ILLUSTRATIVE DEMONSTRATION - sample numbers, not verified client outcomes.

Preserved sample content below. Redacted-client wording does not establish a verified engagement.

[redacted]

EXECUTIVE GROWTH REVIEW

Growth review.

A decision-focused deck that turns marketing performance into priorities, tradeoffs and next actions.

ILLUSTRATIVE DEMONSTRATION - sample numbers, not verified client outcomes.

Preserved sample content below. Redacted-client wording does not establish a verified engagement.

01 / EXECUTIVE SUMMARY

What changed. What matters. What happens next.

The entire review can be understood in one page before the functional detail.

ACQUISITION

Volume stable

Efficiency pressure

CONVERSION

Improving

Post-click gains

RETENTION

Underdeveloped

Largest upside

MEASUREMENT

Fragmented

Unification needed

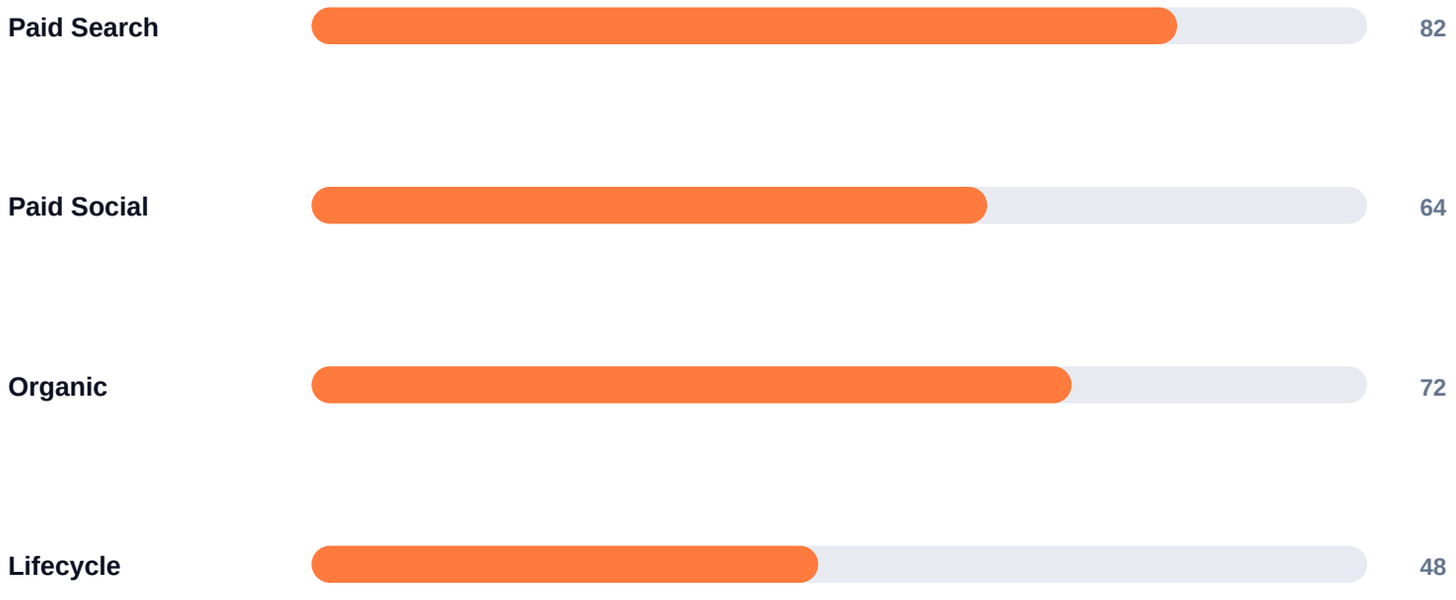
ILLUSTRATIVE DEMONSTRATION - sample numbers, not verified client outcomes.

Preserved sample content below. Redacted-client wording does not establish a verified engagement.

02 / PERFORMANCE

The mix is changing faster than the topline.

Channel efficiency and conversion quality matter more than raw traffic growth.



Index values shown for portfolio illustration.

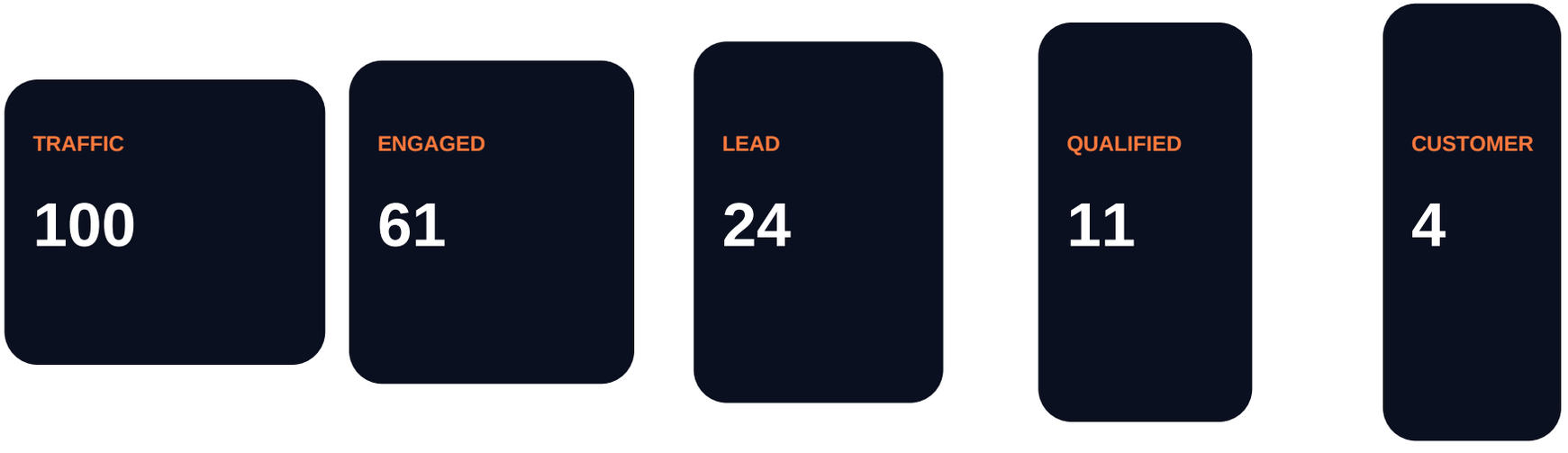
ILLUSTRATIVE DEMONSTRATION - sample numbers, not verified client outcomes.

Preserved sample content below. Redacted-client wording does not establish a verified engagement.

03 / CUSTOMER JOURNEY

The biggest leak is not at the top of the funnel.

Conversion friction compounds after the first lead, where follow-up and proof weaken.



Journey values normalized to an index for public display.

ILLUSTRATIVE DEMONSTRATION - sample numbers, not verified client outcomes.

Preserved sample content below. Redacted-client wording does not establish a verified engagement.

04 / PRIORITIES

Three moves create the next growth step.

[redacted]

The review ends in choices, not observations.

01 Unify conversion measurement

Tie platform, analytics, CRM and revenue events together.

02 Shift budget toward verified quality

Use downstream outcomes to guide paid acquisition.

03 Build lifecycle as a growth channel

Nurture, reactivation and retention become owned revenue systems.