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.

northwinddental.com | Gravity Forms | 30 days

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

Ad spend
$27.9K
↑ Up 8% from August



Leads from ads
702
↑ Up 9% from August

Cost per lead
$39.81
→ Flat vs August
spend / leads from ads

Customers
121
from your ads

Revenue
$165K
from your ads

ROAS
5.9x
revenue / spend

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.

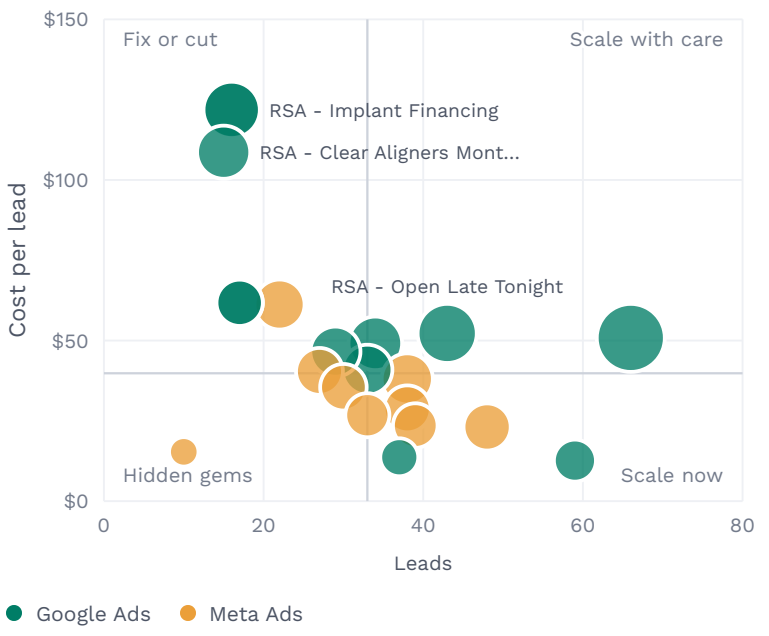
At the other end, Carousel - Family Care spent $1,090 for 1 customer worth $640: $0.59 per $1.

The map

Every ad by leads and cost per lead.

Bubble size is spend. The lines mark the median leads per ad and your average 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.

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.

Leaks

Spend that didn't pay back.

2 ads spent $2,141 and brought back $1,435.

Where the money leaked

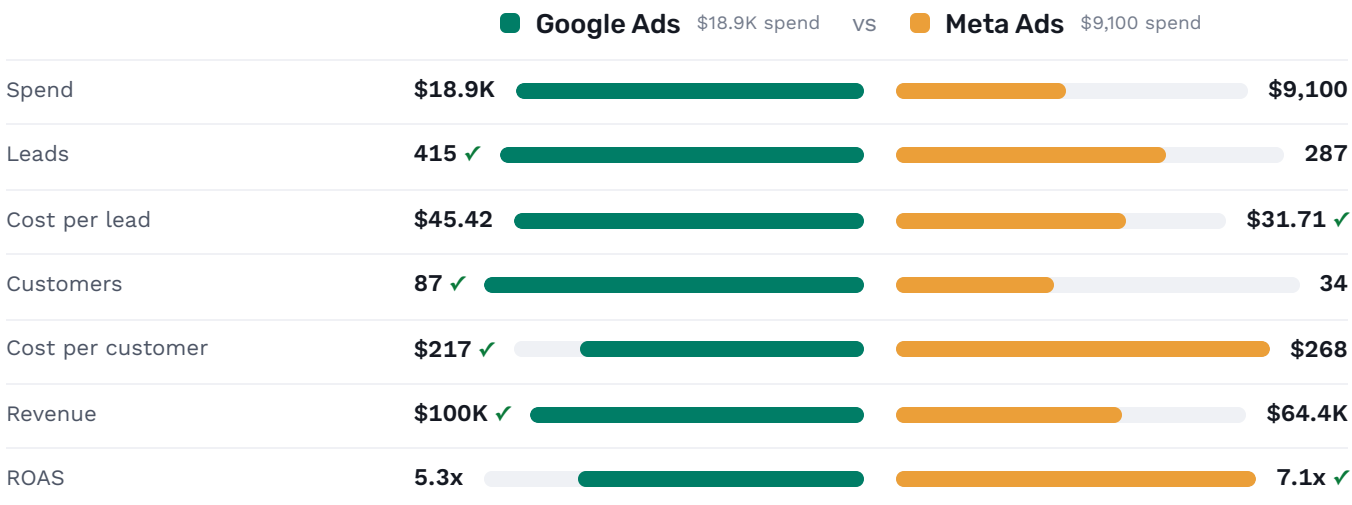
#	Ad	Campaign	Spend	Leads	Cost per lead	Revenue	Status
1	Carousel - Family Care	Prospecting - Lookalike New P…	$1,090	27	$40.39	$640	Under 1x
2	RSA - Professional Whitening	Teeth Whitening - Broad	$1,050	17	$61.79	$795	Under 1x

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

Platforms

ROAS by platform.

Every lead and customer your ads brought, not only the ones tied to one ad.



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

Next steps

What to do next.

1 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

2 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

3 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.

The ads in one line

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

Ad spend	Leads from ads	Revenue from ads	ROAS
$27.9K	**702**	**$165K**	**5.9x**

- Best: Static - Free Consult and Scan, $21.61 per $1 on $1,092.
- 2 ads spent $2,141 and brought back $1,435.
- 5 of your ads brought half of your ad revenue.

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

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