Northlight
DIGITAL

Acme Coffee Co.

PERFORMANCE REPORT

August 2026 Report

Prepared for Acme Coffee Co.

Date Range
August 1 – August 31, 2026
Compared to: July 2026

Generated 9/1/2026

Executive Summary

Overall Performance

Strong month overall. Conversions across Google Ads and Meta were up 16% (263 vs 227) while blended cost per conversion fell 13% to $20.38, so the account is getting more efficient as it scales. Meta was the standout channel, with conversions up 21% on 9% more spend, and is the recommended place to put incremental budget next month. Google Ads was flat — worth a creative refresh on the retargeting campaign. Search Console shows 6,420 organic clicks, the online store took 612 orders worth $26,480, and the Trustpilot rating rose to 4.7.

Goal Status

On Track

GA4 Overview

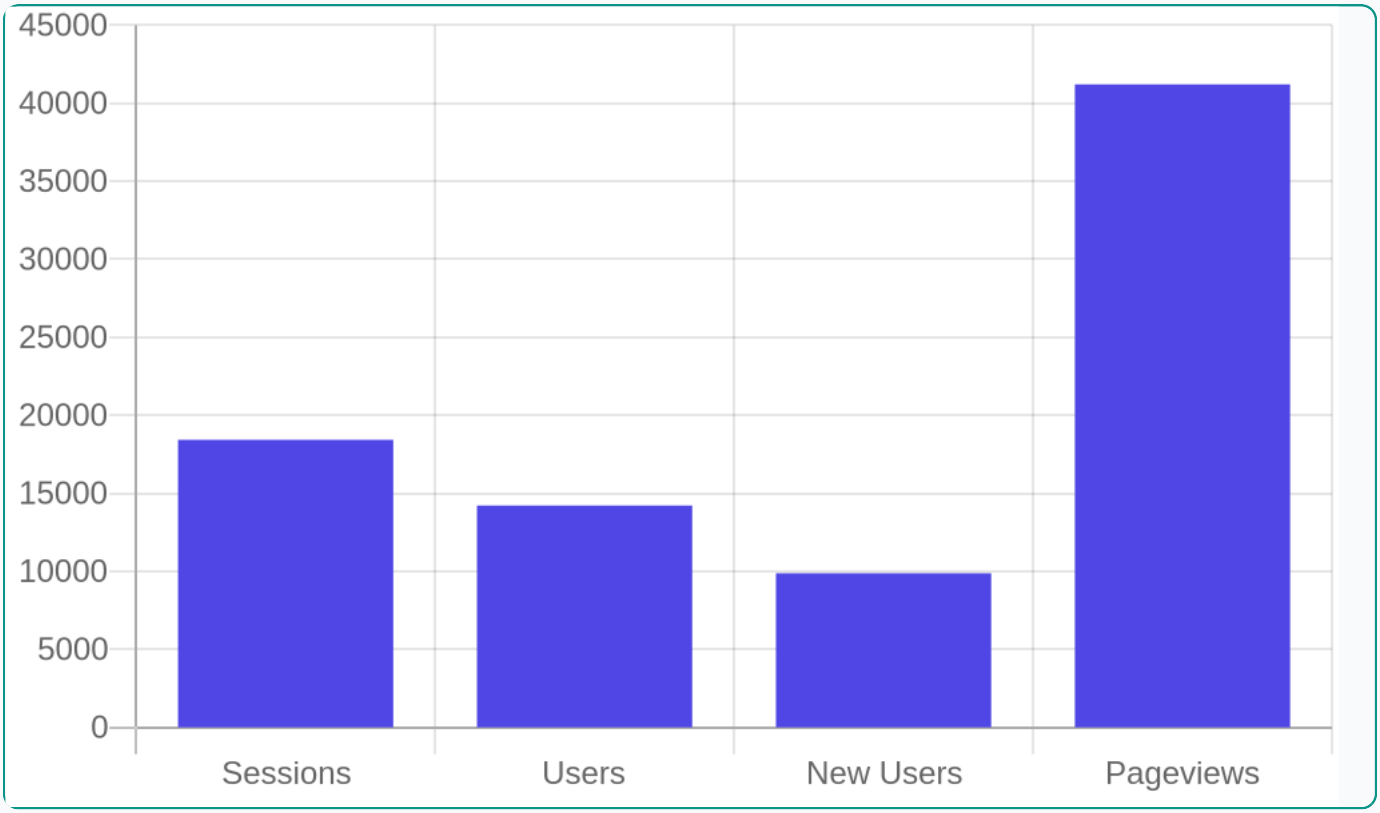
Data as of Sep 1, 5:30 AM

TOTAL USERS
14,218

NEW USERS
9,876

SESSIONS
18,432

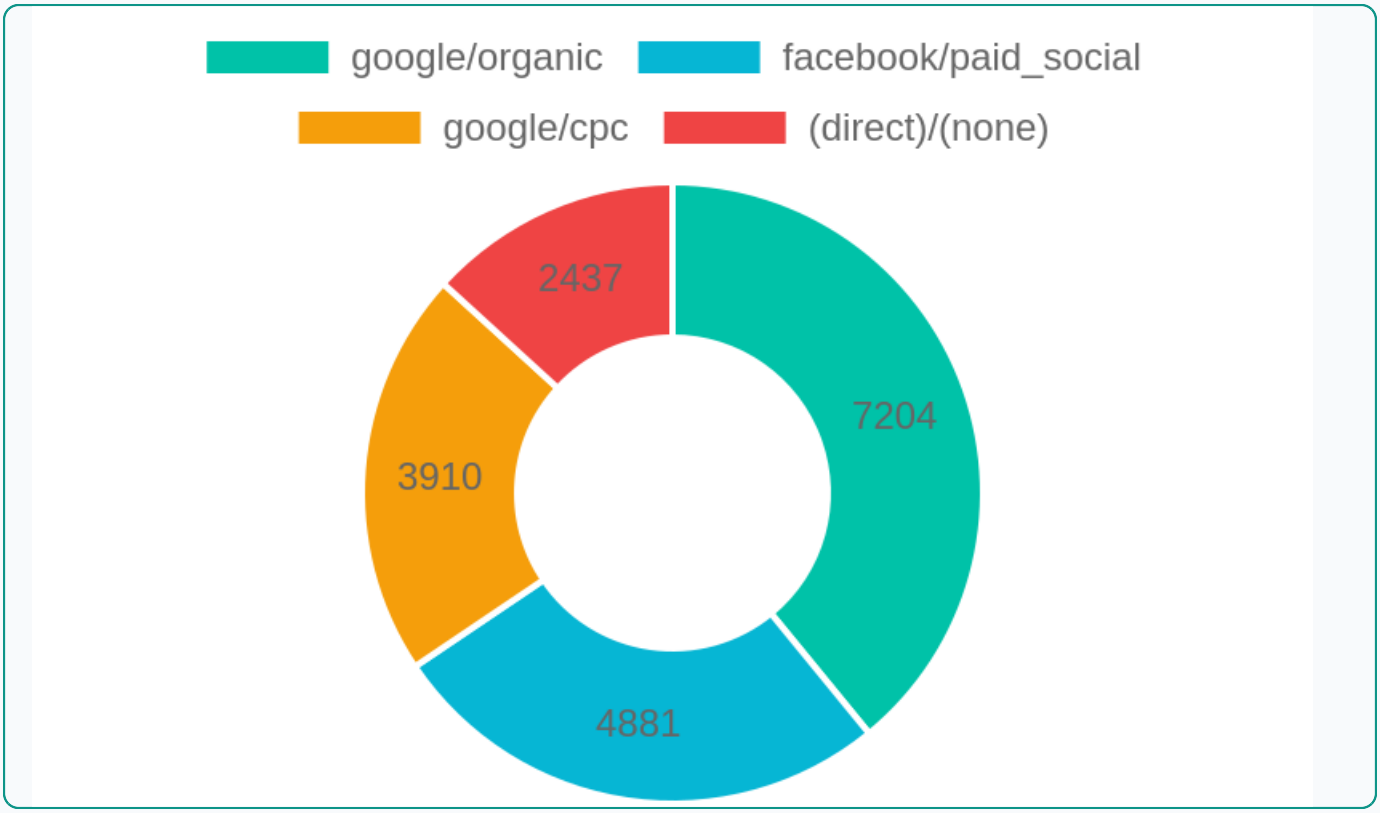
PAGEVIEWS
41,206



Traffic Sources

Sessions by Source / Medium

Data as of Sep 1, 5:30 AM



SOURCE	MEDIUM	SESSIONS
google	organic	7,204
facebook	paid_social	4,881
google	cpc	3,910
(direct)	(none)	2,437

