

Making attribution gaps visible

Refuel Agency / Monthly performance review / December 2025

My contribution: executive reporting, interpretation, and recommendations. This original slide compares channel conversion and flags disagreement between platform and CRM reporting.

Lead Source Performance

Lead Source	Leads	Converted	Conv Rate	Notes
Referral	319	92	28.84%	Highest quality source
Organic Search	268	72	26.87%	Strong SEO
Other	1,260	222	17.62%	Needs classification
Direct	1,211	201	16.60%	Brand awareness
Google Ads	4,546	390	8.58%	Highest volume
Meta Ads	16	3	18.75%	Attribution gap
TOTAL	7,690	992	12.90%	

Attribution Note: Meta shows only 16 SF leads vs 1,595 platform conversions. TikTok shows 0 SF sales vs 324 platform conversions. Resolving these gaps is a January priority.

Original slide 9, with unused lower margin cropped. Client logo and colleague name removed.
Source figures and attribution note retained. This is reporting evidence, not a claim of incremental revenue.