Northwind Dental

northwinddental.com

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

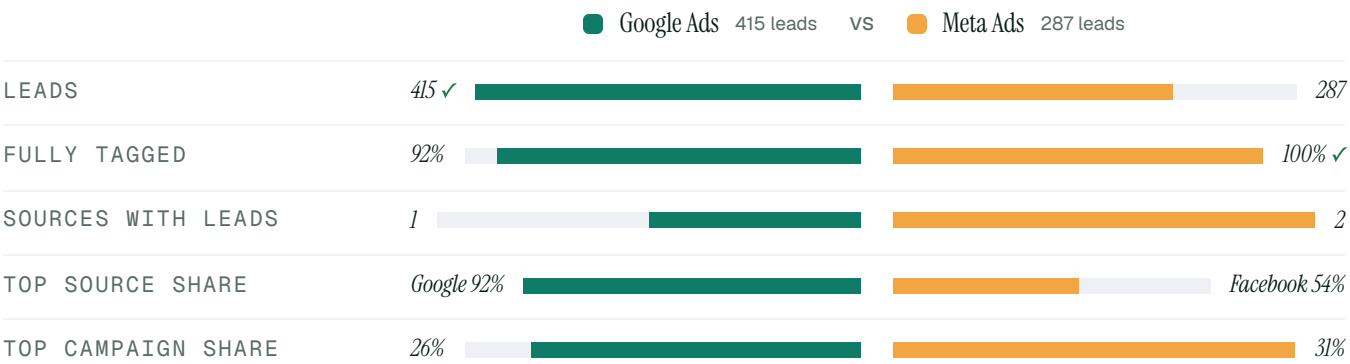
UTM Grabber 415 vs 287 leads

Sample data fictional business

415	287	+45%	+8 pts
GOOGLE ADS LEADS	META ADS LEADS	LEAD GAP	TAGGING GAP

01 HEAD TO HEAD

The same *measures*, side by side.



Both sides cover September 2026.

THE VERDICT

A split *decision*: 1 win each.

Google Ads wins on leads.

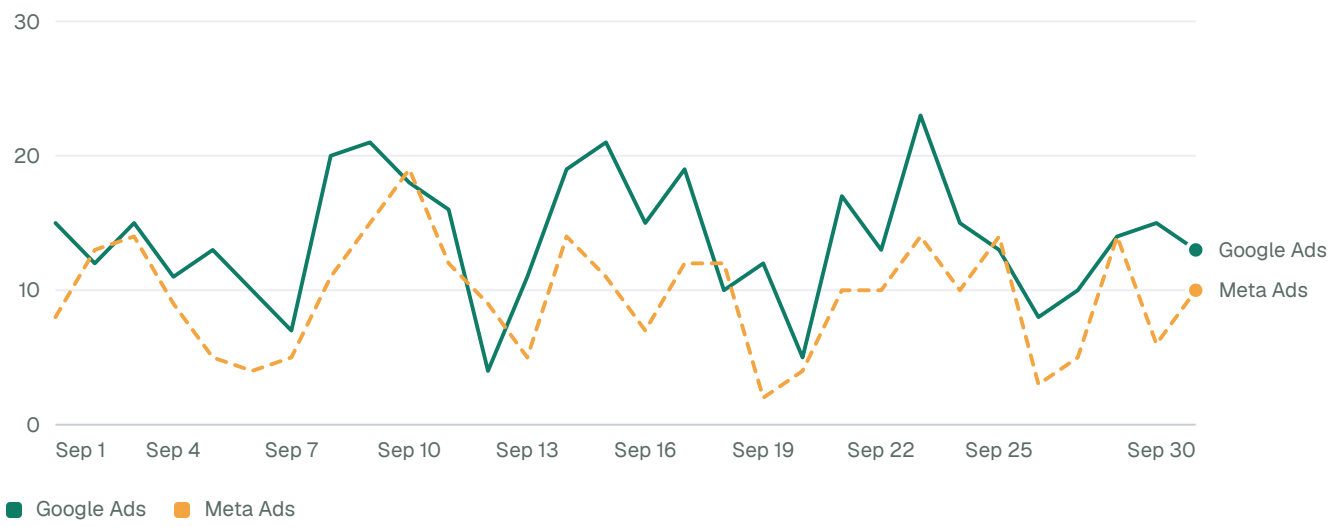
Meta Ads wins on fully tagged.

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*



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

03 NEXT STEPS

What to do with the *verdict*.

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

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

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

Data: UTM Grabber, Sample data for northwinddental.com

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