

ACQUISITION PROGRESS

Quarterly Performance Tracking

Fiscal Year: 2024
Quarter: Q3

CHANNEL SOURCE	TARGET	ACTUAL	COMPLETION	STATUS
Organic Search	1,200	940	78%	On Track
Paid Social	800	610	76%	On Track
Email Marketing	500	485	97%	Exceeding
Referral Program	300	120	40%	Delayed
Direct/Other	200	195	98%	Exceeding

TOTAL LEADS	2,350 / 3,000
AVG. CONVERSION	4.2%
OVERALL PROGRESS	78.3%

* Data generated for reporting period ending September 30th. Confidential Internal Document.