

01 / EXECUTIVE READOUT

What happened

A source-grounded operating report that separates verified movement from the evidence still needed to make the next decision.

NORTH STAR

New contacts synced to the HubSpot Google Sheet and matching the top-company list.

CONTACTS IN PORTAL

23,499

- observed · BAMF CRM

Portal overview total from the governed CRM source read.

REPLIES

45

- observed · BAMF CRM

WARM LEADS

Unavailable

- unavailable · BAMF CRM

This metric is not present in the current portal payload.

ICP-FIT LEADS

Unavailable

- unavailable · BAMF CRM

This metric is not present in the current portal payload.

What improved

The content baseline is verified. A prior like-for-like window is still required before calling the movement an improvement.

IMPRESSIONS

421,752

• observed · LinkedIn analytics sync

ENGAGEMENTS

15,629

• observed · LinkedIn analytics sync

PUBLISHED POSTS

323

• observed · LinkedIn analytics sync

ENGAGEMENT RATE

Unavailable

• unavailable · LinkedIn analytics sync

This metric is not present in the current portal payload.

OBSERVED CONVERSION

Replies / contacts



Engagement / impressions



Bar scale is normalized for legibility. Exact percentages remain the authority.

PORTAL ANALYTICS

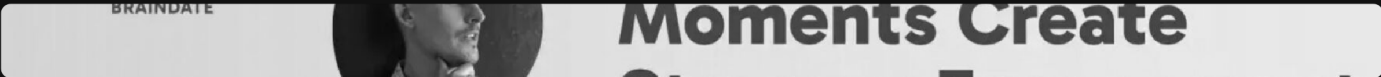
01 323 published-post count is visible for All time.



Christine Renaud
LinkedIn



Very excited to attend CEMA Summit for the first time next week—and even more delighted to be joining a conversation that sits right at the heart of what I care about: how we intentionally design the moments that make people connect.



192 impressions

0 engagements

03 / NORTH STAR

The outcome that matters

New contacts synced to the HubSpot Google Sheet and matching the top-company list.

MEASUREMENT RULE

-
- | | |
|----|---|
| 01 | Verify the contact is newly synced to the HubSpot Google Sheet. |
| 02 | Join the company to Christine's approved top-company list. |
| 03 | Report matched, unmatched, and sync-pending records separately. |
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04 / FOCUS

What needs attention next

Prioritize the missing evidence that would change the next decision, then turn the North Star into a governed operating loop.

DECISION RULE

Source first. Interpretation second. Delivery only after approval.

- | | |
|----|---|
| 01 | Close the highest-value source gap before interpreting movement: the report never treats unavailable as zero. |
| 02 | Make the next action specific to the North Star: New contacts synced to the HubSpot Google Sheet and matching the top-company list. |
| 03 | Keep Slack and Notion delivery proposal-only until the existing approval and provenance seams are wired for this artifact type. |

05 / OPERATING PLAN

30 / 60 / 90 days

A decision ladder with an evidence gate and a concrete operating change at every horizon.

TEMPLATE

Signal Ledger

01

30 days · reconcile the HubSpot Google Sheet sync and top-company list into one deterministic match view.

02

60 days · review matched-contact growth, replies, and sync exceptions by target company tier.

03

90 days · codify the proven loop in the unified BAMF agent surface and review a source-backed decision report with the client.

Source ledger

Every source is named with its current state so a client can distinguish observed evidence from pending or unavailable inputs.

BAMF CRM Portal-scoped contact and outreach counts are available.	OBSERVED
LinkedIn analytics sync All time is loaded with late_official metrics.	OBSERVED
Google Analytics 4 Required for site acquisition and conversion context; not present in this portal payload. Next: Connect GA4 through the governed integrations surface.	PENDING
Blog / SEO / AEO Search and content-discovery evidence is not present in this report read. Next: Attach Search Console and the blog/AEO source ledger.	PENDING
Newsletter Subscriber and delivery evidence is not present in this report read. Next: Attach the newsletter provider export or connector.	PENDING
GoHighLevel / HubSpot Google Sheet Sales-source joins and destination sync evidence are not present in this portal payload. Next: Attach the governed source snapshot before deriving a KPI.	PENDING