

BUSINESS REPORT / FICTIONAL CASE

Q2 Growth Snapshot

Northstar Coffee | Illustrative figures created for this sample

EXECUTIVE SUMMARY

The fictional Northstar Coffee team increased campaign-attributed leads this quarter while keeping spend within its example budget. Email delivered the lowest cost per lead; events delivered the highest.

EXAMPLE SPEND

\$4,800

Illustrative Q2 total

EXAMPLE LEADS

275

Illustrative attribution

VS. PRIOR QUARTER

+14%

Illustrative change

WHAT THE EXAMPLE SUGGESTS

- Email produced the most cost-efficient lead volume in this fictional dataset.
- Search reached prospects who were actively looking, at a higher example cost per lead.
- Event activity created fewer leads, so the team should review follow-up and audience fit.

SCOPE NOTE

All company names, performance values, and conclusions on these pages are invented for demonstration. They are not current market data.

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Channel performance

Example campaign summary | Currency: illustrative US dollars

RESULTS BY CHANNEL

CHANNEL	EXAMPLE SPEND	LEADS	COST / LEAD
Email	\$350	70	\$5.00
Social	\$1,800	120	\$15.00
Search	\$1,250	50	\$25.00
Events	\$1,400	35	\$40.00
TOTAL	\$4,800	275	\$17.45 blended

READOUT

- Email is the leading efficiency example; check that its audience and offer can support careful scaling.
- Social accounts for the largest share of example leads. Review lead quality alongside volume.
- The event channel has the highest illustrative cost per lead; validate downstream conversions before changing investment.

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Recommended next steps

A short, testable plan for the fictional Northstar Coffee team.

30-DAY ACTION PLAN

01

Protect what works

Maintain the email cadence for one cycle and compare qualified leads, not opens alone.

02

Improve lead quality

Review a sample of social leads with sales and tag common fit signals.

03

Run a focused search test

Group search terms by intent and pause terms that do not produce qualified enquiries.

04

Measure event follow-up

Track scans, follow-up within two business days, meetings, and eventual opportunities.

DECISION CHECKPOINT

At month end, compare qualified leads and cost per qualified lead with the baseline before reallocating budget.