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

Paid leads	Organic leads	Paid share	Paid leads fully tagged
702	418	63%	95%
▲ +9% vs August	▲ +18% vs August	▼ −2 pts vs August	• Flat vs August
23.4 a day	13.9 a day	of all leads	669 of 702 paid leads

01

The split

Paid and organic, measure by measure.

Paid means a paid last touch (cpc, paid social or an ad click ID). Organic is everything else: search, social, referral, email and direct.

	Paid 702 leads	Organic 418 leads
Leads	702	418
Share of leads	63%	37%
Change vs August	+9%	+18% ✓
Top source share	Google 54%	Google 31%
Top landing page share	/new-pati... 20%	Home 38%
Fully tagged	95%	22%

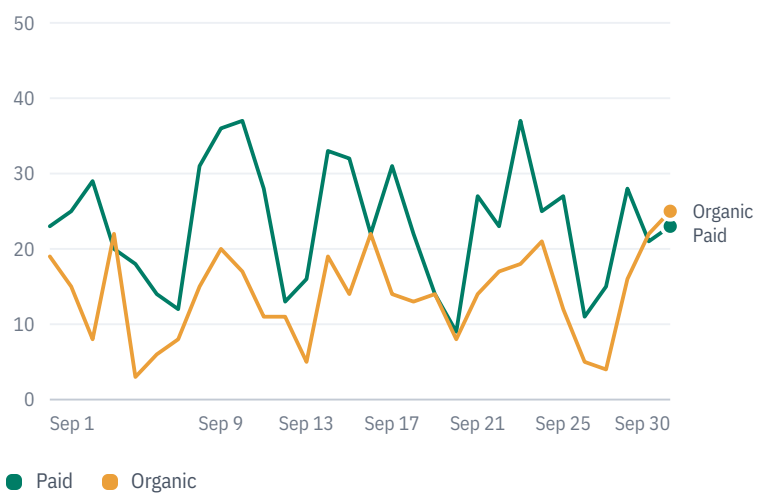
A tick marks the side ahead by 3 points or more where higher is better.

02

Trajectory

Which side is growing.

Leads per day, paid against organic.



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

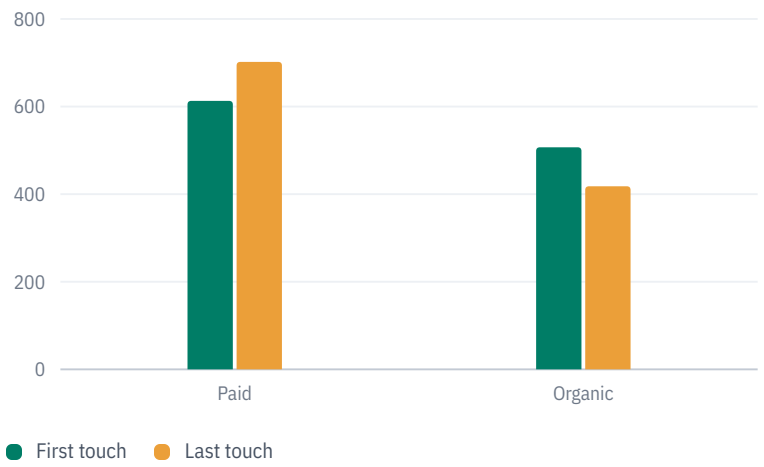
Organic leads without a utm_source are grouped by channel.

04

First touch

Who opens the journey.

First touch is how a lead first reached the site; last touch is the visit that converted.



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.

The split in one line

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

Paid share	Paid leads	Organic leads	Paid fully tagged
63%	702	418	95%

- Against August, paid grew 9% and organic grew 18%.
- Top sources: Google for paid, Google for organic.
- 23.4 paid and 13.9 organic leads a day.

Data: UTM Grabber, Sample data for northwinddental.com

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