Campaign

- Email Blast
- LinkedIn Ads
- WhatsApp

Campaign	Recommendation
LinkedIn Ads	Improve CTA at bottom of funnel
Email Blast	Improve trust-building — message lacks credibility
WhatsApp	Wrong persona — rethink message and targeting

Campaign	First Action	First Interest	First Attention	First Desire	First Conviction
Email Blast	Fail	Pause	Pass	Pause	Fail
LinkedIn Ads	Pause	Pass	Pass	Pass	Pass
WhatsApp	Fail	Fail	Fail	Pause	Fail
Total	Fail	Fail	Fail	Pass	Fail

Sum of Clients by Campaign

- 25 (16.13%)
- 30 (1...)
- 100 (64.52%)

Campaign
- LinkedIn Ads
- Email Blast
- WhatsApp

Sum of Leads by Campaign

- 1K (29.09%)
- 1K (36.36%)
- 1K (34.55%)

Campaign
- Email Blast
- WhatsApp
- LinkedIn Ads

Count of Interest, Count of Desire, Count of Action, Count of Conviction and Count of Attention by Campaign

Legend: Count of Interest, Count of Desire, Count of Action, Count of Conviction, Count of Attention

Campaign	Count of Interest	Count of Desire	Count of Action	Count of Conviction	Count of Attention
Email Blast	20.00%	20.00%	20.00%	20.00%	20.00%
LinkedIn Ads	20.00%	20.00%	20.00%	20.00%	20.00%
WhatsApp	20.00%	20.00%	20.00%	20.00%	20.00%

Count of Interest, Count of Desire, Count of Action, Count of Conviction and Count of Attention

Sum of SQLs by Campaign

- 90 (21.95%)
- 200 (48.78%)
- 120 (29.27%)

Campaign
- LinkedIn Ads
- Email Blast
- WhatsApp

Sum of MQLs by Campaign

- 500 (27.78%)
- 700 (38.89%)
- 600 (33.33%)

Campaign
- Email Blast
- WhatsApp
- LinkedIn Ads

Sum of Clients, Sum of MQLs, Sum of SQLs and Sum of Leads by Campaign

Legend: Sum of Clients, Sum of MQLs, Sum of SQLs, Sum of Leads

Sum of Clients, Sum of MQLs, Sum of SQLs and Sum of Leads