

NORTHWIND GROWTH

Monthly Performance Report

Client

Acme Wellness

Reporting Period

April 2026

Performance Snapshot

April 2026

Key marketing metrics and commentary prepared for Acme Wellness.

EXECUTIVE SUMMARY

In April 2026, overall performance showed positive momentum. Website sessions increased by 15.0% and new users increased by 25.0%, with Social Media serving as the top traffic source. Leads and conversions increased by 32.0%, supporting the month's conversion performance. Bounce rate rose to 43.2%, up 2.1%, suggesting a potential engagement issue to address.

Website Sessions

24,500

▲ +15.0%

Up from last month

New Users

13,250

▲ +25.0%

Up from last month

Bounce Rate

43.2%

▲ +2.1%

Up from last month

Top Traffic Source

Social Media

— Not tracked month over month

Leads / Conversions

428

▲ +32.0%

Up from last month

Ad Spend

\$1,250.00

— Not tracked month over month

ROAS

4.25x

— Not tracked month over month

HIGHLIGHT OF THE MONTH

Paid social creative refreshes and landing page alignment drove stronger top-of-funnel traffic and conversion momentum throughout the month.

FOCUS FOR NEXT MONTH

Improve on-page engagement across key landing pages and expand retargeting coverage to convert more high-intent visitors next month.