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

3,061	*33.3*	*$79K*	
LEADS ▲ +16%	LEADS PER DAY ▲ +15%	AD SPEND ▲ +10%	
$40.49	*715*	*$900K*	
COST PER PAID LEAD ▼ -5%	NEW CUSTOMERS ▲ +19%	REVENUE ▲ +10%	

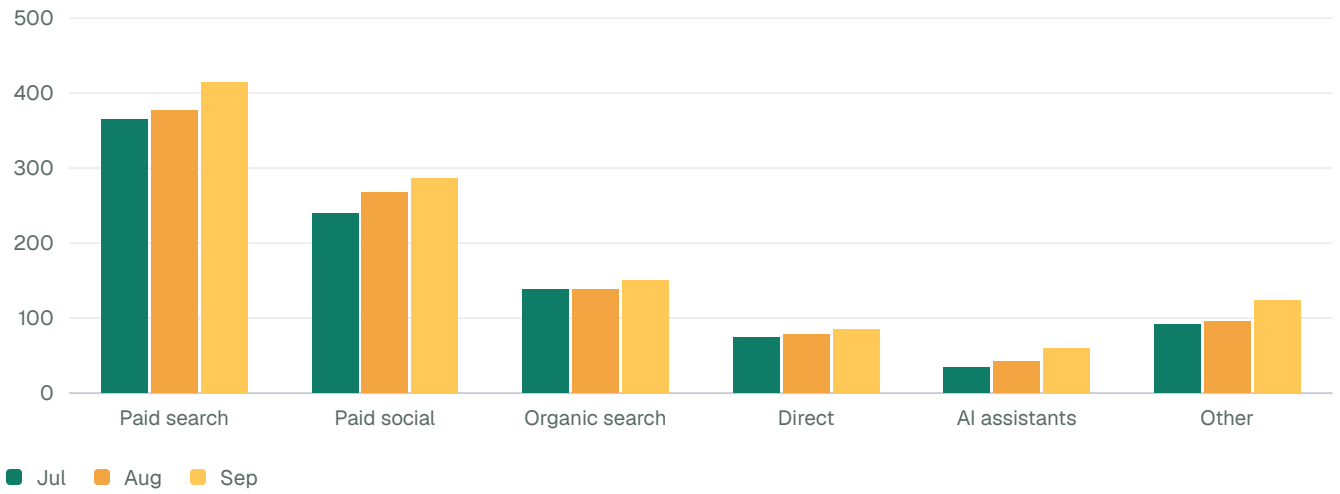
THE QUARTER IN ONE LINE

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

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

Every *month* of the quarter, by channel.

Leads per month, by *channel*



Leads per month by last-touch channel

THE MOVERS

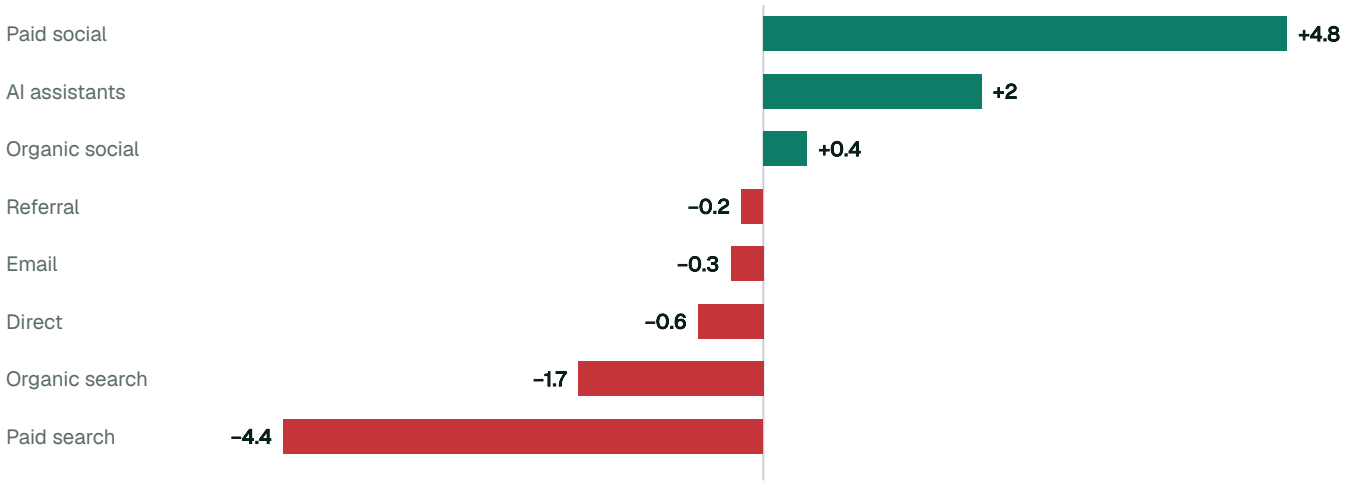
Paid search rose from 365 to 415 a month.

No channel lost more than 4 leads a month.

02 CHANNEL MIX

How the *mix* moved against Q2.

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.

✓	**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.

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

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

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.

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

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

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