YELLO MEDIA GROUP

SOCIAL MEDIA, PAID ADVERTISING & WEBSITE PERFORMANCE

Complete pack: 1 April – 10 November 2026

Total Meta advertising spend (Display Ad Account, USD): **$961.75**

Contents

1. Management summary
2. Full performance report (20 sections, including the Advertising Creative Showcase)
3. Source-data tables
4. Continuation note and data limitations

Prepared 10 November 2026. Paid figures are a same-day snapshot; the Barbados Directory campaign was still live.

Part 1 — Management summary

Subject: Yello Media Group — Social, Paid & Website Performance (1 Apr – 10 Nov 2026)

Hi team,

Here is the updated picture from April to 10 November, with the full report, source-data workbook and advert images attached.

What we delivered. 79 organic posts and stories across Facebook and @findyellonow, and 11 paid Meta campaigns across seven Caribbean markets. New since July: clay-animation ("AC Claymotion"), a viral trend ad ("Peppa Spray" eye care), office-equipment sales in Cayman and Grenada, cultural posts (Emancipation, Independence, cricket, Breast Cancer Awareness), and the Barbados 2026/27 Directory launch, which is live now.

Paid results (Display Ad Account, USD). Total spend of $961.75 (June $207.20, July $161.24, August $84.24, September $106.74, October $5.98, 1–10 November $396.35). That bought 497,620 reach, 1.71M impressions and 43,790 link clicks at $0.02 each. Video led the way: Peppa Spray (6.13% CTR) and Claymotion (5.12% CTR) both delivered clicks at $0.01. The Barbados Directory campaign accounts for 41% of spend in ten days.

Organic results. Facebook: 1.3M views (+27%), 383.8K viewers (+309%), 27.7K link clicks (+436%). Instagram: 228K views and 310 new follows. Instagram's other metrics are down against a strong prior period, and followers on both platforms are slightly down since July.

Website. findyello.com had 2.9M sessions. Meta campaigns drove 19,245 sessions, a 92% match against Meta's landing-page views.

Watch-outs:

- Direct traffic has surged since September (340K–462K sessions a month at about 20% engagement). It looks like bot or untagged traffic and is pulling site engagement down from 68% to 28%.
- Paid visitors still complete very few key events.
- Jamaica is 62% of our Facebook audience but got only 13% of spend.

Priorities:

- Investigate the GA4 traffic surge.
- Fix landing-page key-event tracking.
- Put more budget into short animated and trend-led video, including a Jamaica campaign.

Full detail: Yello_Media_Performance_Report_April-November_2026.pdf.

Best regards, Kyle

Part 2 — Full performance report

1. Reporting period and scope

Area	Source	Account / property	Period
Organic Facebook & Instagram	Meta Business Suite	Yello Media Group Page + @findyellonow (asset 321225785580)	1 Apr - 10 Nov 2026
Paid advertising	Meta Ads Manager	Display Ad Account, ID 396006447837388, USD	1 Apr - 10 Nov 2026
Website	Google Analytics 4	Find Yello (81048560) / findyello.com - GA4 (309885913)	1 Apr - 10 Nov 2026

Scope was confirmed with Kyle on 10 November: campaign data from the Display Ad Account only; organic posts from the main Yello Media Group Page and @findyellonow. The "Yello Media Group - Jamaica" asset (Page 110451598144479 / @weknowjamaica) was checked and excluded - it published no posts in the period (1.9K Facebook views, 4.0K Instagram views). Other ad accounts in the Yello Media Group Manager portfolio (for example Marketing - Jamaica, 300568425373902) are not included. Business Suite percentage changes compare with the preceding period of equal length (about 18 Aug 2025 - 31 Mar 2026); direction was verified from Business Suite's colour indicators.

2. Executive summary

Across 1 April - 10 November 2026 the team published 79 organic items (41 posts, 38 stories), ran 11 paid Meta campaigns across seven Caribbean markets for US$961.75, and supported a findyello.com site that recorded 2.9 million sessions. Paid media reached 497,620 people with 1.71 million impressions and 43,790 link clicks at $0.02 each, and Meta campaigns drove 19,245 identifiable website sessions. Since the July report the team broadened its creative range - clay-animation ("AC Claymotion"), a viral-trend hook ("Peppa Spray" eye-care), office-equipment sales in Cayman and Grenada, cultural moments (Emancipation, Independence, cricket, Breast Cancer Awareness) - and launched the Barbados 2026/27 Directory campaign, which is live and is the largest single investment to date ($396.35 in ten days).

