



DIGITAL MEDIA REVIEW

 E L E M E N T

LEAD SUMMARY

TOTAL LEADS: Total lead volume reached 154 leads, representing a 50% increase versus the previous period and more than double the 2025 monthly average of 70 form submissions. Performance was heavily driven by Facebook Retargeting, which generated 70 leads and emerged as the top contributing channel. Organic Search followed with 45 leads, reinforcing strong intent-driven demand, while Direct Traffic added another 30 leads, signaling solid brand recognition and repeat engagement. Secondary channels contributed limited volume, with LinkedIn Conversation Ads (5), Organic Social (3), and Google Search Paid Media (1) playing a minimal role overall.

TOP PAGES: Form submissions were concentrated across a small number of high-performing pages. The Community Lead Form externally through our paid efforts was the primary driver with 75 leads, accounting for nearly half of total conversions. The Contact Us Page Form followed closely with 51 leads, confirming its role as a key conversion touchpoint. Secondary forms contributed incremental volume, including Become an Affiliate (13) and Homepage Form (7), while all remaining forms collectively drove low single-digit submissions. Overall, results highlight that lead generation is being fueled by a focused set of core forms, with long-tail forms playing a supporting role rather than materially impacting total volume.

Last Month (Jan 1 - 31)

LEAD SUBMISSIONS

154

▲ 50% vs previous period (103)



CHANNEL HIGHLIGHTS

LINKEDIN AWARENESS VIDEO CAMPAIGN: January video performance reflected a short-term pullback following recent creative updates, with 1,599 video views over 25% generated from 13,005 impressions and a reach of 13,003, alongside 52 company page clicks. The decline versus the prior period aligns with two common post-update factors: a temporary learning reset as platforms recalibrated delivery around the new content, and a message-to-audience mismatch as broader messaging was tested across multiple roles. This performance supports our belief that evolving the communication strategy to be more clearly segmented—developing distinct messaging for distributors versus salespeople—will improve relevance, efficiency, and overall performance as each audience is addressed with content tailored to their specific motivations and needs.

LINKEDIN FOLLOWER CAMPAIGN: The LinkedIn Follower Campaign delivered solid awareness and follower growth in January, driven primarily by strong post-level performance. The campaign generated 20 new followers from 25,777 impressions and 1,068 total engagements, supported by 968 clicks and a 4.14% engagement rate. The *Counselor Power 50 2025: No. 18* post generated 24,599 impressions, 930 clicks, and 18 new page follows while maintaining a strong 3.83% engagement rate. The secondary post contributed incremental reach and engagement with 1,178 impressions, 38 clicks, and 2 page follows at a 3.31% engagement rate.



CHANNEL HIGHLIGHTS

LINKEDIN CONVERSATION CAMPAIGN: The LinkedIn Conversation Campaign continued to effectively re-engage warm audiences in January, delivering 6,058 message sends and driving strong inbox engagement with 2,217 message opens, resulting in a 36.6% open rate that improved versus the previous period. While downstream interaction softened, with 34 button clicks and a 1.53% click rate, overall engagement at the message level remained healthy, indicating continued interest in the messaging. The campaign generated 5 leads, up 25% from the prior period, reinforcing its role as a mid-funnel tactic that supports lead generation by nurturing previously engaged users rather than serving as a primary traffic driver.

LINKEDIN RETARGETING CAMPAIGN: The Website Retargeting campaign delivered strong traffic-driving performance in January, generating 136 clicks from 5,844 impressions and achieving a 2.33% click-through rate, which exceeded benchmark ranges. Click volume increased significantly versus the prior period, indicating improved engagement from previously interested users, while spend remained efficient at approximately \$950 with a \$6.98 cost per click.



CHANNEL HIGHLIGHTS

GOOGLE SEARCH CAMPAIGN: The Google Search campaign delivered steady traffic and visibility in January, generating 867 clicks from 10,283 impressions while maintaining an 8.43% click-through rate that remained above benchmark ranges. Website engagement held strong with 798 sessions and an average engagement time of 40 seconds, aligning closely with expectations for high-intent search traffic. While lead volume was limited to one website conversion during the period, keyword performance showed clear areas of strength, led by Distributor-focused terms, which accounted for the majority of clicks and impressions, and significant growth within Promotional Products keywords, which saw substantial increases in volume month over month. Overall, results indicate consistent demand capture across core keyword groups, with opportunities to further refine conversion-focused messaging and landing page alignment to improve downstream lead efficiency.

FACEBOOK RETARGETING: The Facebook Retargeting campaign delivered a strong surge in performance in January, driving 381 link clicks from 30,475 impressions and generating 70 leads—more than doubling the prior period’s lead volume. While click-through rate softened to 1.25%, results remained above benchmark ranges and were offset by meaningful gains in scale and efficiency, with cost per click improving to \$2.25. Increased spend expanded reach among qualified users, confirming retargeting as an effective lower-funnel driver of leads and site traffic.



CAMPAIGN UPDATES

As mentioned in the December report, the Google Search tactic saw a significant dip as we worked to shift away from broad match keywords. Due to the limited search opportunity and budget, the campaign also underperformed in January. We suggest pausing this campaign and testing alternate marketing tactics such as direct mail, email, and organic search.



