

REPORTING · SAMPLE DELIVERABLE

# Monthly Performance Report

A sample monthly report showing the metrics tracked and how results drive the next cycle. Figures are illustrative.

|                                              |                             |                        |
|----------------------------------------------|-----------------------------|------------------------|
| PREPARED FOR<br>Sample Client (illustrative) | PREPARED BY<br>NOREN Agency | PERIOD<br>Sample month |
|----------------------------------------------|-----------------------------|------------------------|

## Highlights

- Owned-audience growth continued across primary channels.
- Content consistency held at the planned cadence.
- Top-performing formats identified for the next cycle.

## Key metrics

| METRIC            | THIS PERIOD | PREVIOUS | CHANGE   |
|-------------------|-------------|----------|----------|
| Reach             | 412,000     | 318,000  | +30%     |
| Engagement rate   | 5.8%        | 4.9%     | +0.9 pts |
| New followers     | 3,940       | 2,610    | +51%     |
| Qualified inbound | 47          | 31       | +52%     |

Illustrative sample figures — not real client data.

## What worked

- Short-form video drove the majority of new reach.
- Proof-led posts produced the highest-quality inbound.
- Newsletter retention improved with a consistent format.

## Next cycle

- Double down on the two highest-performing formats.
- Test one new distribution channel.
- Tighten the call-to-action on proof content.