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.



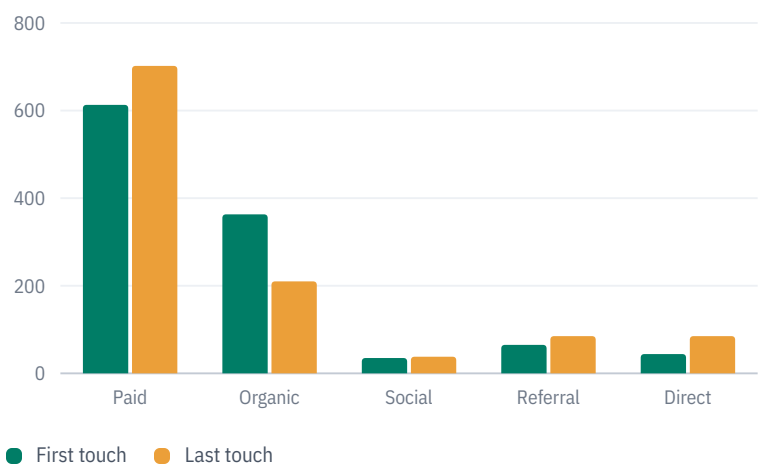
| | |
|---|---|
| Paid | 63% |
| Organic | 19% |
| Social | 3% |
| Referral | 8% |
| Direct | 8% |

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.

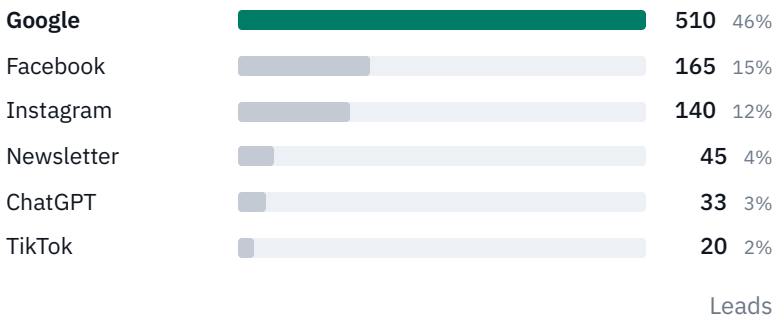
Organic was the first touch for 363 leads but the last touch for 210.

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 |

| # | Campaign | utm_campaign | Leads | Share | vs August | Trend |
|---|---|---|---|---|---|---|
| 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 |

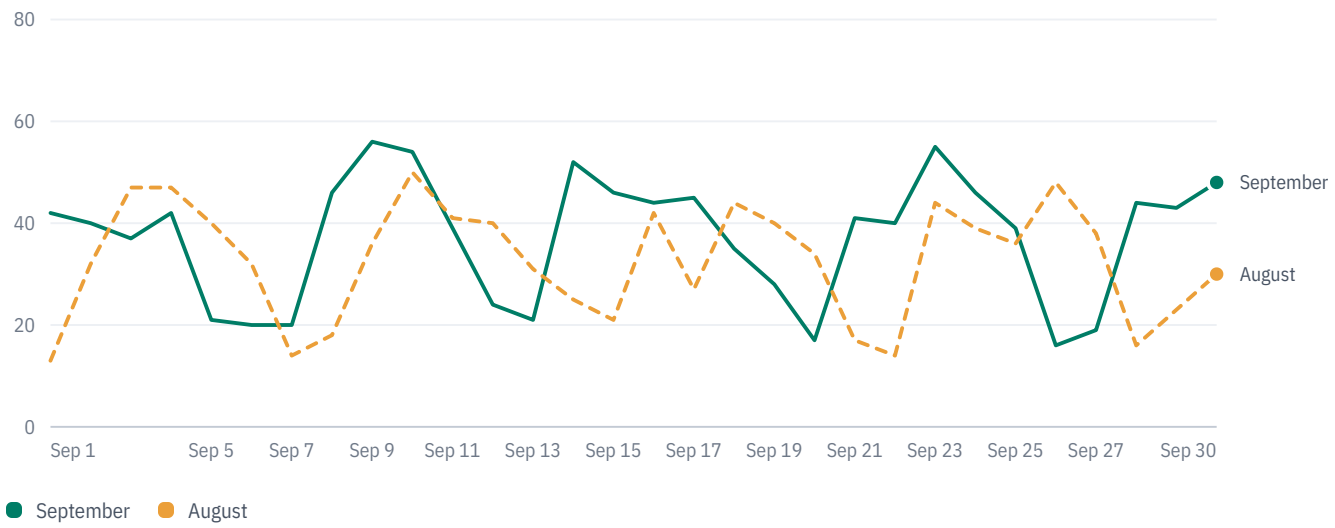
68% of leads carried a campaign tag.

03

Volume

## The daily rhythm of leads.

### Leads per day




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

04

Next steps

## What to do next.

| | | |
|---|---|---|
| This week<br>**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.<br>High impact · Low effort |
| This month<br>**Put more budget behind Emergency dentist exact** | It sent 106 leads, up from 90. It is your fastest-growing campaign.<br>High impact · Medium effort |
| This week<br>**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.<br>Medium impact · Low effort |
| Ongoing<br>**Feed the paid channel** | Paid traffic delivered 702 leads. Keep it funded and test one new message there.<br>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