APPENDIX

- 01. LEAD PERFORMANCE
- 02. LINKEDIN CAMPAIGNS
- 03. GOOGLE ADS CAMPAIGNS
- 04. FACEBOOK CAMPAIGNS
- 05. DX GOOGLE SEARCH
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- 07. TOP TRAFFICKED PAGES
- 08. ORGANIC SEARCH PERFORMANCE



Leads by Channel - HubSpot

2025 MONTHLY AVERAGE

Form Submissions: 70

Last Month (Jan 1 - 31)

Total Leads

154

▲ 50% vs previous period (103)

Last Month (Jan 1 - 31)

Total Leads by Channels

Paid Media - Facebook Retargeting

70

Organic Search

45

Direct Traffic

30

Paid Media- LinkedIn Coversation

5

Organic Social Media

3

Paid Media - Google Search

1



Leads by Form - Hubspot

2025 MONTHLY AVERAGE

Form Submissions: 70

Last Month (Jan 1 - 31)

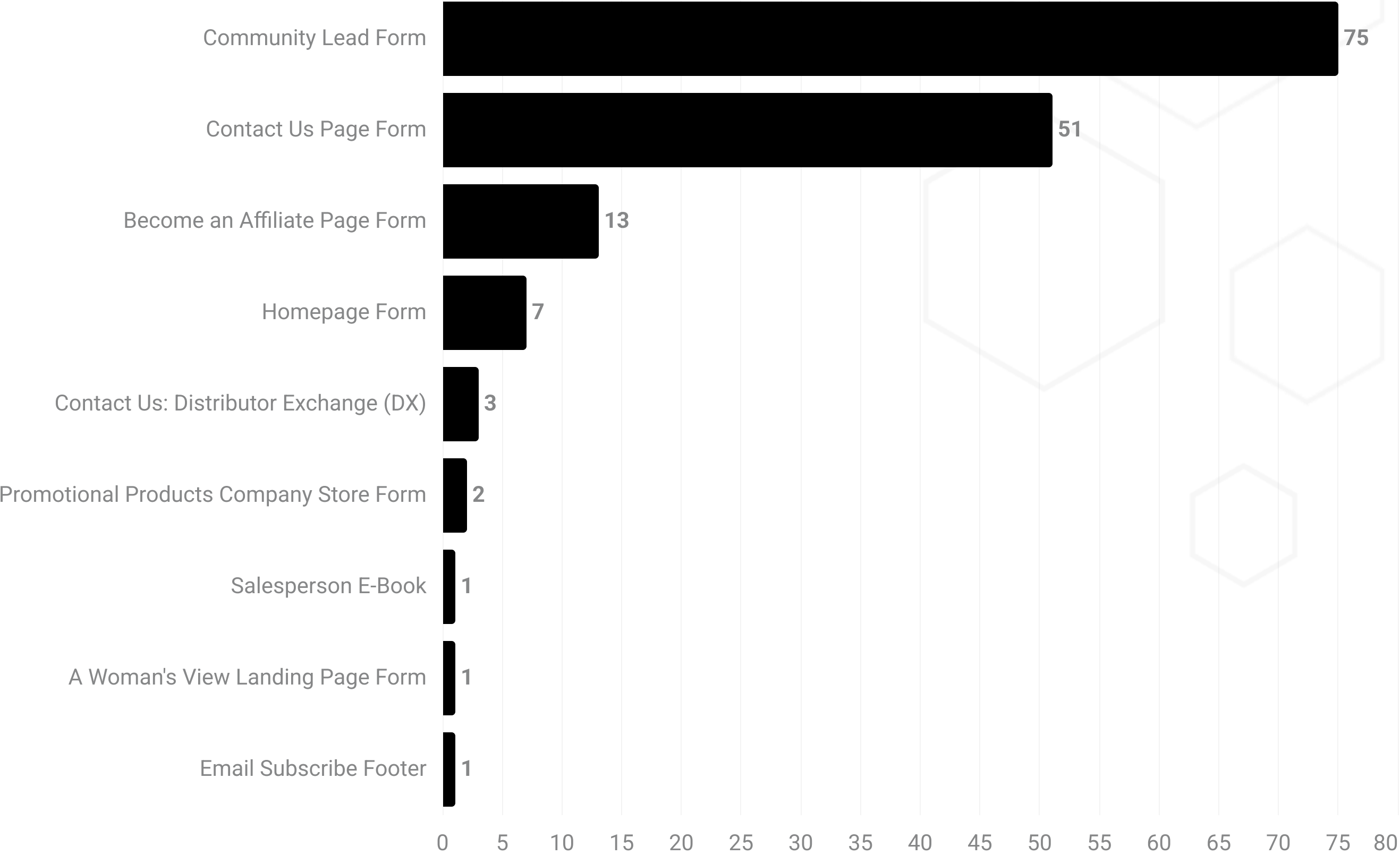
Total Leads

154

▲ 50% vs previous period (103)

Last Month (Jan 1 - 31)

