Northwind Dental northwinddental.com

Wasted spend finder September 2026

$1,244 of ad spend brought no leads.

"free dental implants" alone spent $710 with no leads. Search terms that did bring leads averaged $49.35 per lead.

northwinddental.com Gravity Forms 30 days

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

Spend that brought no leads

$1,244

4.5% of your $27.9K ad spend in September went to 3 search terms with no lead.

Search term spend	Terms with spend	Terms with no leads	Cost per keyword lead	Ads with no leads
$18.9K	27	3	$49.35	0
		7% of term spend	382 keyword leads	of 9 ads with spend

01

Search terms

The search terms that spent without leads.

Every term with spend and no lead, then terms whose leads cost 2.5 times your average or more.

Search terms to fix

Search term	Campaign	Spend	Clicks	Leads	Cost per lead	Action
free dental implants	Dental Implants - Phrase	$710	182	0	–	Add negative
diy teeth whitening kit	Teeth Whitening - Broad	$320	214	0	–	Add negative
dental hygienist jobs	General Dentistry - Local	$214	122	0	–	Add negative
all on 4 implants	Dental Implants - Phrase	$508	85	3	$169	Watch

Add negative: no leads and no platform conversions, or words like jobs, free or how to. Fix landing page: the platform counted conversions but no form came through. Watch: too few clicks to judge, or leads at $123+ each.

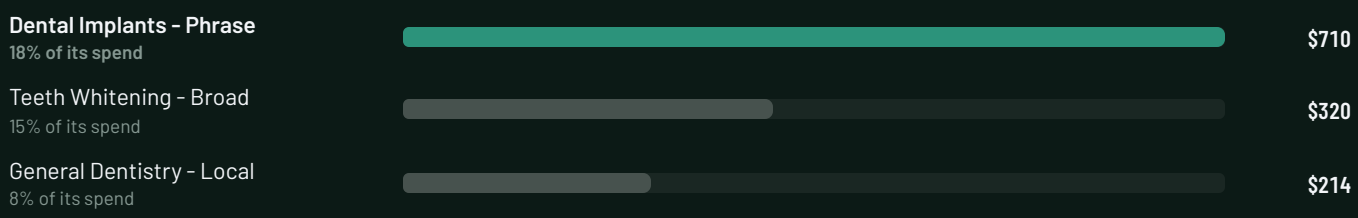
02

By campaign

Where the waste sits.

Spend on terms and ads with no leads, by campaign.

Spend with no leads, by campaign



Each bar is spend on terms and ads in that campaign that brought no lead.

The biggest leak

Dental Implants - Phrase wasted $710.

That is 18% of the campaign's $3,900.

It comes from "free dental implants".

03

Next steps

What to do next.

01

This week

Add 3 negative keywords

"free dental implants", "diy teeth whitening kit" and "dental hygienist jobs" spent $1,244 with no leads. Add them as phrase-match negatives at the campaign level.

High impact | Low effort | $1,244 back to work

02

This month

Lower the bid on "all on 4 implants"

Its 3 leads cost $169 each, 3.4 times your average keyword lead ($49.35).

Medium impact | Low effort

How we built this report

- Ad spend: $27.9K from Google Ads and Meta Ads, September 2026.
- Search terms: 27 with spend. Leads are matched by utm_term within the same campaign (case, quotes and match-type symbols ignored); 382 of 415 search leads (92%) carried a keyword.
- Add negative: no leads and no platform conversions after 10 or more clicks, or a word that signals no intent to buy (jobs, free, diy, how to, course and similar).
- Ads without keywords (Meta Ads) are matched to leads by utm_campaign, then utm_content.
- Wasted spend counts only terms and ads with zero leads; costly terms are flagged Watch but not counted.

The waste in one line

Next: add 3 negative keywords. They spent $1,244 with no leads.

Spend with no leads	Share of ad spend	Terms with no leads	Cost per keyword lead
$1,244	4.5%	3	$49.35

- "free dental implants": $710, 182 clicks, no leads.
- "diy teeth whitening kit": $320, 214 clicks, no leads.

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

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