

From channel data to recommendations

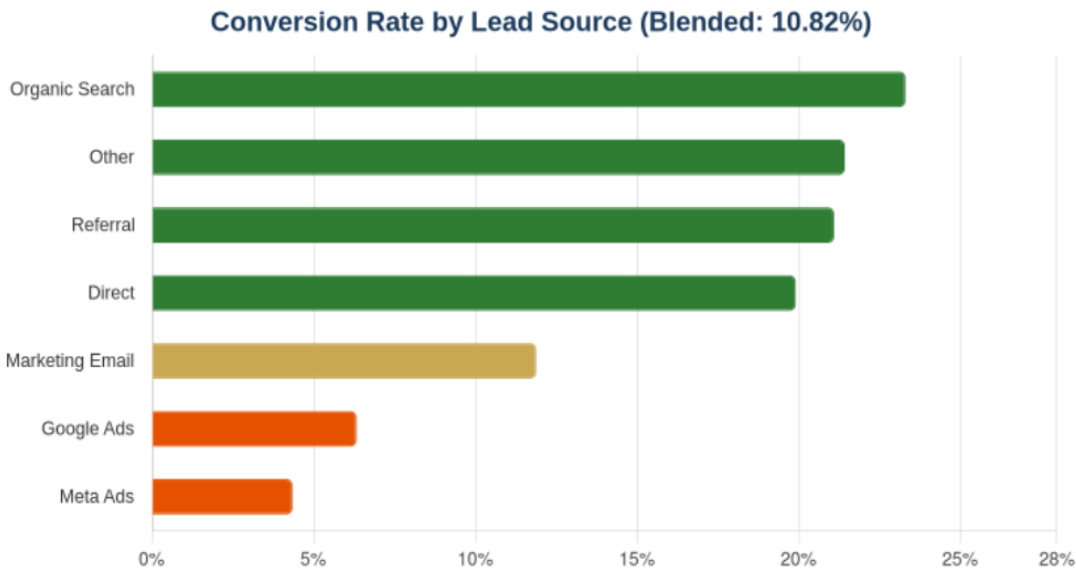
Refuel Agency / Weekly highlights / February 1-7, 2026

My contribution: account direction, executive reporting, performance interpretation, and recommendations. Channel and CRM data came from the wider team.

Conversion Rate by Source

Source: Power BI | Feb 1-7, 2026

Lead Source	Total Leads	Converted	Conv Rate
Organic Search	133	31	23.31%
Other	378	81	21.43%
Referral	109	23	21.10%
Direct	216	43	19.91%
Marketing Email	101	12	11.88%
Google Ads	1,471	93	6.32%
Meta Ads	346	15	4.34%
Total	2,754	298	10.82%



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- Organic and Referral investment: Both converting above 20%. The website page builds and Referral Rock deployment will strengthen these high-efficiency sources.
- Data team syncs: Continue bi-weekly calls with [redacted] data team to resolve Power BI hard-coded values, [redacted] attribution, and TikTok tracking gaps.