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	Paid leads	Fully tagged	Leads from Google
255	150	66%	117
Flat vs last week	▼ −8% vs last week	▲ +1 pt vs last week	▼ −3% vs last week
261 last week	59% of the week	168 of 255 leads	Top source, 46% of the week

01

What changed

What changed since last week.

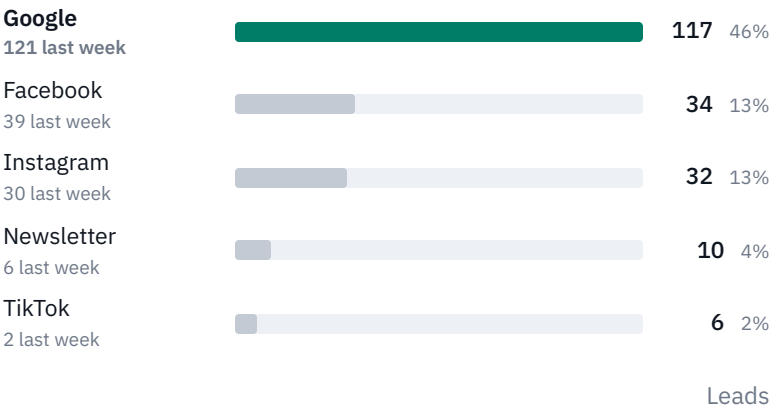
Source by source against last week. Moves under 3 leads are left out.

Biggest riser	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

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