

October 2026

\$ MONTHLY KPI REPORT

SEPTEMBER: LEVEL UP

More clicks. More signups. Cheaper signups. Here's how —
and what's next.



\$ HEADLINE KPIS · VS. AUGUST

GROWTH GOT CHEAPER

78.2K



Organic clicks · +31%

1,940



Signups · +22%

\$38



CAC · -17%

\$ AUDIENCE

OWNED REACH IS COMPOUNDING

710K

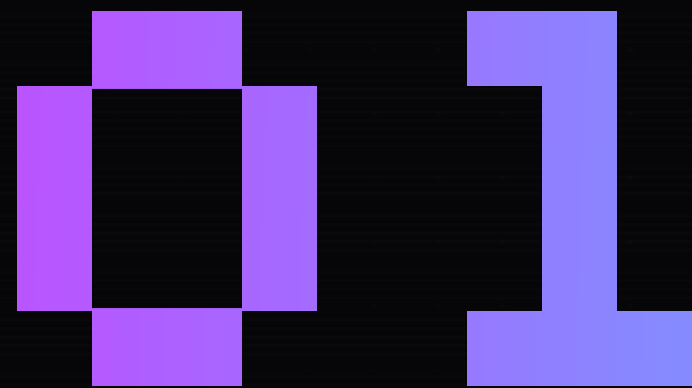


LinkedIn reach

12.4K

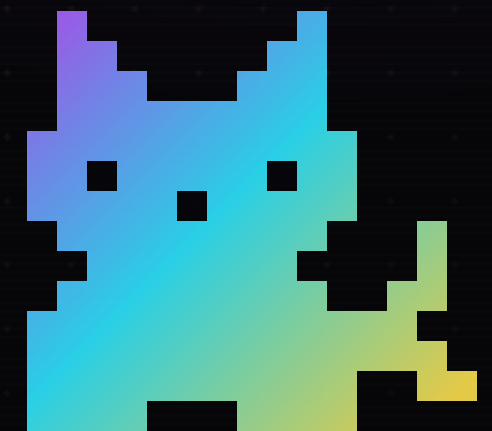


Newsletter subscribers



WHAT DROVE IT

Three pieces of content did the heavy lifting.



\$ TOP CONTENT · SEPTEMBER

THE HIT LIST

61K



Views · 'GEO checklist' carousel

38K



Views · launch film

2,300



Downloads · KPI report template

\$ LIKELY DRIVERS

WHY THE NUMBERS MOVED

[ok]

GEO RODE THE WAVE

The checklist carousel alone $\approx$ 15% of LinkedIn reach. Timely topic + saveable format = reach.

[ok]

TEMPLATE = SIGNUP MAGNET

2,300 downloads vs. 1,940 signups. A useful freebie is the shortest path to a trial.

[ok]

FILM BUILT THE BRAND

38k launch-film views warmed up the audience that later searched and signed up.

[ok]

ORGANIC DID THE WORK

Signups +22% while CAC fell 17%: more conversions came from channels we don't pay per click.

\$ EFFICIENCY

THE CAC STORY

Signups grew faster than spend. Content assets kept working after publish day, so each euro bought more people. That's the flywheel...

✓ SIGNUPS

+22% MoM

✓ CAC

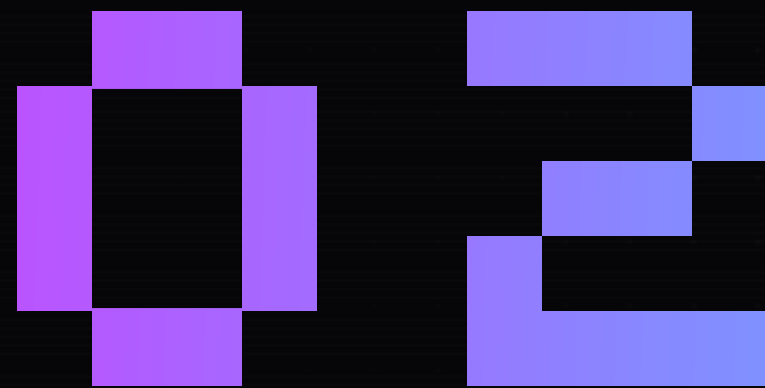
€46 → €38 (est. baseline)

✓ ORGANIC CLICKS

+31% MoM

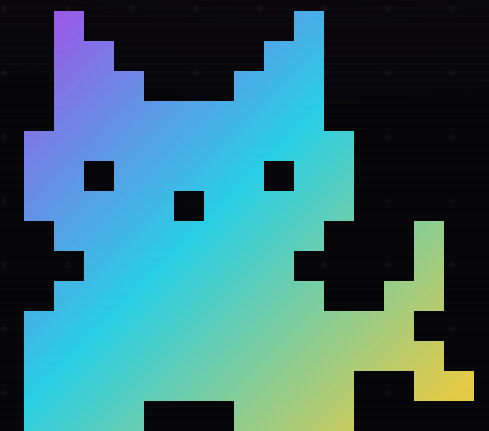
✓ LESSON

Evergreen assets beat one-off posts



OCTOBER PLAN

Double down on what worked. Measure it properly.



\$ ROADMAP · OCTOBER

FIVE MOVES FOR OCTOBER



\$ PROPOSED TARGETS • OCTOBER

WHERE WE AIM NEXT

55K



Organic clicks (+14%)

2,200



Signups (+13%)

VI 336



CAC

14K



Newsletter subscribers

\$ WATCH-OUTS

KEEP US HONEST

[ok]

ATTRIBUTION GAP

Drivers are hypotheses until marketing data is connected.

[ok]

ONE-HIT RISK

Reach leans on one carousel. Need a repeatable content format, not a lucky post.

[ok]

LEAD QUALITY

Track template downloaders → activated users, not just signups.



ONWARDS, OCTOBER

Same playbook, more fuel — and real attribution.

› hey kas, connect our channels