Northwind Dental

northwinddental.com

WHICH ADS BROUGHT CUSTOMERS · SEPTEMBER 2026

5 of your 21 ads brought half of your ad revenue.

Together they spent $6,523, 23% of your $27.9K ad spend. Static - Free Consult and Scan returned the most: $21.61 per $1 of spend.

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- **UTM Grabber** 1,120 leads
- **Google Ads** $18.9K spend
- **Meta Ads** $9,100 spend
- **HubSpot** 519 deals
- **Sample data** fictional business

$27.9K	*702*	*$39.81*
AD SPEND ▲ +8%	LEADS FROM ADS ▲ +9%	COST PER LEAD –

121	*$165K*	*5.9x*
CUSTOMERS	REVENUE	ROAS

THE TAKEAWAY

Static - Free Consult and Scan returned $21.61 per $1 of spend.

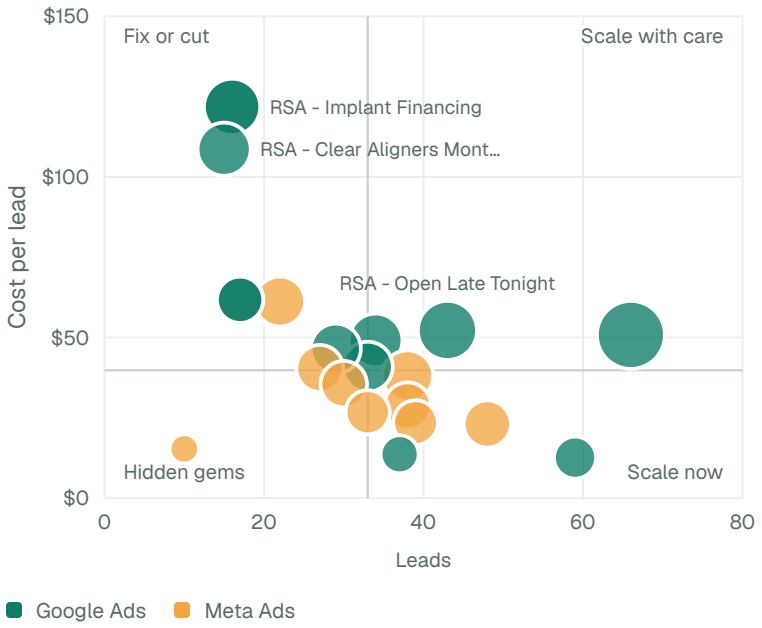
It spent $1,092 and brought 5 customers worth $23.6K.

At the other end, Carousel - Family Care spent $1,090 for 1 customer worth $640: $0.59 per $1.

01 THE MAP

Every ad by leads and *cost per lead*.

Leads vs *cost per lead*



READ THE MAP

RSA - Northwind Official brings the most leads below your average cost.

59 leads at $12.62 each, vs $39.81 on average.

RSA - Implant Financing is the priciest: 16 leads at $122 each.

02 WINNERS

The ads that brought *customers*.

Top ads by *revenue*

#	AD	PLATFORM	SPEND	LEADS	CUSTOMERS	REVENUE	ROAS
1	Static - Free Consult and Scan	Meta Ads	$1,092	38	5	$23.6K	21.6x
2	RSA - Implants Done in One Place	Google Ads	$1,949	16	5	$20K	10.3x
3	Reel - Aligner Day in the Life	Meta Ads	$1,108	48	4	$18.9K	17.1x
4	RSA - Northwind Official	Google Ads	$744	59	12	$15.1K	20.3x
5	RSA - Clear Aligners Monthly Plan	Google Ads	$1,630	15	4	$13.5K	8.3x
6	Carousel - Smile Gallery	Meta Ads	$883	33	4	$11.8K	13.4x
7	RSA - Same Day Emergency Care	Google Ads	$3,354	66	19	$9,770	2.9x

#	AD	PLATFORM	SPEND	LEADS	CUSTOMERS	REVENUE	ROAS
8	RSA - Free Invisalign Consult	Google Ads	$1,670	34	2	$9,690	5.8x
9	RSA - New Patients Welcome	Google Ads	$1,350	29	8	$7,720	5.7x
10	RSA - Family Dentist Alder Bay	Google Ads	$1,350	33	8	$7,615	5.6x

10 ads of 21 ranked by revenue. ROAS pill: green at or above your average (5.9x), amber from 1x, red below 1x.