Total Leads by Form



Awareness Video - LinkedIn Ads

CAMPAIGN DETAILS

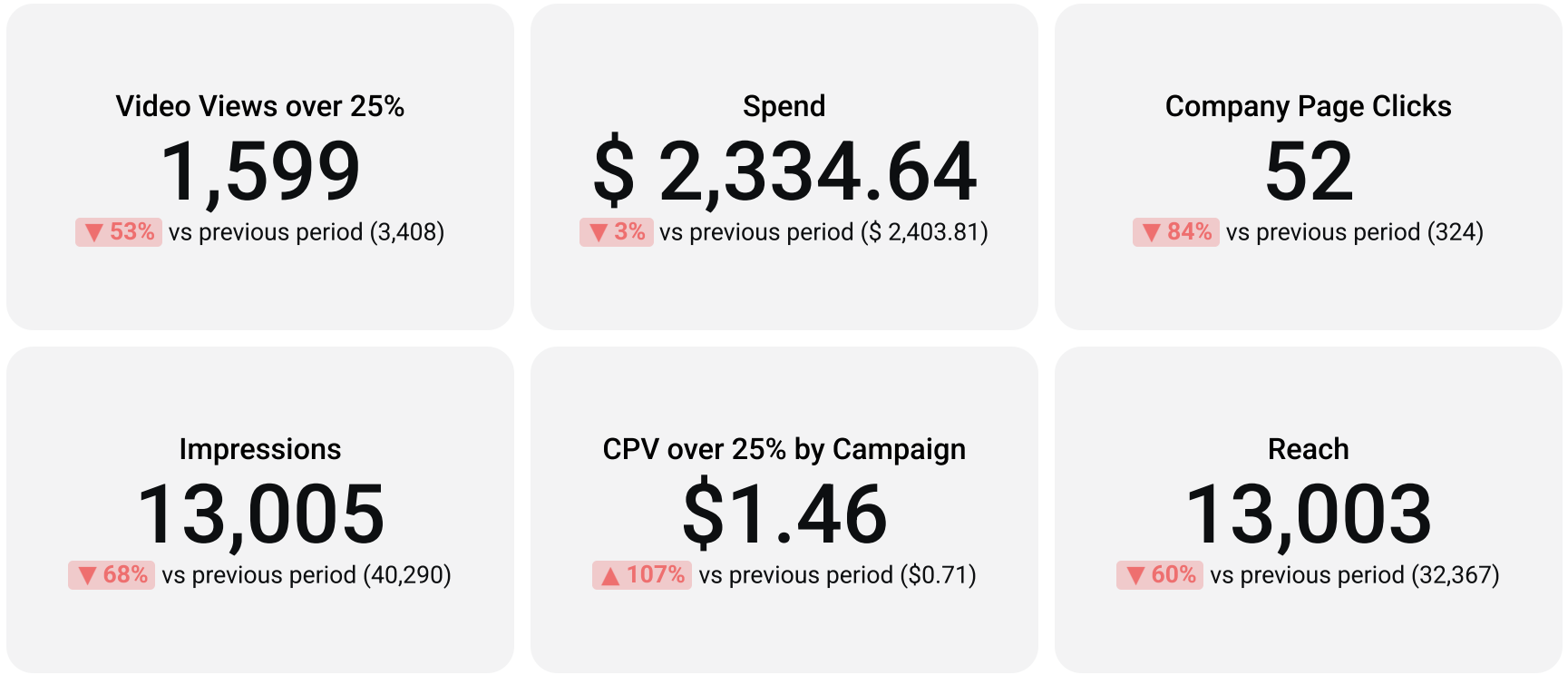
Overview: Target a relevant audience with an introductory video that drives awareness.

PrimaryGoal: Users watch at least 25%of the current video.

SecondaryGoal: Lead form submissions on LinkedIn Ads.

Last Month (Jan 1 - 31)

Campaign Performance



Last Month (Jan 1 - 31)

Community Video Performance

Metric	Value
Video Views over 25%	1,599
Impressions	13,005
Spend	\$3.21k
Success Rate	12.44%

Last Month (Jan 1 - 31)

Performance by Job Function

Dimension	Views over 25%	Impressions
Sales	348	2,612
Business Development	264	2,164
Operations	205	1,800
Marketing	85	786
Arts and Design	95	740
Customer Success and Support	80	662
Community and Social Services	75	629
Media and Communication	61	591
Administrative	76	589
Research	62	533

Follower Campaign - LinkedIn Ads

CAMPAIGN DETAILS

Overview: Delivering organic social media content from the social page to users who watched the awareness video, providing up-to-date, relevant content on the brand.

Primary Goal: New Followers on the Brand Page.
Secondary Goal: Potential users should view the Brand Page.

BENCHMARKS

Engagement Rate: 0.34% - 1.6%

Last Month (Jan 1 - 31)

Campaign Performance

New Followers 20 ▲ 100% vs previous period (10)	Impressions 25,777 ▲ 59% vs previous period (16,254)	Engagement Rate 4.14% ▼ 10% vs previous period (4.61%)
Engagements 1,068 ▲ 42% vs previous period (750)	Cost \$ 1,038.30 ▲ 28% vs previous period (\$ 812.34)	Clicks 968 ▲ 41% vs previous period (688)

Last Month (Jan 1 - 31)

Post Performance

Dimension	Impressions	Page Follows	Clicks	Engagement Rate
Counselor Power 50 2025:	24,599	18	930	3.83%
Elevate Your Sales Game With the Order Financing, Affiliates can secure the funds they need without upfront deposits, allowing	1,178	2	38	3.31%

Last Month (Jan 1 - 31)

Performance by Job Function

Dimension	Clicks	vs prev
Sales	294	▲ 84%
Business Development	254	▲ 40%
Operations	74	▲ 68%
Marketing	56	▲ 19%
Consulting	31	▲ 82%
Media and Communication	29	▲ 45%
Community and Social Services	27	▲ 17%
Customer Success and Support	21	▲ 17%

Conversation Campaign - LinkedIn Ads

CAMPAIGN DETAILS

Overview: Retarget interested users by sending a prebuilt message to their LinkedIn Inbox with more information.

