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.

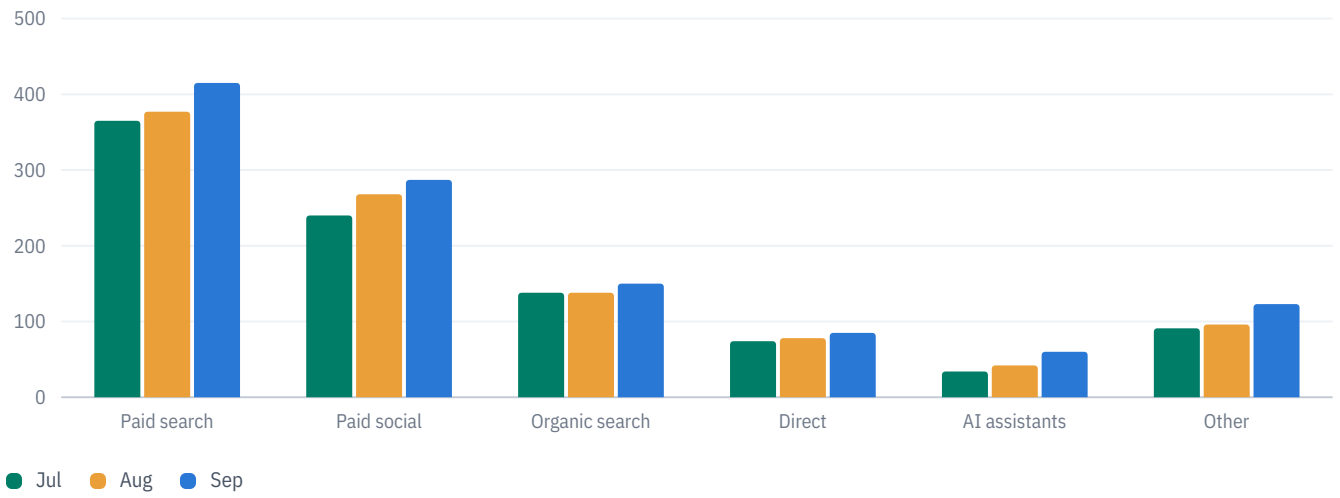
It went from 6.2 to 8.6 leads a day against Q2.

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.

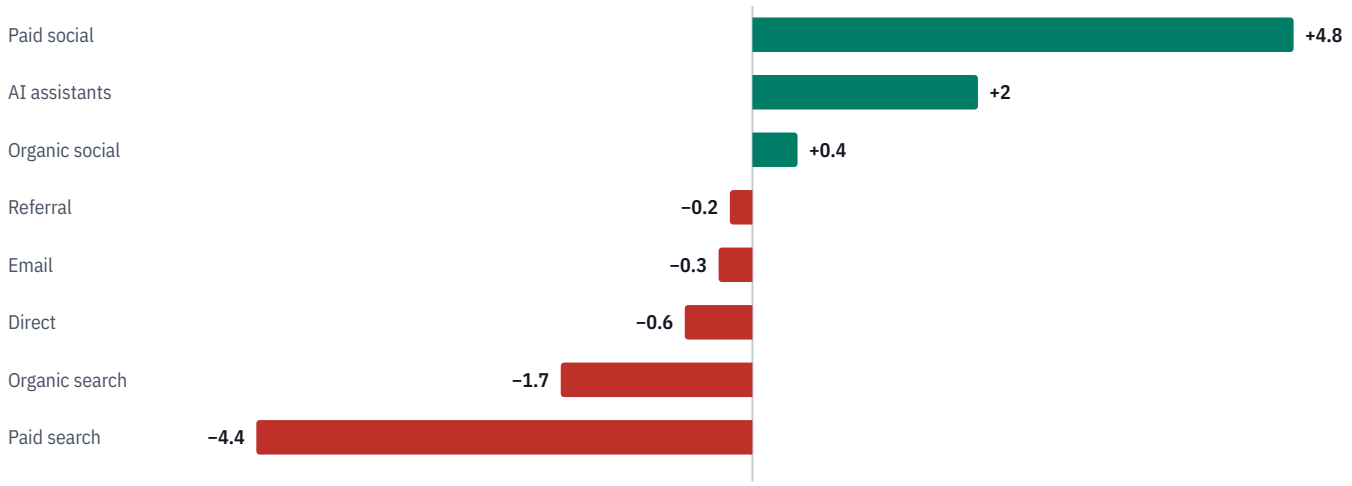
02

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
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.

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.

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