Headline figures

KPI	1 Apr - 10 Nov 2026	Note
Organic content	79 items: 41 posts, 38 stories	15 Reels, 21 photos, 5 carousels
Facebook views / viewers	1.3M / 383.8K	+27.4% / +309.1% vs prior period
Facebook link clicks / page visits	27.7K / 11.6K	+436.4% / -51.8%
Instagram views / follows	228.0K / 310	-86.2% / +28.1%
Paid spend (USD)	$961.75	Jun $207.20, Jul $161.24, Aug $84.24, Sep $106.74, Oct $5.98, Nov 1-10 $396.35
Paid reach / impressions	497,620 / 1,709,631	11 campaigns, 7 markets, all Traffic objective
Link clicks / CTR / CPC	43,790 / 2.56% / $0.02	21,002 landing-page views at $0.05
Video	325,123 three-second plays; 135,498 ThruPlays	ThruPlay cost $0.01
Meta-attributed site sessions	19,245 (campaign IDs in GA4)	92% of Meta landing-page views
findyello.com	2,910,670 sessions; 2.43M users	key events 1,389,187

Five headline insights

- 1. Video is the engine. The two best click-through rates came from video - Peppa Spray v2 (6.13%) and AC Claymotion (5.12%) - versus 0.9-1.7% for statics; both cost $0.01 per click.

- 2. Spend is efficient but now concentrated. The live Barbados Directory campaign took 41% of all spend in ten days at a higher $1.13 CPM; it is buying landing-page views ($0.09) rather than cheap clicks, which is the right goal but needs a conversion check.
- 3. Market mix shifted. Barbados (42.7% of spend) overtook Belize (28.9%); Jamaica - 62% of the Facebook audience - still received only 12.9%, almost all via the Peppa Spray trend ad, which proved Jamaica responds strongly (6.13% CTR).
- 4. The website measurement needs attention. Direct traffic jumped from roughly 55-130K sessions a month to 340K in September and 462K in October at about 20% engagement, pulling the site engagement rate from 68% to 28%. This looks like bot or untagged traffic (interpretation, not confirmed) and should be investigated before the next report.
- 5. Paid visitors still rarely complete key events (81 key events from 19,245 campaign sessions), so the conversion-tracking gap flagged in July remains open.

Priorities for the next period

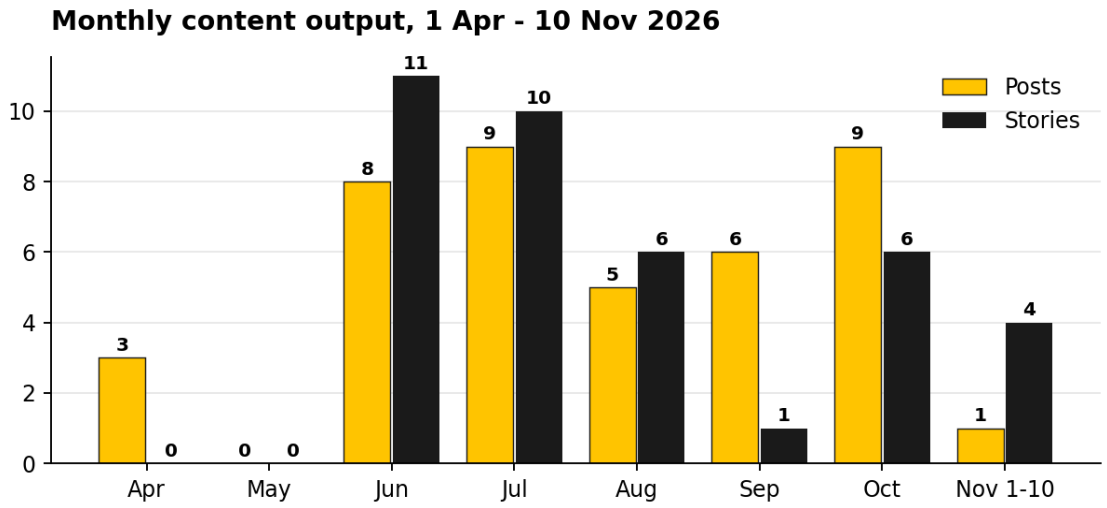
- Investigate and filter the Direct-traffic surge in GA4; fix key-event tracking on ad landing pages.
- Shift more budget into short, trend-led and animated video; extend the Jamaica test that Peppa Spray proved.
- Keep a steady posting rhythm - output was strong in Jun-Oct but thin in November (1 post in 10 days).