Audience: Users who watched at least 25% of the Brand Awareness Video.

Primary Goal: Users will interact with the conversation CTAs. **Secondary Goal:** Submit lead forms on LinkedIn Ads.

BENCHMARKS

Open Rate: 40%-50%
Click Rate: 3%-4%

Last Month (Jan 1 - 31)

Campaign Performance

Message Sends

6,058

▲ 30% vs previous period (4,643)

Button Clicks

34

▼ 28% vs previous period (47)

Message Opens

2,217

▲ 57% vs previous period (1,414)

Click Rate

1.53%

▼ 54% vs previous period (3.32%)

Open Rate

36.6%

▲ 20% vs previous period (30.45%)

Leads

5

▲ 25% vs previous period (4)

iSUITE Website Retargeting - LinkedIn Ads

CAMPAIGN DETAILS

Overview: We will retarget interested users with information and link to website which includes a lead gen form.
Primary Goal: Clicks that drive users to website.
Secondary Goal: Lead form submission on website.

BENCHMARKS

Click Through Rate: 0.27% - 1.14%

CAROUSEL DETAILS

Based on the graphic copy
Card Index 0: Request a Live Demo
Card Index 1: Instant Insights & KPI Tracking
Card Index 2: Handle Orders ANYwhere
Card Index 3: Always Stay Engaged with Customers
Card Index 4: Explore Even More Features

Last Month (Jan 1 - 31)

Leads
No data to display

Last Month (Jan 1 - 31)

Clicks
136
▲ 134% vs previous period (58)

Last Month (Jan 1 - 31)

Click-Through Rate
2.33%
▲ 180% vs previous period (0.83%)

Last Month (Jan 1 - 31)

Impressions
5,844
▼ 16% vs previous period (6,989)

Last Month (Jan 1 - 31)

Cost
\$ 950
▲ 22% vs previous period (\$ 776)

Last Month (Jan 1 - 31)

Cost Per Click
\$6.98
▼ 81% vs previous period (\$36.94)

Last Month (Jan 1 - 31)

Community Campaign Performance

Metric	Value
Clicks	136
Impressions	5,844
Cost	\$ 949.64
Click Through Rate	2.33%
Cost per Click	\$ 6.98

Search Campaign - Google Ads

CAMPAIGN DETAILS

Overview: Targeted ads directed as relevant keywords used within the Google Search platform.

Primary Goal: User engagement time.

Secondary Goal: Lead gen form submissions on the website.

BENCHMARKS

Click-Through Rate: 6.41% - 6.67%

Engagement Time: 37s - 1m 29s

Last Month (Jan 1 - 31)

Campaign Performance

Clicks 867 ▲ 9% vs previous period (793)	Click-Through Rate 8.43% ▼ 6.09% vs previous period (8.98%)	Spend \$ 4,032.48 ▲ 2% vs previous period (\$ 3,951.53)	Average Engagement Time (W... 0m 40s ▼ 21% vs previous period (0m 50s)
Impressions 10,283 ▲ 16% vs previous period (8,833)	Leads (Website) 1	Cost-per-Click \$ 4.65 ▼ 7% vs previous period (\$ 4.98)	Sessions (Website) 798 ▲ 14% vs previous period (700)

Last Month (Jan 1 - 31)

Keyword Group Performance

Dimension	Clicks	vs prev	Impressions	vs prev	Click-Through Rate	vs prev	CPC	vs prev
Distributor_Keywords	512	▲ 4%	6,586	▲ 10%	7.77%	▼ 6%	\$ 4.68	▼ 7%
Miscellaneous_Keywords	282	▲ 2%	2,500	▼ 2%	11.28%	▲ 4%	\$ 4.68	▼ 4%
Promotional_Products	58	▲ 346%	999	▲ 385%	5.81%	▼ 8%	\$ 4.28	▼ 28%
PPAI_ASI_PPM_Keywords	15	▲ 50%	198	▲ 92%	7.58%	▼ 22%	\$ 4.65	▼ 1%



Remarketing Campaign - Facebook Ads

CAMPAIGN DETAILS

Overview: Retargeting users who interacted with ads with additional content and linking back to website.

Primary Goal: Driving clicks to website.

Secondary Goal: Lead Gen Form submissions on website.

