

Your month in Atlanta

Illustrative monthly performance report

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

TRAFFIC	INTEREST	QUALIFIED LEADS	CONVERSIONS
1,240	210	42	6
tracked visits	engaged actions	opt-in contacts	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.

ILLUSTRATIVE EXAMPLE - NOT ACTUAL ATLANTA LOCAL PARTNER PERFORMANCE

Actual reports reflect available tracking and partner-confirmed conversion data.