Weekly Performance Report

Week forty-six

Prepared for: the stakeholders

Confidential, but not really

Executive summary

This week was a week. Momentum is building across all the channels we have chosen to look at.

Overall sentiment remains positive and, where it is not, we are monitoring the situation closely.

Key takeaway: the trend is directionally correct.

KPI overview

Awareness	**Trending positive**
Engagement	**Stable-ish**
Reach	**Growing organically**
Sentiment	**Mostly vibes**
Conversions	**Being investigated**
Revenue	**Out of scope**

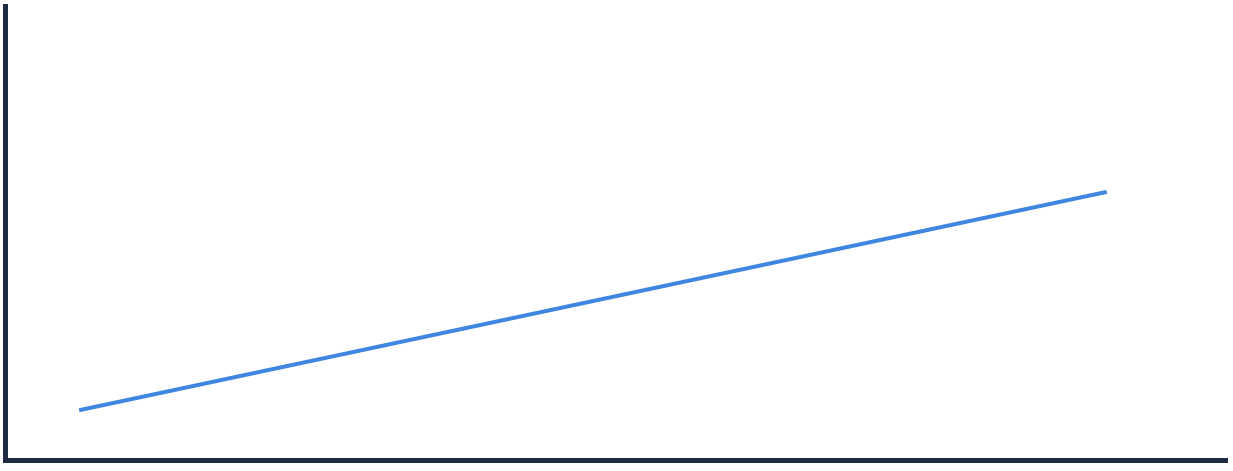


Chart: up and to the right. Axis labels available on request.

Insights

Audiences are engaging. Some of them are engaging a lot.

Creative fatigue has been identified and fatigue has been acknowledged.

We believe there is an opportunity to leverage our learnings going forward.

Next steps

Keep monitoring.

Align on alignment.

Circle back on the circle back.

Schedule a call to plan the next call.

Thank you

Happy to take any questions offline.

Note from Generation L: a real report has numbers on the first page. Cost per lead, contact rate, sales. Ask us for one.