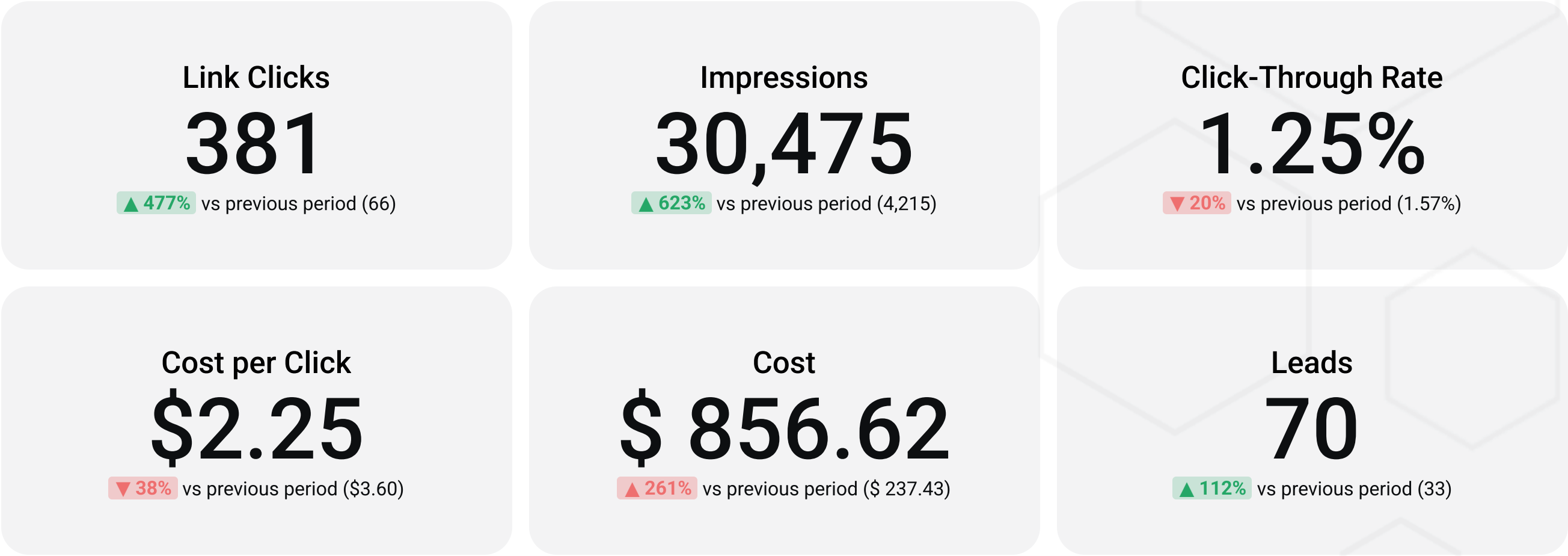
BENCHMARKS

Click-Through Rate: 0.47% - 0.90%

Cost-Per-Click: \$0.40 - \$2.72.

Last Month (Jan 1 - 31)

Campaign Performance



Last Month (Jan 1 - 31)

Audience Performance

Dimension	Leads	vs prev	Link Clicks	vs prev	Impressions	vs prev	CTR	vs prev	CPC	vs prev
Website Visitors 2026 Community Campaign Retargeting-Leads (120240406296240706)	70	▲ 312%	381	▲ 477%	30,475	▲ 623%	1.25%	▼ 20%	\$ 1.35	▼ 32%

