

STUDIO / METRIC

Quarterly Performance Portfolio
Client: Global Logistics Corp
Ref: Q3-2023

GROWTH TRAJECTORY: NEW LEADS

Target **1,200**
Actual **1,452**
Variance **+21%**

CHANNEL DISTRIBUTION

Search **45%**
Social **30%**
Direct **25%**

CONVERSION RATE OPTIMIZATION

Benchmark **2.4%**
Current **3.8%**
Efficiency **High**

RETENTION & LTV

Churn **1.2%**
LTV **\$4.2k**
Health **98/100**