Your month in Atlanta

Illustrative monthly performance report

A simple view of the attention, interest, and confirmed outcomes we can measure.

TRAFFIC
1,240
tracked visits

INTEREST
210
engaged actions

QUALIFIED LEADS
42
opt-in contacts

CONVERSIONS
6
partner confirmed

Where the interest came from

Source attribution is based on tagged links and known campaign touchpoints.

SOURCE	VISITS	LEADS
Atlanta Local posts	530	20
Community email	410	15
Event and local links	300	7

Lead quality and next move

Qualified = Atlanta-market prospect + opt-in contact + expressed interest.

Review which channels produced leads that matched the partner's audience.

Next test: sharpen the offer on the strongest landing page and compare lead quality.

Return on investment

ROI is shown only when the partner supplies attributed revenue and total costs.
A lead or website visit is not a sale. Paid-media ROAS is separate from organic results.