Website Health- Google Analytics 4

BENCHMARKS

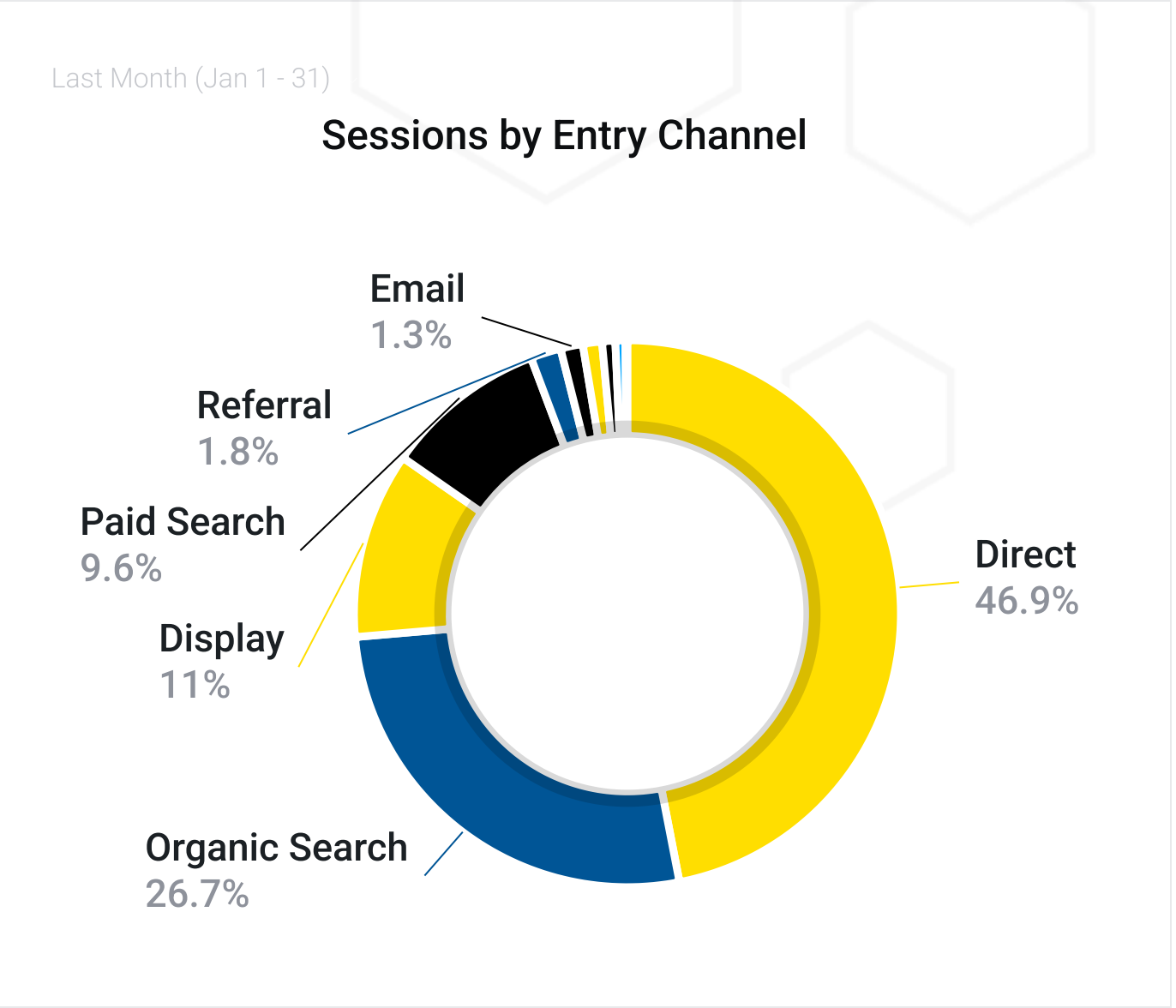
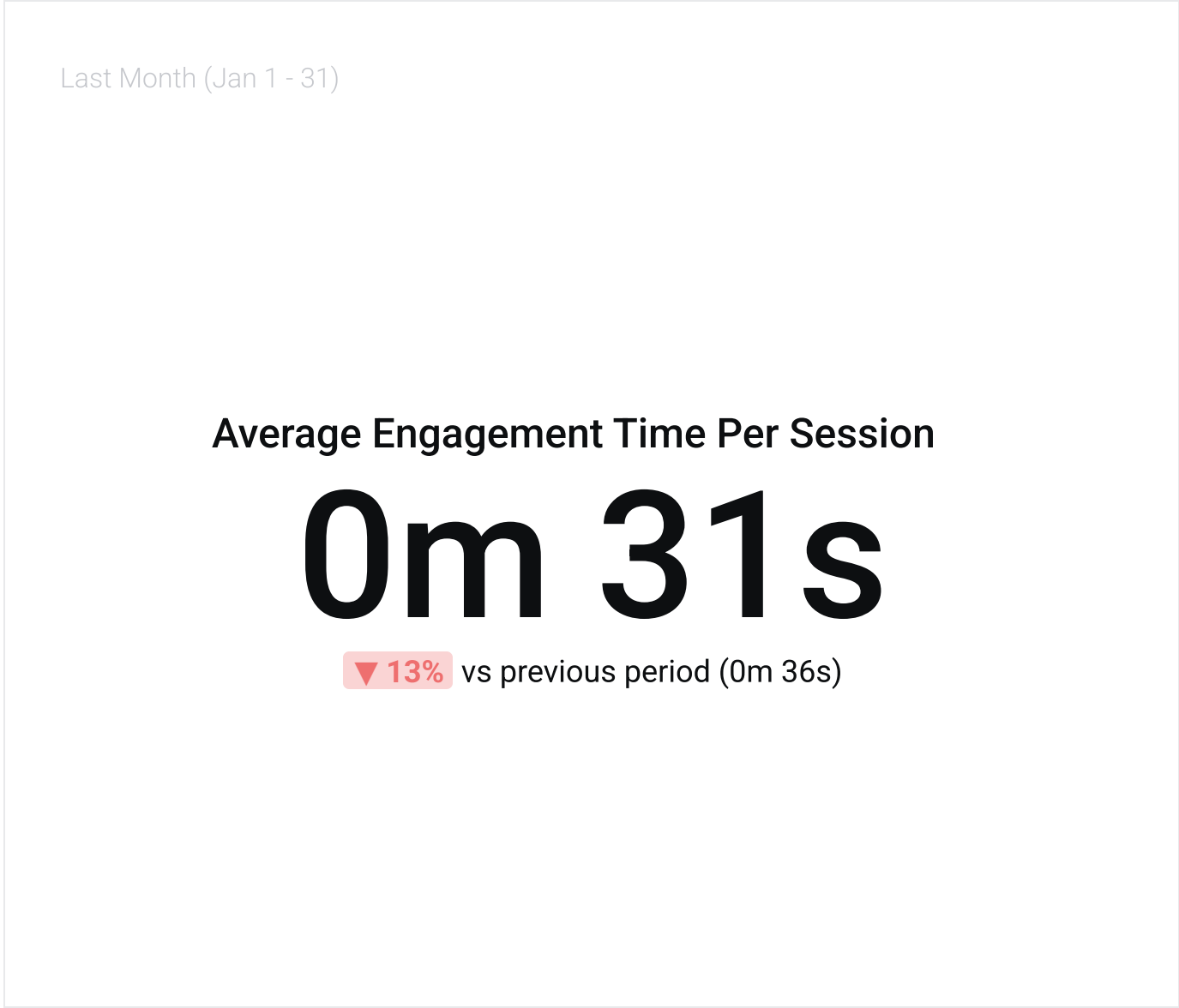
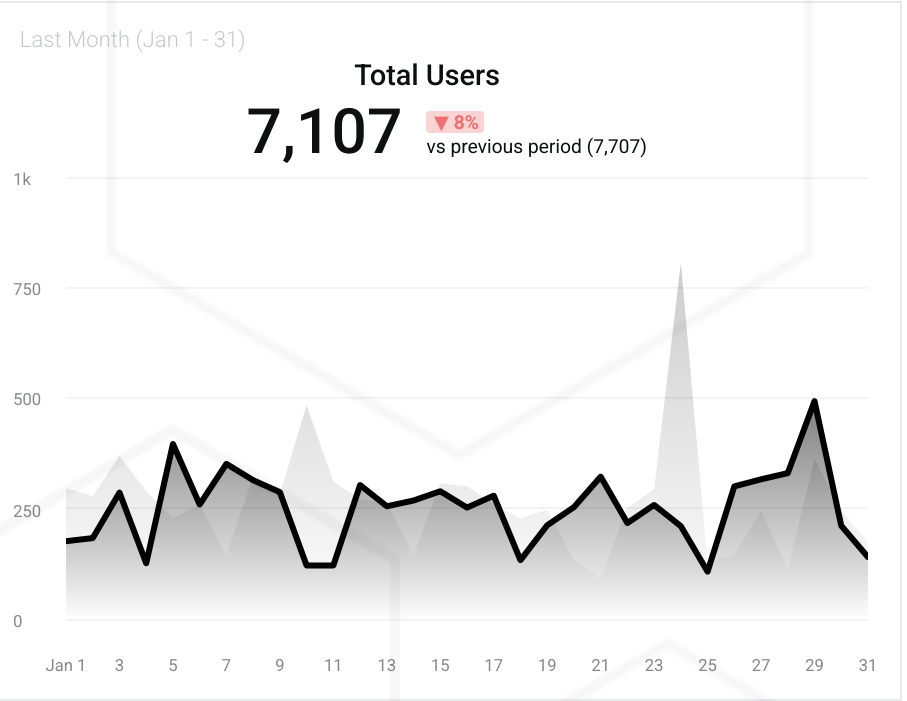