Google Ads

Data as of Sep 1, 5:30 AM

$3,120.00	148,200	2,845	1.9%
↓ 5.0%	↓ 1.9%	↓ 2.0%	
TOTAL SPEND	IMPRESSIONS	CLICKS	AVG CTR

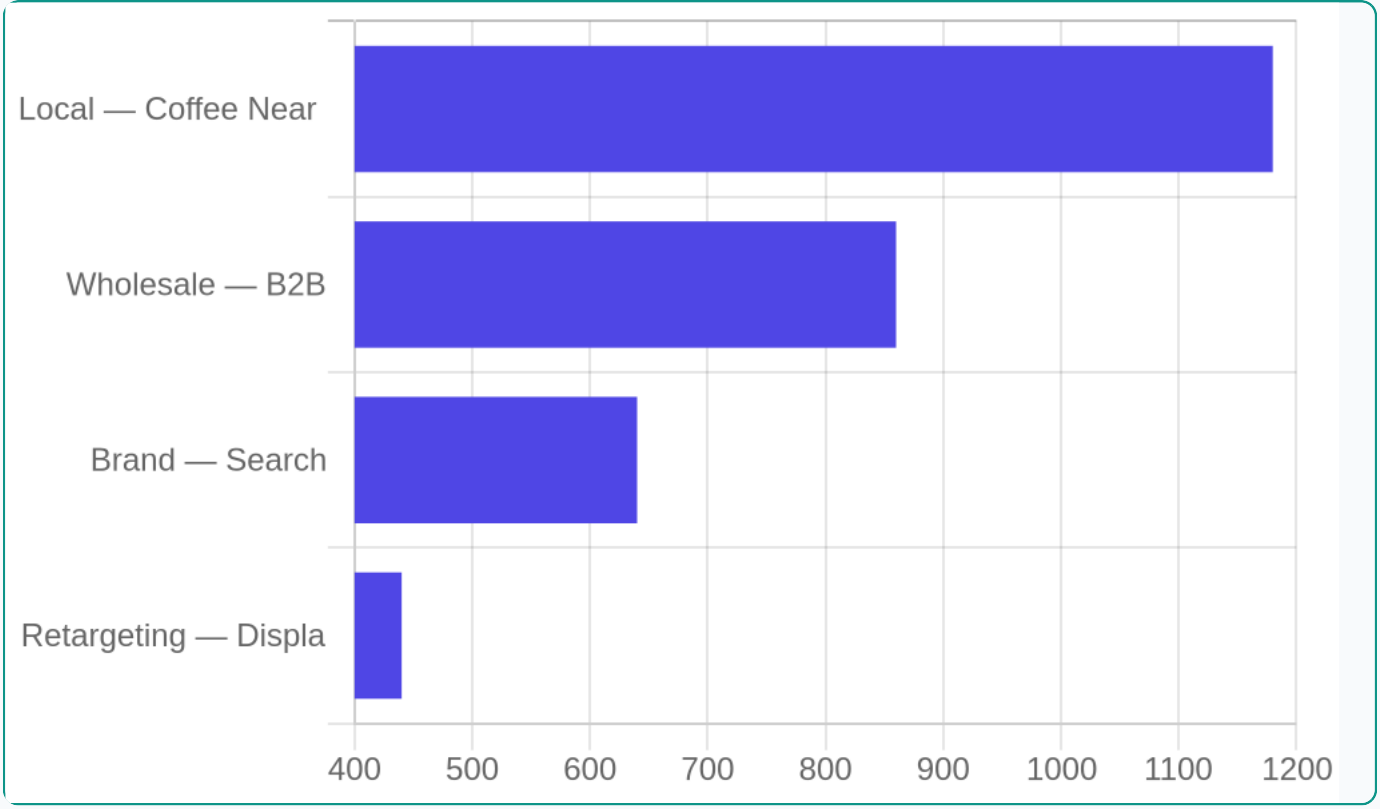
$1.10	61	$51.15	3.40×
↓ 2.7%	↑ 1.7%	↓ 6.5%	↑ 3.0%
AVG CPC	CONVERSIONS	COST/CONV.	ROAS

TOP CAMPAIGNS BY SPEND

CAMPAIGN	SPEND	CONVERSIONS	CLICKS	IMPRESSIONS
Local — Coffee Near Me	$1,180.00	24	980	52,400
Wholesale — B2B	$860.00	11	610	31,200
Brand — Search	$640.00	22	790	38,900
Retargeting — Display	$440.00	4	465	25,700

TOP CAMPAIGNS BY CONVERSIONS

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Engine Commentary

Flat month: spend down 5% for 2% more conversions. Brand search is efficient; the retargeting campaign needs fresh creative.