03 LEAKS

Spend that didn't *pay back*.

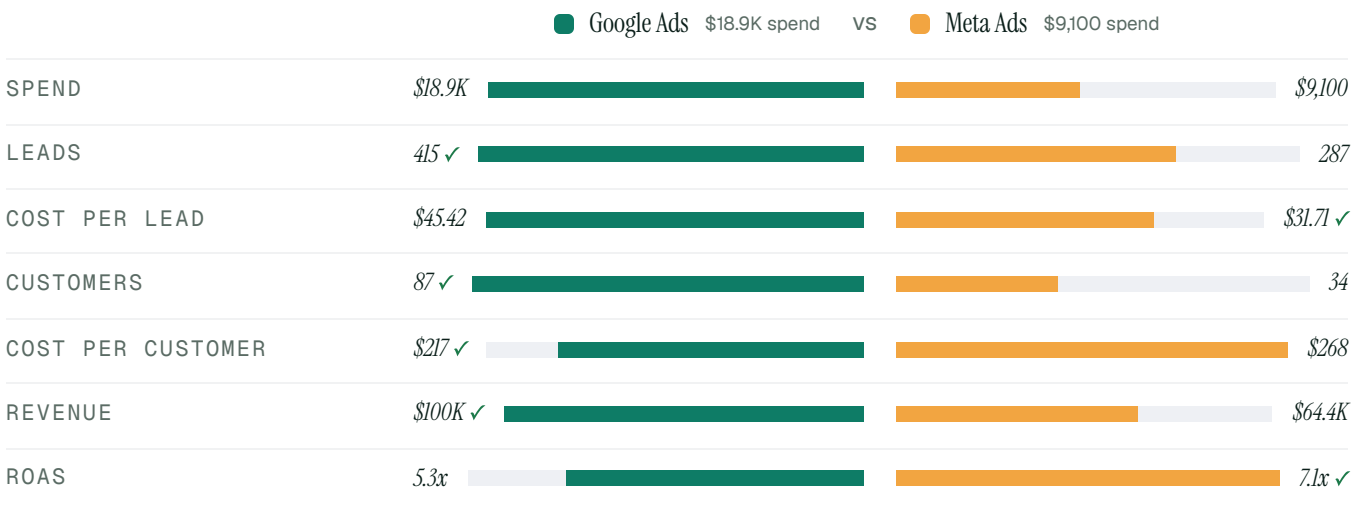
Where the *money* leaked

#	AD	CAMPAIGN	SPEND	LEADS	COST PER LEAD	REVENUE	STATUS
1	Carousel - Family Care	Prospecting - Lookalike New P…	$1,090	27	$40.39	$640	Under 1x
2	RSA - Professional Whitening	Teeth Whitening - Broad	$1,050	17	$61.79	$795	Under 1x

Ads with at least $279 of spend and no customers, or less than $1 back per $1.

04 PLATFORMS

ROAS by *platform*.



Google Ads vs Meta Ads in September. A check marks the better value on each line.

05 NEXT STEPS

What to do *next*.

THIS MONTH

Move $1,090 from *Carousel - Family Care*

It spent $1,090 for 27 leads and 1 customer ($640 back, $0.59 per $1). Put that budget behind Static - Free Consult and Scan, which returned $21.61 per $1 on $1,092.

High impact Low effort $21.61 per $1 vs $0.59

THIS MONTH

Raise the budget on *RSA - Northwind Official*

It brought 12 customers worth $15.1K on $744 of spend (20.3x), and leads at $12.62 each vs $39.81 on average.

High impact Low effort

THIS MONTH

Cut back *RSA - Professional Whitening*

It spent $1,050 for 17 leads and 2 customers worth $795: $0.76 per $1.

Medium impact Low effort

How we built this report

- Ad spend: $27.9K from Google Ads and Meta Ads, September 2026, across 21 ads with spend.
- Leads are matched to ads by utm_campaign (the campaign name), then utm_content (the ad name), ignoring case and punctuation (32 tags one or two letters off counted for the closest campaign). Of 702 leads from your ads, 667 (95%) matched an ad, 0 only a campaign, and 35 no campaign.
- Customers: won deals from your HubSpot, matched to leads by email. 121 of 229 won deals came from your ads; 115 could be tied to one ad.
- Cost per lead = spend / leads. ROAS = revenue / spend.
- Changes compare September 2026 with August.

Next: move $1,090 from *Carousel - Family Care* to Static - Free Consult and Scan.

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

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