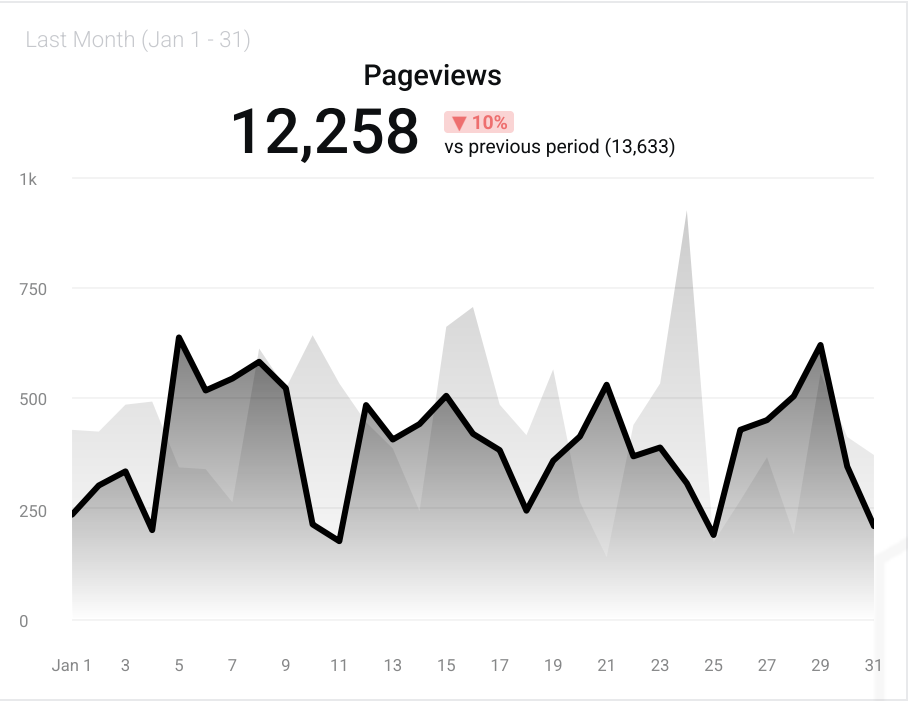
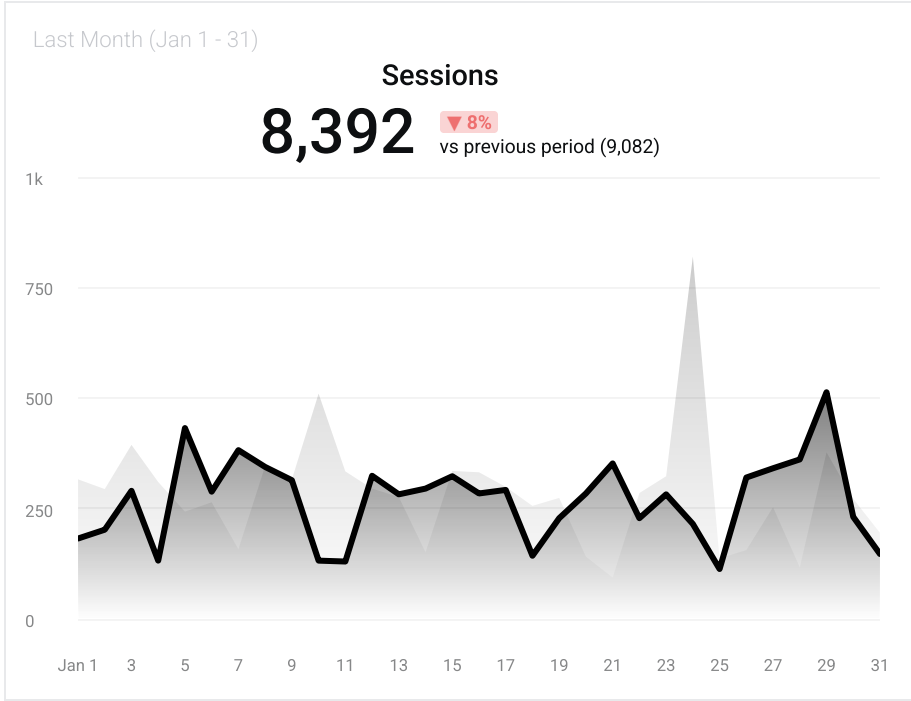
Engagement Rate: 36% - 56%
Avg. Engagement Time: 0:37 - 1:29