Meta Ads (Facebook & Instagram)

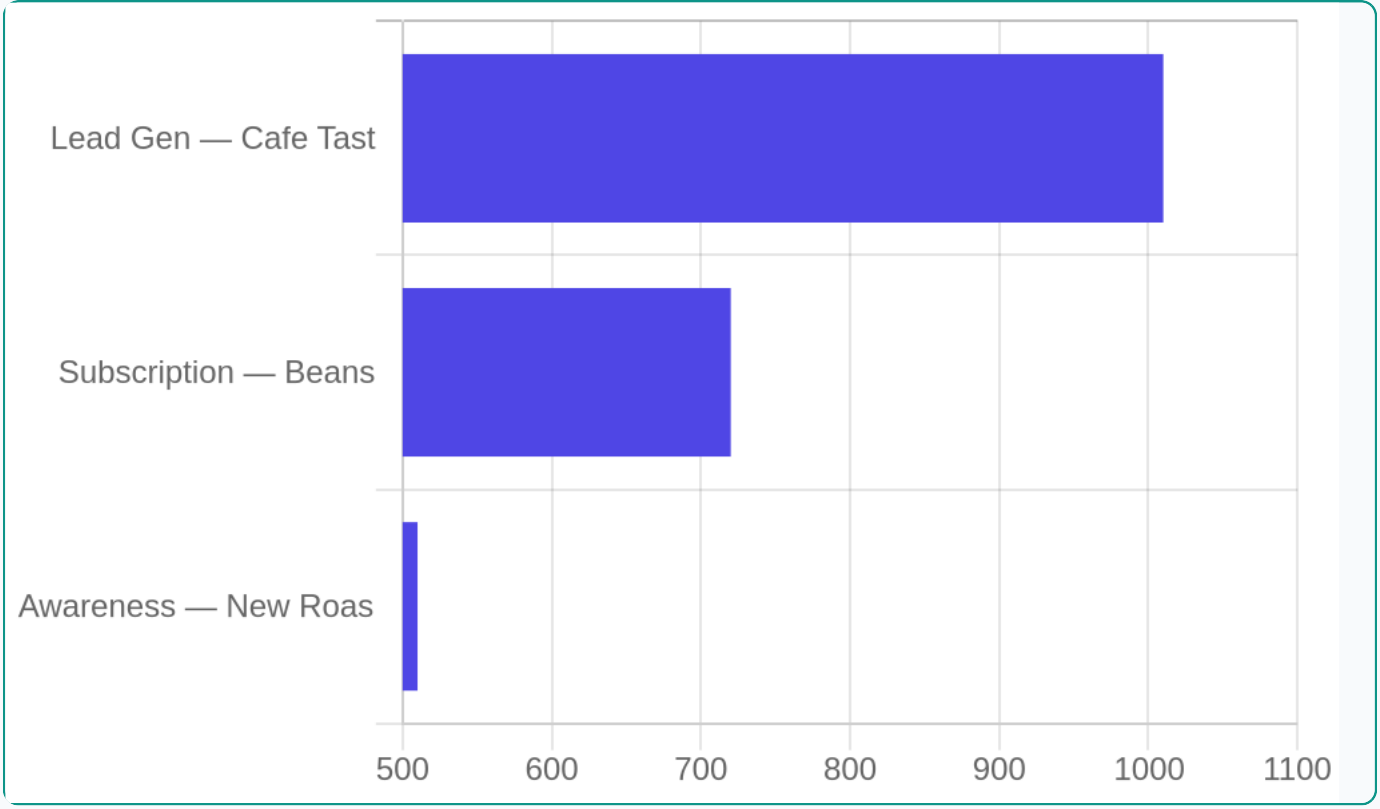
Data as of Sep 1, 5:30 AM

$2,240.00	212,400	94,610	4,120
↑ 9.0%	↑ 13.6%	↑ 18.0%	↑ 15.7%
TOTAL SPEND	IMPRESSIONS	REACH	CLICKS

1.9%	$0.54	202	4.10×
↑ 2.1%	↓ 6.9%	↑ 21.0%	↑ 13.9%
AVG CTR	CPC	CONVERSIONS	ROAS

TOP CAMPAIGNS BY SPEND

ID	CAMPAIGN	SPEND	IMPRESSIONS	CLICKS
2381	Lead Gen — Cafe Tasting	$1,010.00	98,300	1,980
2382	Subscription — Beans Box	$720.00	71,200	1,370
2383	Awareness — New Roast	$510.00	42,900	770



Engine Commentary

Lead-gen campaigns drove the growth. Spend rose 9% while conversions rose 21% and cost per conversion fell 10% to $11.09.

