Weekly executive summary Sep 24 to Sep 30, 2026

Lead flow held steady at 255 leads this week.

Google sent the most leads (117, 46% of the week). The biggest move: ChatGPT, down from 12 to 5.

northwinddental.com Gravity Forms 255 submissions 7 days

UTM Grabber 255 leads Sample data fictional business

Leads
255
• Flat vs last week

261 last week

Paid leads
150
▼ −8% vs last week

59% of the week

Fully tagged
66%
▲ +1 pt vs last week
168 of 255 leads

Leads from Google
117
▼ −3% vs last week
Top source, 46% of the week

01

What changed

What changed since last week.

Source by source against last week. Moves under 3 leads are left out.

Biggest riser
+4
more leads from Newsletter (10 vs 6)

Biggest drop
−7
fewer leads from ChatGPT (5 vs 12)

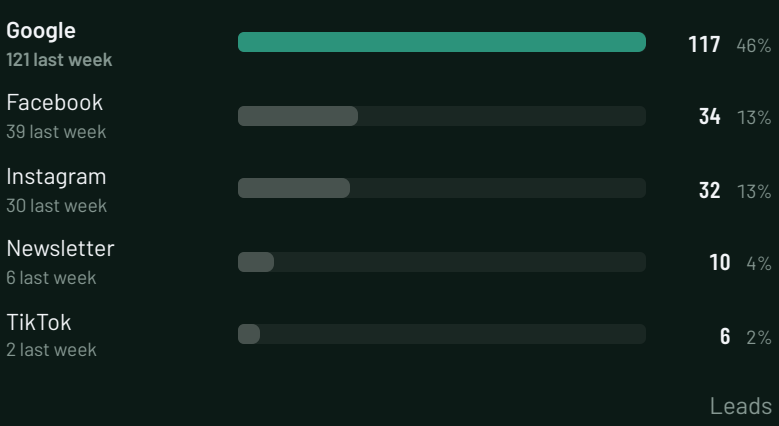
Went quiet
0
leads from Perplexity.ai, down from 4 last week

Untagged leads
+3
more leads with no UTM source (33 vs 30)

02

Sources

Where this week's leads came from.



Leads per utm_source this week, top 5

The leader

Google sent 117 of 255 leads.

The top three sources sent 72% of the week's leads.

33 leads (13%) arrived with no UTM source, so they can't be credited to a source.

03

This week

Two moves for this week.

01

This week

Check what changed on ChatGPT

It sent 5 leads, down from 12 last week. AI assistant answers shift often. Check whether it still recommends you for your main questions.

Medium impact · Low effort

02

This week

Find out why Perplexity.ai went quiet

It sent 4 leads last week and none this week. AI assistant answers shift often. Check whether it still recommends you for your main questions.

Medium impact · Low effort

The week in one line

Next: check ChatGPT this week. It fell from 12 leads to 5.

- Busiest day: Wednesday, Sep 30, with 48 leads.
- Top campaign: Emergency dentist exact with 27 leads.

Data: UTM Grabber, Sample data for northwinddental.com

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