Side by side September 2026

Google Ads brought 45% more leads than Meta Ads.

Google Ads: 415 leads, 92% fully tagged. Meta Ads: 287 leads, 100% fully tagged.

northwinddental.com Google Ads vs Meta Ads

UTM Grabber 415 vs 287 leads Sample data fictional business

Google Ads leads	Meta Ads leads	Lead gap	Tagging gap
415	287	+45%	+8 pts
13.8 a day	9.6 a day	Google Ads over Meta Ads	Meta Ads tags more, 100% vs 92%

01

Head to head

The same measures, side by side.

A tick marks the better side where higher is better. The rest is context.

	Google Ads 415 leads	Meta Ads 287 leads
Leads	415 ✓	287
Fully tagged	92%	100% ✓
Sources with leads	1	2
Top source share	Google 92%	Facebook 54%
Top campaign share	26%	31%

Both sides cover September 2026.

The verdict

A split decision: 1 win each.

Google Ads wins on leads.

Meta Ads wins on fully tagged.

Gaps under 3 points (or 3% on counts) don't count as wins. Paid share and concentration are context, not wins.

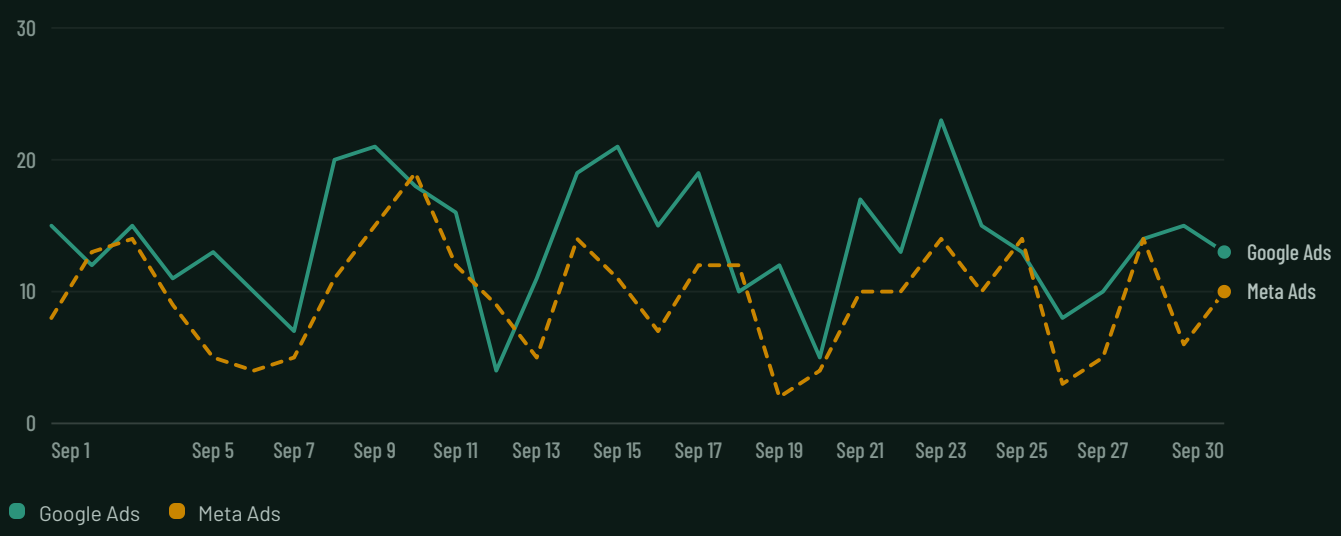
02

Rhythm

Day by day.

Leads per day on the same calendar.

Leads per day



Busiest day: 23 leads for Google Ads, 19 leads for Meta Ads.

03

Next steps

What to do with the verdict.

01

This month

Study what Google Ads does differently

It brought 45% more leads (415 vs 287). Compare its offer, landing page and audience against Meta Ads.

High impact · Medium effort

02

Next test

Test Google for Meta Ads

It is the top source for Google Ads (92% of leads) but sends only 0% of Meta Ads leads.

Medium impact · Medium effort

The verdict in one line

Next: study what Google Ads does differently. It brought 45% more leads.

Google Ads leads	Meta Ads leads	Measures won	Tagging gap
415	287	1 each	+8 pts

- Google Ads: 415 leads, 13.8 a day, 92% fully tagged.
- Meta Ads: 287 leads, 9.6 a day, 100% fully tagged.

Data: UTM Grabber, Sample data for northwinddental.com

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