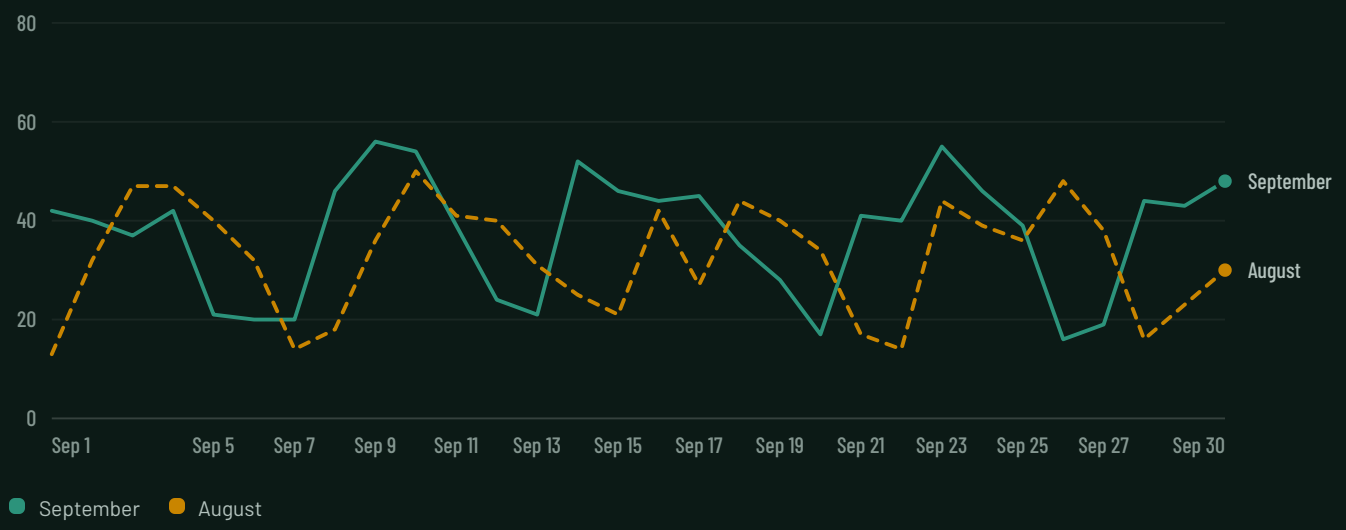
68% of leads carried a campaign tag.

03

Volume

The daily rhythm of leads.

Leads per day



September August

Peak of 56 on Sep 9. Average 37.3 a day.

04

Next steps

What to do next.

01

This week

Tag every link with a full UTM set

32% of leads arrived without source, medium and campaign. Fix the top landing pages and ad URLs first.

High impact · Low effort

02

This month

Put more budget behind Emergency dentist exact

It sent 106 leads, up from 90. It is your fastest-growing campaign.

High impact · Medium effort

03

This week

Check why Whitening offer slowed down

It fell from 72 leads to 32. Look for a paused ad, a broken link or a changed landing page.

Medium impact · Low effort

04

Ongoing

Feed the paid channel

Paid traffic delivered 702 leads. Keep it funded and test one new message there.

Medium impact · Medium effort

The month in one line

Next: feed Google. It sent 46% of your leads.

Leads	Per day	Fully tagged	Top source
1,120	37.3	68%	Google

- 63% paid, 37% from all other channels.
- Busiest day: Sep 9 with 56 leads.
- Google sent 510 leads.

Data: UTM Grabber, Sample data for northwinddental.com

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