CORNERSTONE HEALING CENTER

Paid Attribution, Two Views

Per our Aug 19 call: baseline and expanded views side by side while the recovered-GCLID layer validates · pulled live Aug 19, 2026 · Prepared by Molitaris Consulting

WHAT WE AGREED

Two views run side by side for now. The baseline (PPC source, standard last-touch) stays the trusted reporting basis, exactly as in the monthly reports. The expanded view adds every deal carrying a Google Ads click ID in any field, including your bot's recoveries. We watch the two together for data integrity, and once the recovered layer validates, we move reporting to the fuller dataset. Either way the trend reads the same: both views show the same record months and the same August recovery.

1. Definitions (so our systems match)

Baseline (PPC source): Zoho deals where Source Category = PPC. This is the basis of every monthly report to date.
Expanded (any Google click): deals where Source Category = PPC OR any of the three click ID fields is populated: `GCLID`, `GCLIDs`, or `Recovered_GCLID`. The difference between the views is deals credited to another source (SEO, Alumni, Business Development, ZocDoc) that carry a click, nearly all via `Recovered_GCLID`.
Other definitions used throughout: treatment admit = stage Closed - Admitted. DUI sale = collected win (closed screening/classes stages) + open payment plan. VOBs run = treatment deals counted by VOB Submitted Date, so it measures verification activity in the month. All counts live from Zoho as of Aug 19; recent cohorts mature upward.

2. The two views, month by month

	Basis	May	June	July	Aug 1-18
Paid leads	PPC source	111	175	198	123
	Expanded	163	216	226	137
Cost per lead	PPC source	$441	$342	$301	$305
	Expanded	$301	$277	$263	$274
Treatment leads	PPC source	55	91	89	52
	Expanded	90	115	109	61
Treatment admits	PPC source	9	6	12	7
	Expanded	20	11	19	10
of which commercial	PPC source	1	2	3	1
	Expanded	3	2	5	2
VOBs run	PPC source	27	29	56	26
	Expanded	55	45	73	35
Admits per VOB run	PPC source	33%	21%	20%	31%
	Expanded	35%	27%	23%	34%
DUI leads	PPC source	55	82	106	68
	Expanded	72	99	112	72
DUI sales (collected + plans)	PPC source	42	53	51	36
	Expanded	59	69	57	40

Deals the expanded view adds on top of the baseline: 52 (May), 41 (June), 28 (July), 14 (Aug 1-18). The gap shrinks as intake source-tagging improves. August admits and DUI sales are still maturing.

3. Both views tell the same story

- July was the best treatment month of the engagement on either basis: record leads at the best cost per lead, admits doubled off June, best commercial month of the year, and roughly double the VOB throughput of any prior month.
- August shows the in-office admissions effect on either basis: admits per VOB is back near May's best rate and still climbing, and DUI is pacing to its best month of the year on flat budget.
- The June treatment dip and July DUI close-rate slide appear identically in both views, so those patterns are real, not attribution artifacts.

4. Validating the recovered layer together

Your bot recovers real lost tracking (the family-member and referral-partner record gap is real, and we see it too). Because it also recovers clicks that were not the last touch, we suggest three integrity checks as the go/no-go for moving reporting to the expanded view:

- **Click direction:** count a recovered deal as paid-driven only when the recovered click happened on or before the day the deal was created. We spot-checked recent recovered commercial deals against Google's click log: some carry clicks from days or weeks after the deal existed (a patient googling you post-admit), while others are clean, like a same-day non-brand search click on a deal credited to Alumni. The direction check separates them automatically.
- **Brand vs non-brand:** a non-brand click deserves more credit than a branded navigational click by someone who already knows you.
- **Repeat episodes:** the same recovered click should not count once per episode for returning clients.

We can run these checks weekly on our side using Google's click log (we store it daily) and compare notes as you tune the bot. Once the recovered layer passes, we move the monthly report to the fuller dataset with your team's numbers and ours matching by construction.

Molitaris Consulting · prepared August 19, 2026 · sources: your Zoho CRM (live), Google Ads spend and click log · companion docs: July 2026 monthly report, tracking number split design