3. KPI scorecard

Area	Metric	1 Apr - 10 Nov 2026	vs prior period
Facebook	Views	1.3M	+27.4%
Facebook	Viewers	383.8K	+309.1%
Facebook	Content interactions	910	+79.1%
Facebook	Link clicks	27.7K	+436.4%
Facebook	Page visits	11.6K	-51.8%
Facebook	New follows	104	-20.0%
Facebook	Followers (10 Nov)	54,278	-181 since 16 Jul
Instagram	Views	228.0K	-86.2%
Instagram	Content interactions	1.1K	-50.9%
Instagram	Link clicks	4.8K	-51.9%
Instagram	Profile visits	1.9K	-84.9%
Instagram	New follows	310	+28.1%
Instagram	Followers (10 Nov)	14,406	-52 since 16 Jul
Paid Meta	Spend	$961.75	n/a
Paid Meta	Reach / impressions	497,620 / 1,709,631	n/a
Paid Meta	Link clicks / CTR	43,790 / 2.56%	n/a
GA4	Sessions / users	2,910,670 / 2,427,094	see monthly trend
GA4	Engagement rate	52.52%	68.0% in Apr-mid Jul
GA4	Social sessions (organic + paid)	1,682 + 14,948	paid from June

> ***Insight:*** *Instagram declines are against a strong prior period (Aug 2025 - Mar 2026). Facebook audiences keep expanding through ads (viewers +309%) while follower counts drift slightly down - reach is being bought and earned, but not yet converted into followers.*

4. Marketing activity and content output



Month	Posts	Stories	Highlights
April	3	0	Good Friday, Easter (FB and IG)
May	0	0	No publishing (confirmed "no activity")
June	8	11	Belize Directory, Father's Day series, stop-motion, World Cup, Turks & Caicos directory
July	9	10	Dentist category, Belize City, therapist football, World Cup final, two claymotion heat Reels, cricket legend tribute
August	5	6	Emancipation, Independence Reel, Peppa Spray trend Reel, weekend and "keep it private" carousels
September	6	1	Back-to-school carousel, Grenada and office-equipment sales, B2B "more visibility" advertiser post
October	9	6	Breast Cancer Awareness carousel, "layer by layer" Reel, Cayman office sale and workspace-upgrade posts
1-10 November	1	4	Barbados 2026/27 Yello Directory launch Reel
TOTAL	41	38	79 items; 15 Reels, 21 photos, 5 carousels

Average cadence: about 1.3 posts and 1.2 stories per week across 32 weeks, or roughly 1.6 posts per week from June onwards once the April-May gap is excluded. 26 of the 41 post entries were crossposted to Facebook and Instagram; the office-sale and B2B posts were published as separate Facebook and Instagram entries. No posts were boosted. Posts whose creative also ran as paid adverts: Father's Day carousel, football therapist, World Cup champion, Belize Directory, stop-motion platform video, AC Claymotion Reel, Peppa Spray Reel, Grenada office sale and Barbados Directory Reel - their organic and paid results are reported separately.

> ***Insight:*** *Range of work has widened considerably since July: animation (stop-motion, clay), trend-jacking, human-interest features, cultural observances, directory launches in four markets, and commercial clear-out sales.*

5. Monthly performance overview

Month	Organic output	Paid spend	GA4 sessions	Engagement rate	Paid + organic social sessions
Apr	3 posts	$0	260,472	67.25%	0 + 175
May	0	$0	275,864	77.64%	0 + 255
Jun	8 + 11 stories	$207.20	361,103	59.55%	2,403 + 246
Jul	9 + 10	$161.24	322,084	64.72%	2,967 + 208
Aug	5 + 6	$84.24	382,101	55.76%	3,833 + 261
Sep	6 + 1	$106.74	553,071	42.50%	2,735 + 204

Oct	9 + 6	$5.98	627,637	28.27%	299 + 209
Nov 1-10	1 + 4	$396.35	174,935	27.34%	2,731 + 123

> ***Insight:*** *Paid social sessions track spend closely (the October dip matches $5.98 of spend). Rising monthly session totals from September are driven by Direct traffic, not by marketing channels - see section 12.*

6. Major campaigns delivered

- Father's Day "Fathers Behind Caribbean Businesses" (June): carousel + video features, $148.24, 103,905 reach, 7,686 clicks, 3,439 site sessions.
- Belize Directory 2026 activation (June-July): book walk in Orange Walk & Corozal, "Thank you Belize", Belize City visit; $39.78 paid, 1,195 profile visits.
- Stop-motion "paper world" platform video (June-July): $59.97, 3.91% CTR, 21,798 ThruPlays.
- World Cup pair (June-July): "Every champion needs a team" ($49.61) and the therapist concept "Team Loss" ($53.97).
- AC Claymotion heat series (July-August): two organic clay-animation Reels plus a $74.93 campaign - 7,566 clicks at 5.12% CTR across five markets.
- Peppa Spray eye-care trend (August-September): a Jamaican viral moment tied to FindYello ophthalmologist search - $72.98, 8,432 clicks, 6.13% CTR, the best click-through of the year.
- Office equipment clear-outs (September-October): Grenada ($29.83, 904 profile visits) and Cayman ($35.92, 327 landing-page views).
- Barbados 2026/27 Yello Directory (from 3 November, live): video launch Reel and an $80/day campaign - $396.35, 102,045 reach and 4,361 landing-page views in ten days.
- Cultural calendar: Emancipation, Independence, cricket legend tribute, Breast Cancer Awareness, back-to-school.

