**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

| Leads | Paid leads | Fully tagged | Leads from Google |
|---|---|---|---|
| 255 | 150 | 66% | 117 |
| Flat vs last week | Down 8% from last week | Up 1 pt from last week | Down 3% from last week |
| 261 last week | 59% of the week | 168 of 255 leads | Top source, 46% of the week |





What changed

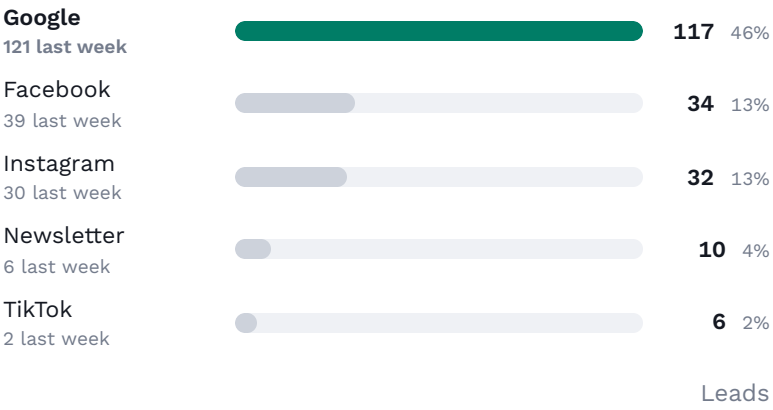
## What changed since last week.

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) |

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.

This week

## Two moves for this week.

1

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

2

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