

Monthly Report

[Client] – [Month Year]



Client: [Client Name]

Period: [Month Year]

Prepared by: Project Lavos LLC

Date: [YYYY-MM-DD]

Contents

1	Period Summary	2
2	What We Did	2
3	Results	2
3.1	Lead Trend (Last 4 Periods)	2
4	Next Month	3

1 Period Summary

[142] Leads	[\$31.40] Cost / Lead	[6.8%] Conversion	[\$4,460] Spend
----------------	--------------------------	----------------------	--------------------

[One-paragraph plain-language read on the month: what moved, what held, and the single most important takeaway for the client. Keep it to the headline, not the explanation – detail lives in the sections below.]

2 What We Did

This period's work focused on the following:

- **[Campaign / channel #1]** – [what was launched, paused, or optimized and the intended effect].
- **[Landing page / creative]** – [change made and the metric it was meant to move].
- **[Audience / targeting]** – [adjustment and rationale].
- **[Tracking / measurement]** – [any instrumentation, conversion events, or reporting changes shipped this period].

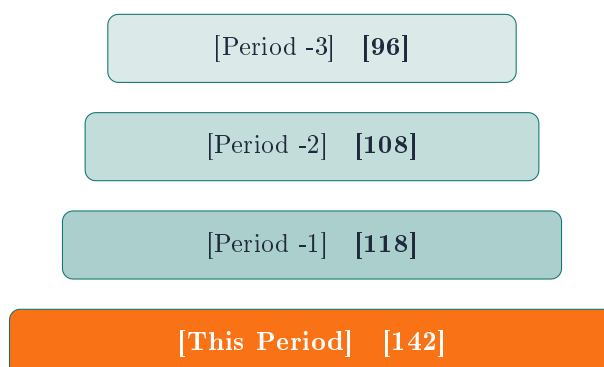
3 Results

Period-over-period performance against the prior period.

Metric	This Period	Last Period	Delta
Leads	[142]	[118]	[+24 / +20.3%]
Cost / Lead	[\$31.40]	[\$36.10]	[-\$4.70 / -13.0%]
Conversion Rate	[6.8%]	[5.9%]	[+0.9 pts]
Spend	[\$4,460]	[\$4,260]	[+\$200 / +4.7%]
Bookings	[38]	[29]	[+9 / +31.0%]
Revenue	[\$22,800]	[\$17,400]	[+\$5,400 / +31.0%]

Green deltas indicate movement in the favorable direction; amber flags a figure to watch. [Add one sentence per row only where the number needs context the client would not infer.]

3.1 Lead Trend (Last 4 Periods)



Bar width scales with lead volume; the highlighted bar is the current period. [Trend read: e.g. "fourth consecutive period of growth, with the steepest month-over-month gain of the run."]

4 Next Month

Plan for [Next Month Year]

- **[Priority #1]** – [specific action and the metric it targets].
- **[Priority #2]** – [specific action and expected outcome].
- **[Test / experiment]** – [what we will trial and how we will read success].

Target: [e.g. hold cost/lead under \$30 while growing leads to 160+]. **Open question for [Client]:** [one decision or input needed from the client to execute the plan].