FICTIONAL DEMONSTRATION · Illustrative data, not actual business results.

ACQUISITION / MONTHLY REVIEW

Make the next *move count.*

REPORT / 2026-09

01 — 03

Spend. Learn. Refine.

Northstar Studio · A clear view of the work that brings people in.

Channel spend

$15,000

+9.5% vs previous month

Acquired customers

170

+26.9% vs previous month

Cost per lead

$16

Channel spend / reported leads

Attributed ROAS

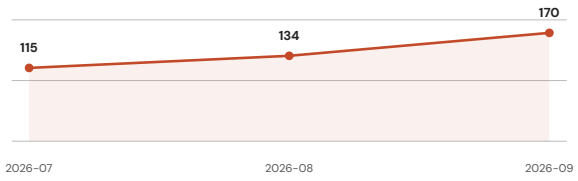
3.97×

Attributed revenue / spend · not profit

01 / MOMENTUM

All channels · all supplied months

The shape of momentum.

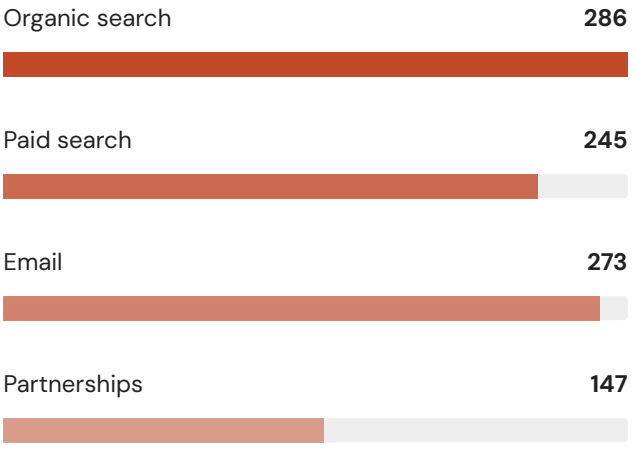


Customer counts, same-month acquisition cohorts. Straight segments connect supplied monthly observations.

02 / CHANNEL MIX

2026-09 · leads

Where interest starts.



Common zero baseline. Hover-free values remain readable in print.

03 / THE SOURCE BEHIND THE STORY

Money displayed to 2 decimals in the ledger

Every channel, accounted for.

Channel	Spend	Visits	Leads	Customers	Attributed revenue
Organic search	$2,800.00	8,400	286	49	$17,150.00
Paid search	$8,200.00	5,100	245	34	$11,900.00
Email	$1,500.00	3,900	273	58	$20,300.00
Partnerships	$2,500.00	2,100	147	29	$10,150.00

Same-month acquisition cohorts, one primary channel per visitor. Revenue is supplied last-touch attributed gross revenue, not profit or incremental lift.

THE NEXT GOOD QUESTION

Turn the report into action.

Author-supplied recommendations for the report, not automatically inferred from the selected filter.

1. Review paid-search landing pages before expanding spend.
2. Repeat the email onboarding experiment with a new cohort.
3. Check partner lead quality before scaling the programme.

SOURCE & SCOPE

Skilly fictional demonstration ledger, prepared 2026-10-22. Not real company or customer results.

Local editable HTML · USD · Currency values rounded on cards; exact amounts in the ledger and source export. Import JSON to change report context; CSV replaces rows only.

SKILLY

Made for the work.