2024 MONTHLY AVERAGES

Sessions: 10.7k
Pageviews: 14.6k
Average Engagement Time: 27s

ADDITIONAL DETAILS

The "Unassigned" channel includes paid LinkedIn and Facebook traffic.



Top Trafficked Pages - Google Analytics 4

BENCHMARKS

Engagement Rate: 36% - 56%
Avg. Engagement Time: 0:37 - 1:29

GLOSSARY

Users: Any person that enters your website.

Session: A period where a user interacts with your website.

Engaged Session: A session that lasted 10 seconds or longer, had 1 or more conversion events, or 2 or more page views.

Engagement Rate: The percentage of sessions that were engaged sessions.

Average Engagement Time: The average time that your website was in focus in a user’s browser per session.

Last Month (Jan 1 - 31)

Webpage Performance								
Page Title	Pageviews	vs 1Y ago	Total Users	vs 1Y ago	Engagement Rate	vs 1Y ago	Avg. Engagement Time	vs 1Y ago
/	3,873		3,248	▲ 86%	46.8%	▼ 23%	0m 13s	▼ 30%
/contact/	1,019		820	▲ 199%	42.73%	▼ 36%	0m 16s	▲ 24%
/improve-my-life/	448		413	▲ 36%	6.37%	▼ 54%	0m 0s	▼ 39%
/about/careers/	334		261	▲ 92%	67.96%	▼ 1%	0m 17s	▲ 14%
/for-distributors/	320		256	▼ 17%	83.51%	▲ 16%	0m 13s	▼ 11%
/about/team/	287		243	▼ 3%	74.57%	▲ 14%	0m 35s	▲ 21%
/become-an-affiliate/	267		215	▼ 68%	72.58%	▲ 103%	0m 21s	▲ 104%
/about/	260		225	▲ 36%	68.8%	▲ 4%	0m 20s	▲ 14%
/resources/	257		193	▼ 36%	77.27%	▲ 2%	0m 26s	▼ 2%
/about/overview/	255		216	▲ 19%	78.74%	▲ 18%	0m 40s	▲ 20%

Organic Search Performance - Google Search Console

2024 MONTHLY PERFORMANCE

Clicks: 794
Impressions: 16.23K
Click-Through Rate: 4.89%
Performance compared to 2024 monthly averages

GLOSSARY

Impressions: Number of times any URL from your website appeared in search results viewed by a user (paid Google ad impressions not included).

Clicks: Number of clicks on your website from a Google search results page.

Click-Through Rate: % of clicks compared to impressions.

Session: Period of time user interacts with your website.

Users: Person that enters your website.

Engaged Session: Session that lasted $\geq$ 10 seconds OR $\geq$ 2 page views.

Engagement Rate: % of engaged

Last Month (Jan 1 - 31)

Google Search Performance		
Metric	Value	vs prev
Total Impressions	54,546	▲ 13%
Total Clicks	1,611	▲ 12%
Click-Through Rate	2.95%	▼ 1%

Last Month (Jan 1 - 31)

Entry Traffic Performance		
Metrics	Value	vs prev
Sessions	2,236	▲ 17%
Total Users	1,633	▲ 16%
Engagement Rate	57.16%	0%
Engagement Time	0m 42s	▼ 11%

Last Month (Jan 1 - 31)

Google Search Landing Page Performance				
Page URL	Clicks	vs prev	Impressions	vs prev
home	1,106	▲ 15%	38,397	▲ 5%
/about/careers/	131	▲ 7%	2,604	▼ 11%
/about/	73	▲ 22%	4,175	▼ 38%
/about/team/	54	▲ 32%	3,685	▼ 45%
/services/	34	▼ 42%	4,131	▼ 38%
/contact/	33	▼ 25%	3,550	▼ 33%
/newsroom/	25	▲ 56%	1 172	▲ 25%

Last Month (Jan 1 - 31)

Google Search Search Query Performance				
Dimension	Clicks	vs prev	Impressions	vs prev
business name	859	▲ 12%	1,665	▲ 9%
business name location	34	▲ 79%	67	▲ 56%
business name + descriptor	21	▲ 17%	99	▲ 2%
wayland ma	17	▲ 240%	53	▲ 39%
aia corporation	14	▼ 46%	456	▼ 10%
business name + jobs	13	▲ 1,200%	33	▲ 200%
business name login	12	▲ 33%	57	▼ 10%

goelement.com

2081 Profit Place
De Pere, WI 54115

