Northwind Dental northwinddental.com

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

1,120	37.3	63%	68%
LEADS CAPTURED ▲ +12%	LEADS PER DAY ▲ +16%	PAID SHARE ▼ -2 pts	FULLY TAGGED –

THE TAKEAWAY

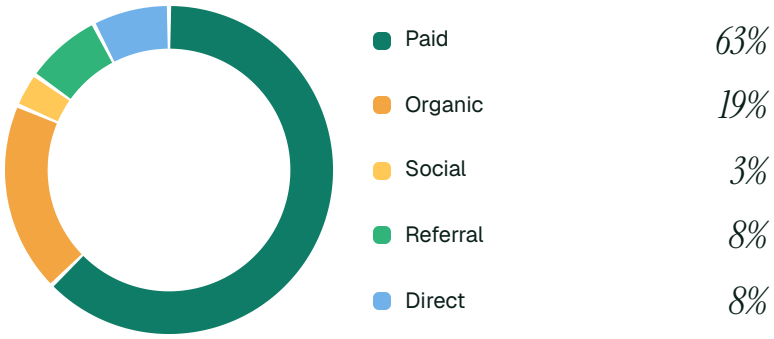
Paid traffic drove 63% of your 1,120 leads.

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.

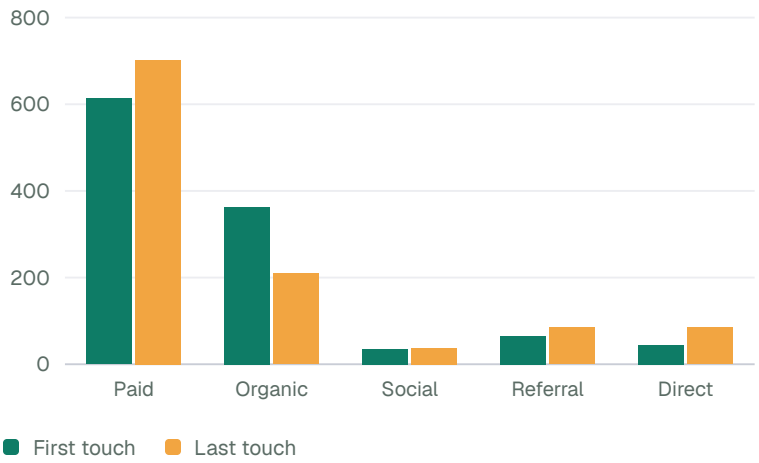


Share of form submissions by last-touch channel

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

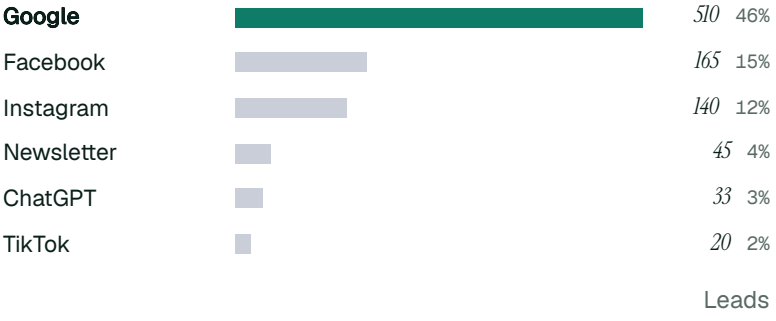
Organic starts more journeys than it gets credit for.

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

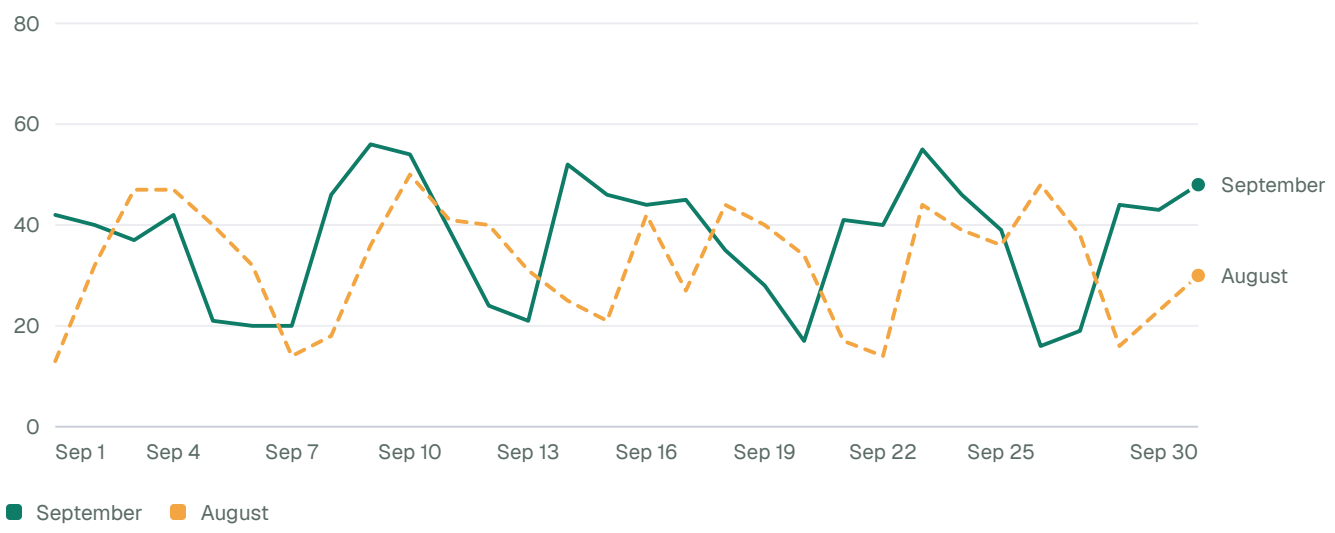
#	CAMPAIGN	UTM_CAMPAIGN	LEADS	SHARE	VS AUGUST	TREND
1	Emergency dentist exact	emergency_dentist_exact	106	9%	▲ +18%	Rising
2	Brand northwind dental	brand_northwind_dental	92	8%	▲ +8%	Steady
3	Prospecting lookalike new patients	prospecting_lookalike_new_patients	88	8%	▲ +11%	Steady
4	Invisalign consult 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*



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

What to do *next*.

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

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

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

ONGOING

Feed the *paid* channel

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

Medium impact Medium effort

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

Data: UTM Grabber, Sample data for northwinddental.com

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