Northwind Dental

northwinddental.com

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

255	150	66%	117
LEADS –	PAID LEADS ▼ -8%	FULLY TAGGED ▲ +1 pt	LEADS FROM GOOGLE ▼ -3%

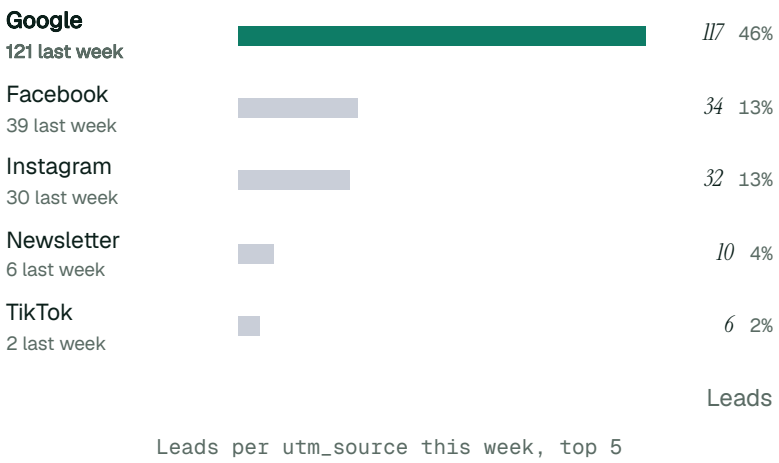
01 WHAT CHANGED

What *changed* since last week.

BIGGEST RISER	BIGGEST DROP	WENT QUIET	UNTAGGED LEADS
+4	*−7*	*0*	*+3*
more leads from Newsletter (10 vs 6)	fewer leads from ChatGPT (5 vs 12)	leads from Perplexity.ai, down from 4 last week	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.

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

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

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

Data: UTM Grabber, Sample data for northwinddental.com

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