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.

$18.9K	*27*	*3*	*$49.35*	*0*
SEARCH TERM SPEND	TERMS WITH SPEND	TERMS WITH NO LEADS	COST PER KEYWORD LEAD	ADS WITH NO LEADS

01 SEARCH TERMS

The search terms that *spent* without leads.

Search terms to fix

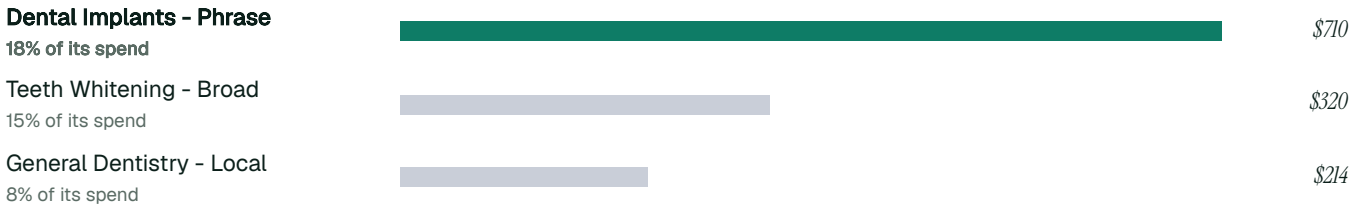
SEARCH TERM	CAMPAIGN	SPEND	CLICKS	LEADS	COST PER LEAD	ACTION
free dental implants	Dental Implants - Phrase	$710	182	0	-	Add negative
diy teeth whitening kit	Teeth Whitening - Broad	$320	214	0	-	Add negative
dental hygienist jobs	General Dentistry - Local	$214	122	0	-	Add negative
all on 4 implants	Dental 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 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".

What to do *next*.

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

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.

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

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

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