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

702

↑ **Up 9%** from August



23.4 a day

Organic leads

418

↑ **Up 18%** from August



13.9 a day

Paid share

63%

↓ **Down 2 pts** from August

of all leads

Paid leads fully tagged

95%

→ **Flat** vs August

669 of 702 paid leads

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.

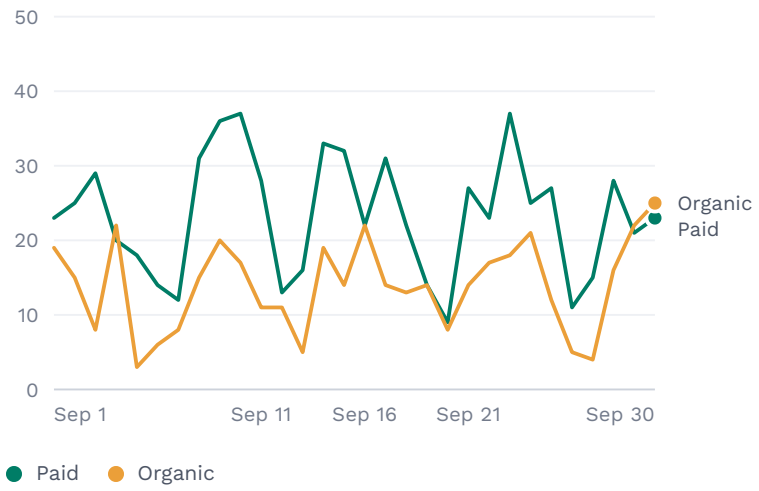
	Paid 702 leads	vs	Organic 418 leads
Leads	702		418
Share of leads	63%		37%
Change vs August	+9%		+18% ✓
Top source share	Google 54%		Google 31%
Top landing page share	/new-pati... 20%		Home 38%
Fully tagged	95%		22%

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

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.

Sources

Who feeds each side.

Top five sources on each side

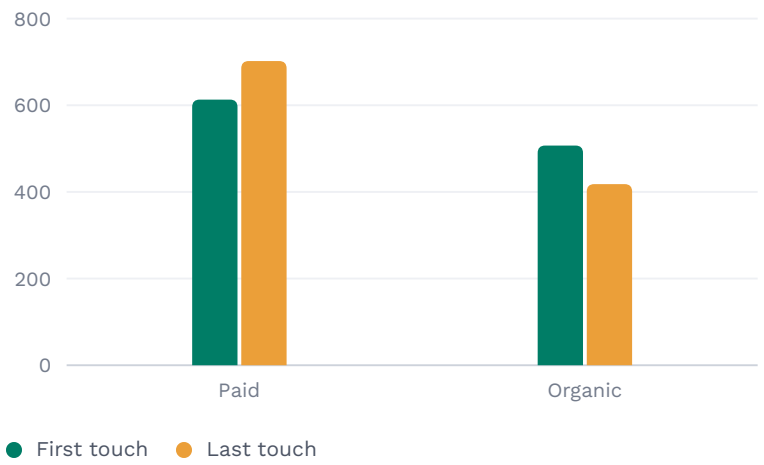
#	Paid source	Paid leads	Organic source	Organic leads
1	Google	382	Google	128
2	Facebook	155	Direct (no UTM)	85
3	Instagram	132	Newsletter	45
4	–	–	ChatGPT	33
5	–	–	TikTok	20

Organic leads without a utm_source are grouped by channel.

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.

Next steps

Where to put the next dollar.

1 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

2 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