

Booked.Dental Accepted-Case Tracking Sheet

Use this weekly to connect marketing source, treatment interest, consult progress, accepted value, rejection reasons, and the next campaign action.

Week	Source	Treatment	Spend	Serious inquiries	Booked	Showed	Accepted	Accepted value	Rejected reason / next action
	Google Ads								
	Meta Ads								
	SEO / GBP								
	Referral / other								

Weekly review prompts: Which source produced accepted value? Which source created price-only or weak-fit conversations? What proof, page, follow-up, or budget decision should change next?