Northwind Dental northwinddental.com

Quarterly business review Q3 2026

Q3 brought 3,061 leads, 16% more than Q2.

Paid search sent the most leads (38%). $79K in ad spend bought paid leads at $40.49 each. 715 new customers brought $900K.

northwinddental.com Jul 1 to Sep 30, 2026 3,061 submissions 92 days

- **UTM Grabber** 3,061 leads
- **Google Ads** $54.8K spend
- **Meta Ads** $24.2K spend
- **CRM** 1,432 deals
- **Sample data** fictional business

Leads

3,061

▲ +16% vs Q2



2,640 in Q2

Leads per day

33.3

▲ +15% vs Q2

29 in Q2

Ad spend

$79K

▲ +10% vs Q2



$859 a day

Cost per paid lead

$40.49

▼ −5% vs Q2



1,952 paid leads

New customers

CRM

715

▲ +19% vs Q2



601 in Q2

Revenue

CRM

$900K

▲ +10% vs Q2



$1,259 per customer

The quarter in one line

Paid social grew the most, +40% a day on Q2.

It went from 6.2 to 8.6 leads a day against Q2.

01

Month by month

Every month of the quarter, by channel.

Leads per month, by channel



Leads per month by last-touch channel

The movers

Paid search rose from 365 to 415 a month.

No channel lost more than 4 leads a month.

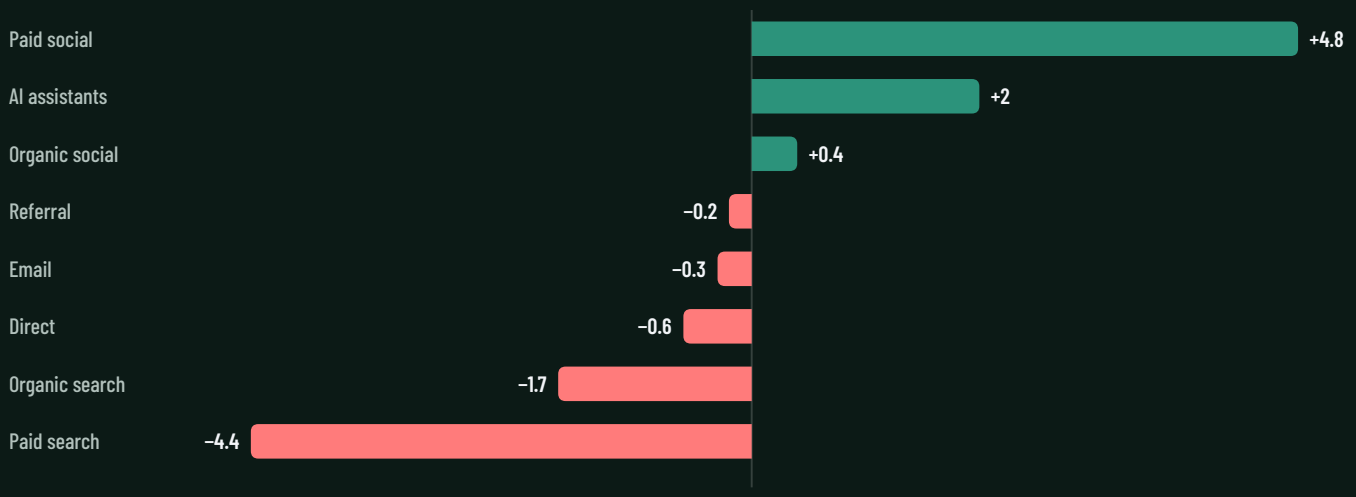
02

Channel mix

How the mix moved against Q2.

Paid social gained the most share (+4.8 pts); Paid search gave up the most (−4.4 pts).

Change in share of leads, in points



Each channel's share of Q3 leads minus its share of Q2 leads.

03

Campaigns

The quarter's top campaigns.

Top campaigns by leads

#	Campaign	utm_campaign	Leads	Share	vs Q2	Status
1	Emergency dentist exact	emergency_dentist_exact	286	9%	▲ +3%	Steady
2	Brand northwind dental	brand_northwind_dental	255	8%	▲ +11%	Steady
3	Prospecting lookalike new patients	prospecting_lookalike_new_patients	241	8%	▲ +32%	Rising
4	Retargeting site visitors	retargeting_site_visitors	186	6%	▲ +34%	Rising
5	General dentistry local	general_dentistry_local	170	6%	Flat	Steady
6	Whitening offer	whitening_offer	165	5%	▲ +15%	Steady
7	Invisalign consult promo	invisalign_consult_promo	155	5%	▲ +122%	Rising

#	Campaign	utm_campaign	Leads	Share	vs Q2	Status
8	Invisalign phrase	invisalign_phrase	130	4%	Flat	Steady
9	Teeth whitening broad	teeth_whitening_broad	93	3%	▼ −6%	Steady
10	Dental implants phrase	dental_implants_phrase	87	3%	Flat	Steady

68% of leads carried a campaign tag.

04

Wins and risks

What went right and what to watch.

Wins first, then the numbers to watch next quarter.

✓	**Lead flow grew** 33.3 leads a day against 29 in Q2.	+15%	Healthy
✓	**Paid social grew fastest** 8.6 leads a day, up from 6.2.	+40%	Healthy
✓	**Invisalign consult promo took off** 155 leads against 70 in Q2.	+122%	Healthy
!	**Whitening offer faded during the quarter** 61 leads in July, 32 in September. Check whether the ad or offer has worn out.	−48%	Watch

05

Next quarter

The plan for next quarter.

01

Scale

Scale Invisalign consult promo while it climbs

It brought 155 leads against 70 in Q2. Raise its budget in steps and watch cost per lead.

High impact · Medium effort

02

Fix

Refresh Whitening offer before it fades further

It went from 61 leads in July to 32 in September. Test a new ad or offer before you move its budget.

Medium impact · Medium effort

03

Grow

Keep your pages easy for AI assistants to cite

AI assistants sent 136 leads this quarter against 65 in Q2. Clear answers, prices and FAQs keep them coming.

Medium impact · Medium effort

How we built this report

- Leads: 3,061 UTM Grabber submissions dated Jul 1 to Sep 30, 2026, against 2,640 in Q2 (Apr 1 to Jun 30, 2026).
- Channels use the converting visit (last touch). Paid leads are paid search, paid social and other paid clicks.
- Cost per paid lead: ad spend divided by paid leads over Jul 1 to Sep 30, 2026, the dates the ad rows cover.
- New customers and revenue: won CRM deals.

The quarter in one line

Next quarter: scale Invisalign consult promo. It brought 155 leads against 70 in Q2.

Leads	Leads per day	Cost per paid lead	Revenue
3,061	33.3	$40.49	$900K

- 3,061 leads against 2,640 in Q2.
- Top campaign: Emergency dentist exact with 286 leads.
- Biggest channel: Paid search, 38% of leads.

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

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