



Halvorsen Dental Group

Prepared 3 July 2026
Account lead Imogen Farrelly

SESSIONS

3,140

▲ 9.2% vs May

LEADS

96

▲ 15.7% vs May

CONVERSION RATE

3.06%

▲ 0.17 pts vs May

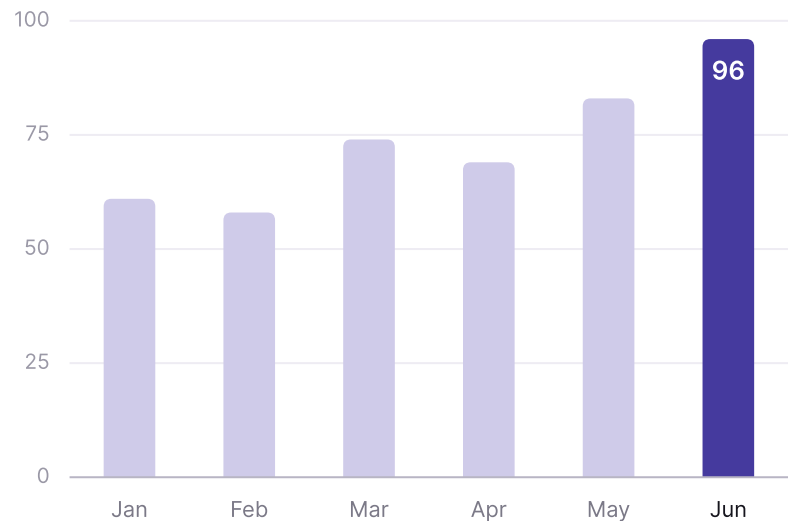
COST PER LEAD

£32.50

▼ 12.4% vs May

TREND

Leads per month



Leads recorded per calendar month. June 2026 highlighted.

DETAIL

Month by month

MONTH	SESSIONS	LEADS
January	2,410	61
February	2,265	58
March	2,742	74
April	2,588	69
May	2,876	83
June	3,140	96
Six months	16,021	441

ACCOUNT NOTE

Paid search carried most of the increase after we moved budget off the generic implant terms and into the branded and local sets on 8 June. Cost per lead is now under the £35 target we set in March. Three of the four missed enquiries came in after 11am on a Saturday, so call handling is the next thing to fix.

Imogen Farrelly, account lead