Close rate by first touch | September 2026

Leads whose first visit came from **Google Ads** close 64% of decided deals.

519 deals, 229 won so far (57% of decided deals), worth $271K. 116 deals are still open.

northwinddental.com | Gravity Forms | 30 days

UTM Grabber 1,120 leads | **HubSpot** 519 deals | **Google Ads** $18.9K spend | **Meta Ads** $9,100 spend | **Sample data** fictional business

Deals	Won	Close rate
519	**229**	**57%**
↑ Up 14% from August	116 still open	→ Flat vs August
		won / decided deals

Won revenue	Average deal	Days to close
$271K	**$1,185**	**5**
	↓ Down 14% from August	median, won deals

The takeaway

Organic starts more won revenue than it gets credit for.

As the first touch it started $60K of won revenue (24%); as the last touch it gets $35.9K.

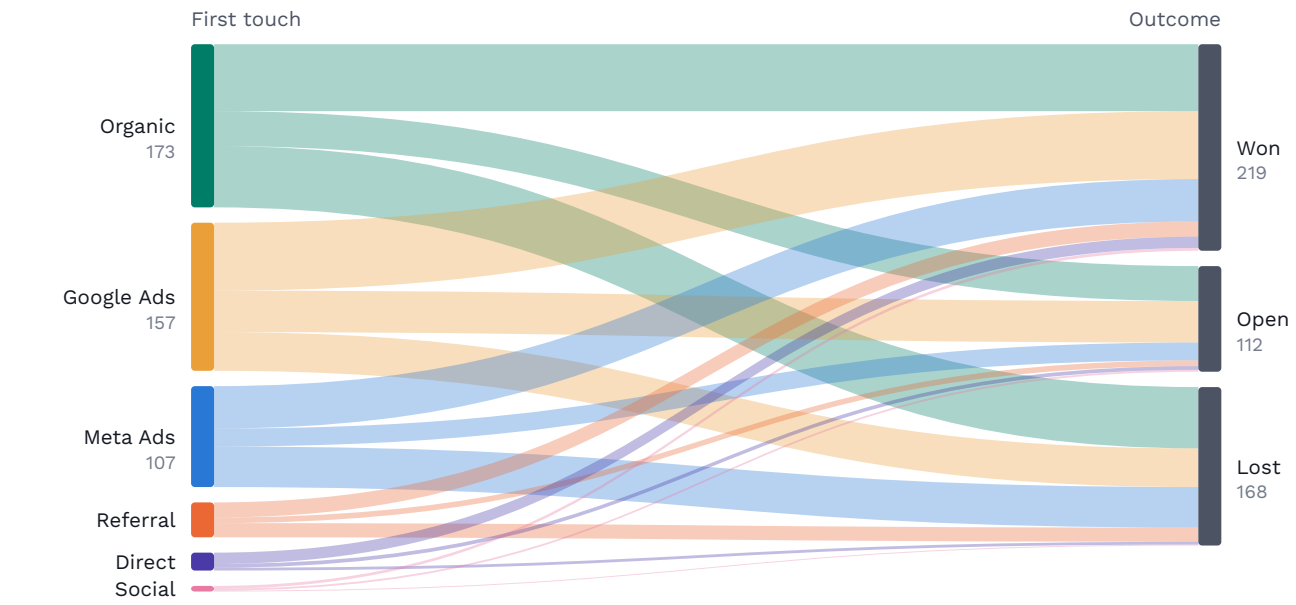
Direct is the opposite: $31K on last touch, $5,585 on first.

First touch to outcome

Where your deals started, and how they ended.

Every deal matched to a form lead, by the channel of that person's first visit.

First touch to outcome



499 of 519 deals matched a form lead by email.

