

Daily Executive Briefing

Sample output · Auli AI Growth Intelligence Platform

Workspace: Northbeam · Monday, 09:00 local

Sources: HubSpot · Google Ads · Meta Ads · GA4 (all synced < 5 min ago)

THE WEEK IN FIVE LINES

1. Qualified pipeline is up 18.2% week over week to \$412K — driven by paid search efficiency, not by more volume.

Source: HubSpot · Deals created · 14–20 Oct vs 7–13 Oct

2. Blended CAC fell 9.4% to \$54. Two branded Google Ads campaigns account for 71% of the improvement.

Source: Google Ads + HubSpot · reconciled

3. Meta prospecting CPM rose 31% while CTR held flat. This reads as creative fatigue rather than a demand shift.

Source: Meta Ads · Campaign insights · last 14 days

4. Win rate slipped 1.8 points to 24.1%. Mid-market is steady; enterprise is the drag, concentrated in two accounts.

Source: HubSpot · Deal stage history

5. Organic sessions are flat, but branded search impressions are up 9% — awareness spend is landing.

Source: GA4 + Search Console

RECOMMENDED NEXT ACTION

Shift 12% of Meta prospecting budget into the two branded search campaigns before Thursday.

Expected impact: +\$48K pipeline this month

Confidence: medium-high

Reasoning: branded search CPA is 14% below trailing average at flat volume, indicating unused headroom; Meta creative is fatiguing and additional spend there is currently buying impressions, not clicks.

WATCHLIST

- Enterprise cycle time: +6 days average. Re-check Thursday.
- Nine deals aged past their stage norm; six share the same lead source.
- Ad platforms finalize conversions up to 72 hours late — figures for the last three days may still move.

Every figure above carries its source system, account and date range. Generated by Auli — <https://auli.ai>