

Board-Ready Growth Summary

Sample output · Auli AI Growth Intelligence Platform

Workspace: Kestrel · Quarter to date
Sources: HubSpot · Google Ads · Meta Ads · GA4 · Search Console

HEADLINE

Pipeline creation is ahead of plan by 11%, driven by efficiency gains in paid search rather than incremental spend. Conversion quality improved; enterprise cycle time is the one area moving the wrong way.

THE NUMBERS

Qualified pipeline created	\$1.42M	plan \$1.28M	+11%
Blended CAC	\$54	plan \$61	−11%
Win rate	24.1%	prior 25.9%	−1.8 pt
Net revenue retention	112%	prior 111%	+1 pt
Avg enterprise cycle	74 days	prior 68 days	+6 days

Each line reconciles CRM and platform data; where sources disagreed, the reconciled definition and the size of the gap are recorded.

WHAT WE ARE DOING ABOUT IT

- Enterprise cycle time: two accounts drive most of the slippage; both are in procurement, not in evaluation. Deal desk is engaged.
- Win rate: mid-market is stable. The decline is composition, not performance — enterprise share of closed deals rose 9 points.
- Efficiency: branded search headroom remains; budget increases are staged weekly against payback rather than committed up front.

Generated by Auli — <https://auli.ai>