

Growth & Acquisition

Acme Studio — prepared by the growth team, April 2, 2025

SESSIONS
84,210
+12.4% vs Feb

LEADS
3,180
+9.1% vs Feb

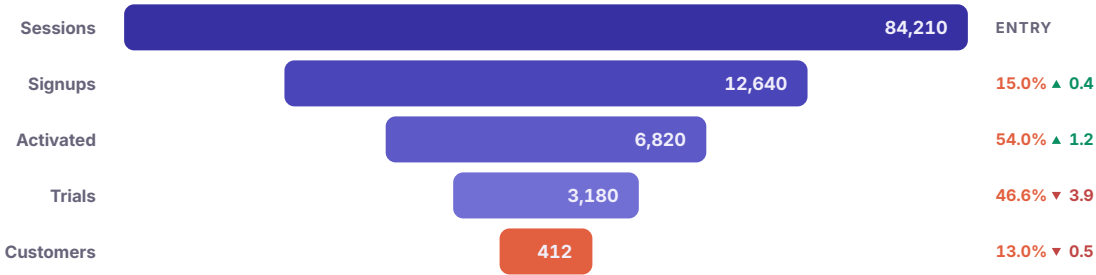
SQLS
412
+4.8% vs Feb

CAC PAYBACK
11 mo
-1 mo improved

PIPELINE
\$486k
+18.2% vs Feb

March funnel

Visitor-to-customer path · stage conversion and change vs February



Top of funnel carried the month. Sessions and signup rate both improved, but activated-to-trial gave back 3.9 points when February's guided-onboarding test rolled off — roughly 250 trials we should have had.

Channel performance

March · media spend \$52.8k

CHANNEL	LEADS	SPEND	CPL	SQL%
Organic search	1,240	\$0	\$0	14%
Paid search	890	\$37.4k	\$42	9%
Newsletter	510	\$3.1k	\$6	11%
Partners	340	\$6.1k	\$18	26%
Social	200	\$6.2k	\$31	7%
All channels	3,180	\$52.8k	\$16.60	13.0%

Trial cohorts

Cumulative trial-to-paid conversion by signup month

COHORT	TRIALS	WK 1	WK 2	WK 3	WK 4
Dec	2,610	4.4%	8.2%	10.6%	11.7%
Jan	2,760	4.9%	9.0%	11.4%	12.2%
Feb	2,915	5.2%	9.6%	12.0%	12.8%
Mar	3,180	5.6%	10.4%	—	—

Every cohort has closed higher than the one before it — 11.7% in December to 12.8% in February. March is **0.8 points ahead of February** at week two and still open.

April plan — what we are doing about it

INITIATIVE	OWNER	SHIP BY	EXPECTED IMPACT
Restore guided onboarding — February's flow, on by default	Sam Ortiz	Apr 11	Activated-to-trial back to 50%
Ship 12 comparison pages — bottom-funnel SEO	Riley Thompson	Apr 30	+300 leads/mo by Q3
Partner webinar with Northwind — 4,000 invites	Ava Cruz	Apr 17	120 SQLs · \$60k pipeline
Move \$4k from paid social to partners — \$2.2k floor stays	Jordan Ellis	Apr 7	Blended CPL \$16.59 to \$14

Wins

- SEO compound growth** — organic leads up 31% QoQ, now 39% of the lead mix at zero media cost
- Partner channel** — best SQL rate on the page at 26%, on \$6.1k of spend

Learnings

- Paid social underperforms** — 7% SQL rate against 14% organic at \$31 CPL; spend is moving
- Activation drives conversion** — activated trials convert 3.6x better, so onboarding is a revenue surface