Close rate by first touch

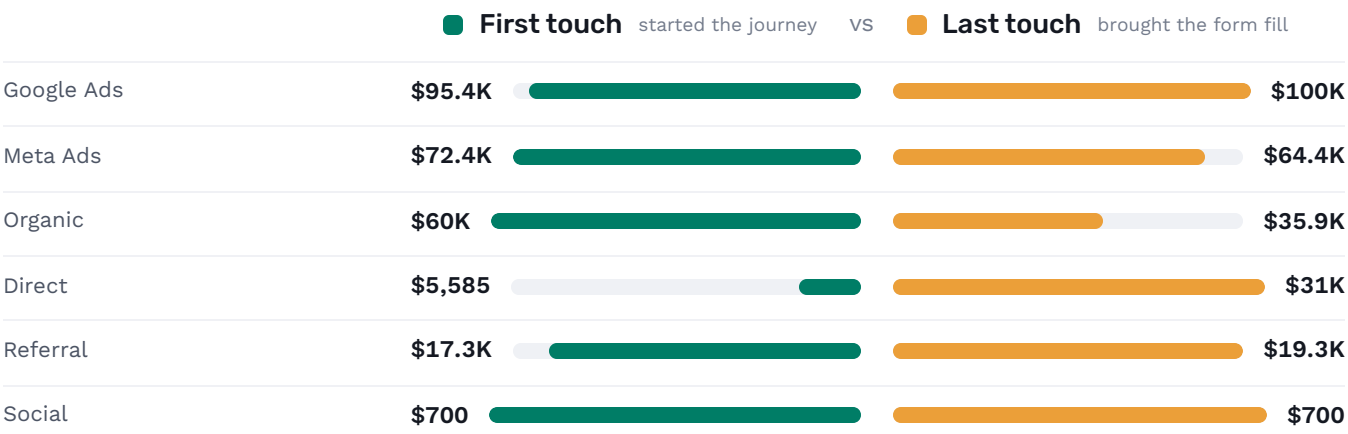
First touch	Deals	Won	Close rate	Won revenue	Average deal	Days to close	Ad cost per customer
Organic	173	71	52%	$60K	$845	5	–
Google Ads	157	72	64%	$95.4K	$1,325	5	$262
Meta Ads	107	45	51%	$72.4K	$1,610	6	$202
Referral	37	16	52%	$17.3K	$1,080	4.5	–
Direct	19	12	80%	$5,585	$465	6	–
Social	6	3	75%	$700	$233	4	–
No form lead	20	10	62%	$20K	$1,996	5	–
Total	**519**	**229**	**57%**	**$271K**	**$1,185**	**5**	**$239**

Close rate counts won and lost deals; open deals are left out. Ad cost per customer divides each platform's spend by the customers whose first visit came from it.

First vs last touch

Who starts the journeys that close.

The same won revenue, credited two ways.



Won revenue from deals with a form lead, by channel. Each deal counts once on each side, so both columns add up to $251K.

Next steps

What to do next.

1

This month

Judge Organic on first touch

It started $60K of won revenue but gets $35.9K on last touch. Cutting it on last-touch numbers would cut the journeys it starts.

High impact · Low effort

2

This month

Feed Google Ads

Its leads close at 64% vs 57% overall, at $1,325 per deal.

High impact · Medium effort

3

This week

Follow up the 116 open deals

116 deals worth $176K are still open. 30 of them were created more than 14 days before Oct 5. Give each one a dated next step in HubSpot.

High impact · Low effort

How we built this report

- Deals: 519 from your HubSpot, created Sep 1 to Oct 5, 2026. 499 (96%) matched a form lead by email; 20 match no form lead.
- First touch is the channel of the person's first recorded visit (UTM Grabber's first-touch fields), with ad platforms split out when that visit shows one; last touch is the visit that ended in the form.
- Close rate = won / (won + lost). Days to close = close date minus create date, won deals only.
- Ad spend: $27.9K from Google Ads and Meta Ads, September 2026.
- Changes compare September 2026 with August.
- Won deals, revenue and days to close are not compared with August: 22% of this period's deals are still open.

The pipeline in one line

Next: judge Organic on first touch. It started 24% of won revenue.

Deals	Won	Close rate	Won revenue
519	229	57%	$271K

- Best close rate: Google Ads at 64% on 113 decided deals.
- Most won revenue by first touch: Google Ads, $95.4K.
- 116 deals are still open.

Data: UTM Grabber, HubSpot, Google Ads, Meta Ads, Sample data for northwinddental.com

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