Google Search Console

Data as of Sep 1, 5:30 AM

TOTAL CLICKS
6,420

IMPRESSIONS
214,500

AVG CTR
3.0%

AVG POSITION
14.2
lower = better

TOP 10 KEYWORDS

KEYWORD	CLICKS	IMPRESSIONS	CTR	POSITION
specialty coffee roasters	842	18,400	4.6%	4.1
coffee beans online	611	22,100	2.8%	6.8
single origin coffee subscription	498	9,700	5.1%	3.2
best coffee near me	377	15,600	2.4%	8.9
acme coffee	352	1,900	18.5%	1.1
wholesale coffee supplier	214	6,800	3.1%	7.4
cold brew coffee beans	188	7,400	2.5%	7.9
coffee subscription box	171	6,300	2.7%	9.2

TOP 10 PAGES

PAGE URL	CLICKS	IMPRESSIONS	CTR
/shop/beans	1,420	41,200	3.5%
/blog/how-to-brew-pour-over	988	28,800	3.4%
/subscriptions	702	14,300	4.9%
/wholesale	391	11,900	3.3%

Instagram

Data as of Sep 1, 5:30 AM

FOLLOWERS GAINED
612

NET FOLLOWER CHANGE
464

TOTAL REACH
58,400

TOTAL IMPRESSIONS
96,300

FOLLOWERS LOST
148

PROFILE VISITS
4,210

TOP POSTS

POST TYPE	REACH	ENGAGEMENT RATE
Reel	18,200	7.4%
Carousel	9,600	5.8%
Image	6,100	4.1%

Mailchimp Email Marketing

Data as of Sep 1, 5:30 AM

EMAILS SENT
24,800

AVG OPEN RATE
41.2%

AVG CLICK RATE
5.6%

UNSUBSCRIBES
38

RECENT CAMPAIGNS

CAMPAIGN NAME	SENT	OPENS	OPEN RATE	CLICKS	CLICK RATE
August Roast Drop	8,400	3,620	43.1%	520	6.2%
Cold Brew Season Guide	8,200	3,290	40.1%	430	5.2%
Subscriber Perks	8,200	3,310	40.4%	440	5.4%

NEW CONTACTS
186

DEALS CREATED
24

DEALS WON
9

REVENUE WON
$18,400.00

RECENT WON DEALS

DEAL NAME	AMOUNT	CLOSE DATE
Brightside Cafe — Wholesale	$6,200.00	8/12/2026
Harbor Hotel — Monthly Supply	$4,800.00	8/19/2026
Greenleaf Co-working	$3,100.00	8/26/2026

RECENT CONTACTS

NAME	EMAIL	CREATED
Maya Fernandes	maya@brightside-cafe.com	8/28/2026
Daniel Okoro	daniel@harborhotel.com	8/24/2026
Priya Nair	priya@greenleaf.co	8/21/2026

PIPELINE STAGES

STAGE	DEALS
Qualified	11
Proposal Sent	7
Negotiation	4

TOTAL REVENUE
$26,480.00

NET REVENUE
$24,910.00

TOTAL ORDERS
612

AVG ORDER VALUE
$43.27

TOP PRODUCTS

PRODUCT	QUANTITY SOLD	REVENUE
Single Origin Beans — Ethiopia 250g	238	$4,284.00
House Blend Subscription	164	$5,412.00
Cold Brew Starter Kit	97	$3,880.00

TOTAL REVIEWS
482

AVERAGE RATING
4.7

NEW REVIEWS
31

RATING CHANGE
0.1

RECENT HIGHLIGHTS

REVIEW TITLE	STARS	DATE
Best beans I have ordered online	5	8/27/2026
Fast delivery, great packaging	5	8/22/2026
Lovely subscription flexibility	4	8/15/2026

Thank you for your continued partnership.

— **The Northlight Team**

Northlight Digital

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Report generated: 9/1/2026, 6:12:00 AM