Northwind Dental northwinddental.com

PAID VS ORGANIC · SEPTEMBER 2026

Paid and organic moved together; paid holds at *63%* of leads.

702 paid and 418 organic leads over 30 days. Google tops both sides: 54% of paid leads and 31% of organic.

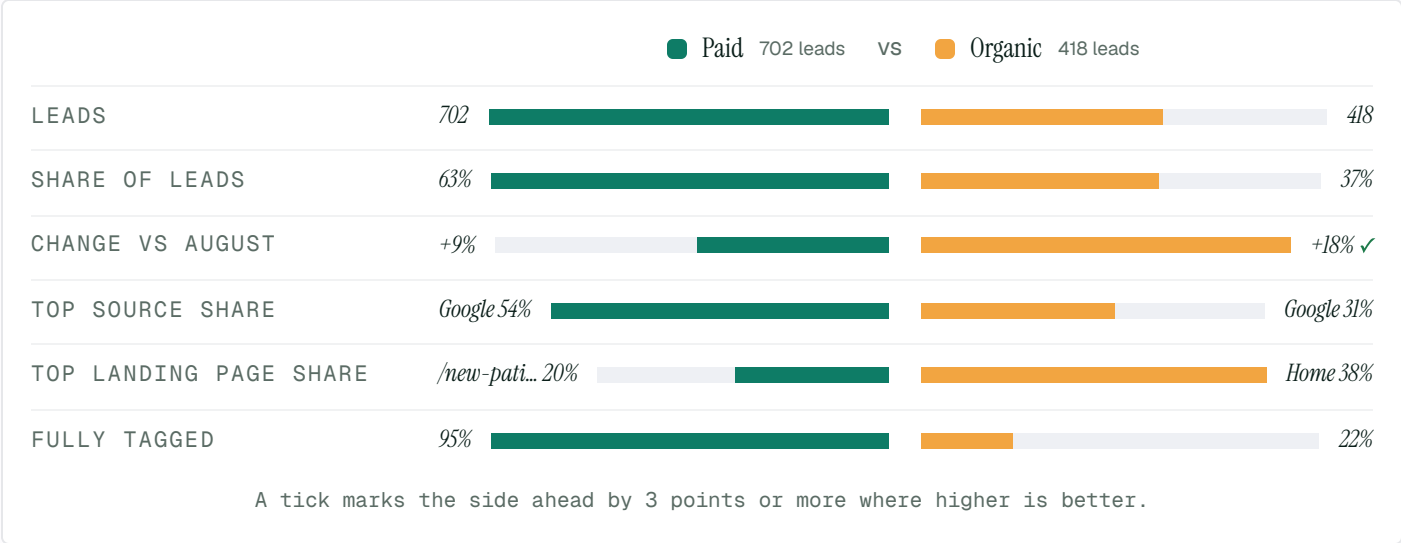
northwinddental.com · Gravity Forms · 1,120 submissions · 30 days

UTM Grabber 1,120 leads | **Sample data** fictional business

702	418	63%	95%
PAID LEADS ▲ +9%	ORGANIC LEADS ▲ +18%	PAID SHARE ▼ -2 pts	PAID LEADS FULLY TAGGED –

01 THE SPLIT

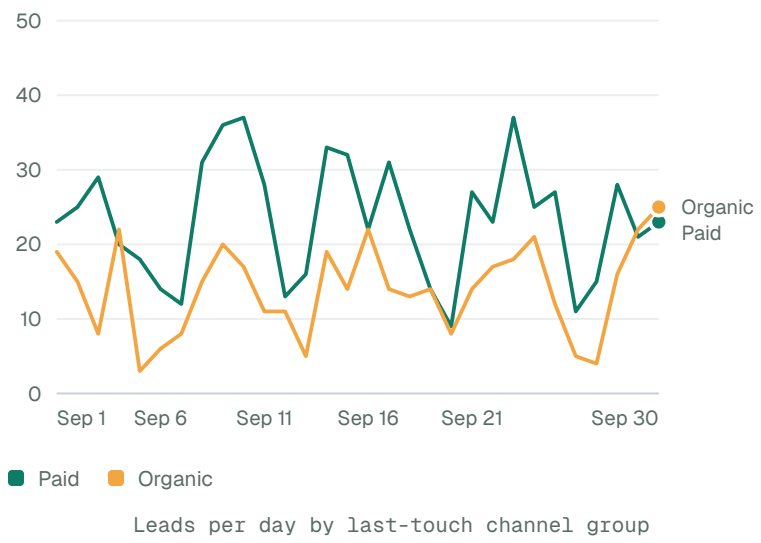
Paid and organic, *measure* by measure.



A tick marks the side ahead by 3 points or more where higher is better.

02 TRAJECTORY

Which side is *growing*.



Leads per day by last-touch channel group

TRAJECTORY

Organic finished the period stronger.

Against August, paid grew 9% and organic grew 18%.

Inside the period (first half to second half), paid went from 367 to 335; organic from 193 to 225.

03 SOURCES

Who feeds each *side*.

Top five *sources* on each side

#	PAID SOURCE	PAID LEADS	ORGANIC SOURCE	ORGANIC LEADS
1	Google	382	Google	128
2	Facebook	155	Direct (no UTM)	85
3	Instagram	132	Newsletter	45
4	–	–	ChatGPT	33
5	–	–	TikTok	20

Organic leads without a utm_source are grouped by channel.

04 FIRST TOUCH

Who *opens* the journey.



Leads credited to each side by first touch and by last touch

OPENERS VS CLOSERS

Organic opened 19% of the journeys paid closed.

134 paid leads first found you through organic channels; 45 organic leads first came from a paid click.

Judge each side on both touches, or the opener looks weaker than it is.

05 NEXT STEPS

Where to put the next *dollar*.

ONGOING

Protect your *home page*

It brought 38% of organic leads (157). Keep it current and linked from your top posts.

Medium impact Low effort

NEXT QUARTER

Rebalance budget by *trajectory*, not size

Paid is 63% of leads today. Compare this report each quarter and shift budget toward the side that is growing.

Medium impact Low effort

How we built this report

- Paid: the converting visit was a paid click (utm_medium cpc, ppc or paid social, or a Google or Microsoft click ID). Organic: every other lead.
- Change compares with August (645 paid, 354 organic).
- First touch comes from UTM Grabber's first-visit fields.

Next: protect your *home page*. It brings 38% of organic leads.

Data: UTM Grabber, Sample data for northwinddental.com

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