7. Featured organic posts

Figures are Business Suite post-level results (crossposted posts combine Facebook and Instagram). Engagement rate = (likes + comments + shares + saves) / viewers, where reach is not shown for crossposted entries. Posts marked * also ran as adverts, so their views include paid delivery and must not be read as organic successes.

Post	Date	Format	Views	Viewers	Likes	Com.	Shares	Saves	ER
Barbados 2026/27 Directory *	3 Nov	Reel	335,940*	209	137	17	30	17	n/a
Peppa Spray eye-care *	21 Aug	Reel	17,217*	564	188	2	23	14	n/a
AC Claymotion "AC takes a day off" *	24 Jul	Reel	14,557*	389	77	0	2	3	n/a
"We really tried to keep this private"	28 Aug	Carousel	1,247	417	29	0	4	0	7.9%
Turks & Caicos Directory	2 Jun	Reel	1,101	386	17	4	0	0	5.4%
Claymotion "even the clouds"	22 Jul	Reel	1,027	502	10	0	3	0	2.6%
"Layer by layer" heritage	19 Oct	Reel	907	518	8	0	0	0	1.5%
Independence "Freedom is our legacy"	6 Aug	Reel	918	473	11	0	1	0	2.5%
Back-to-school	4 Sep	Carousel	885	365	7	0	2	0	2.5%
Cricket legend "Six sixes" (IG)	29 Jul	Reel	433	305 (reach)	13	0	1	1	4.9%
Breast Cancer Awareness	14 Oct	Carousel	552	229	4	0	2	0	2.6%
Dentist category	9 Jul	Reel	789	366	7	0	2	0	2.5%

Category leaders

- Strongest purely organic post: "We really tried to keep this private" carousel (28 Aug) - 1,247 views, 35 interactions, highest organic engagement since July.
- Strongest paid-supported post: Peppa Spray Reel - 234 interactions, 23 shares, 14 saves, ~111 minutes total watch time and an 11-second average play, the best attention metrics of the year.
- Most shares and saves: Barbados Directory Reel (30 shares, 17 saves, 24 follows) - early and paid-supported.
- Best watch time among purely organic posts: "Layer by layer" Reel (~41 minutes) and the cricket Reel (FB ~45 min + IG ~52 min).
- Most strategically valuable creative: the AC Claymotion format - repeatable, ownable animation that worked both organically (1,027 views) and as an ad (5.12% CTR).

8. Facebook performance (organic)

Metric	1 Apr - 10 Nov 2026	Change
Views	1.3M	+27.4%
Viewers (unique)	383.8K	+309.1%
Content interactions	910	+79.1%
Link clicks	27.7K	+436.4%
Page visits	11.6K	-51.8%
New follows	104	-20.0%
Followers	54,278 (10 Nov)	54,459 on 16 Jul: -181
Unfollows / net growth (period)	Not available	Business Suite shows these only in 28-day windows

Audience: women 64.6%, men 35.4%; largest groups women 35-44 (22.4%) and 25-34 (21.5%). Top countries: Jamaica 62.1%, United States 17.8%, Canada 3.0%, Trinidad & Tobago 2.1%, United Kingdom 1.7%; Belize 0.6%, Cayman 0.6%, Barbados 0.5%. Kingston is the top city (28.8%).

> ***Insight:*** *Facebook visibility and clicks grew strongly, largely through ad-supported creatives. Page visits and new follows fell, so the page is not yet converting reach into a growing community.*

9. Instagram performance (organic)

Metric	1 Apr - 10 Nov 2026	Change
Views	228.0K	-86.2%
from followers / non-followers	19,223 / 208,824	92% non-followers
Content interactions	1.1K	-50.9%
Link clicks	4.8K	-51.9%
Profile visits	1.9K	-84.9%
New follows	310	+28.1%
Followers	14,406 (10 Nov)	14,458 on 16 Jul: -52
Accounts engaged, reel plays, watch time, unfollows	Not available	not exposed for this period

Audience: women 61%, men 39%; women 35-44 (23.7%) lead. Top countries: Jamaica 49.5%, United States 13.9%, Canada 2.4%, Trinidad & Tobago 2.4%, Barbados 2.2%.

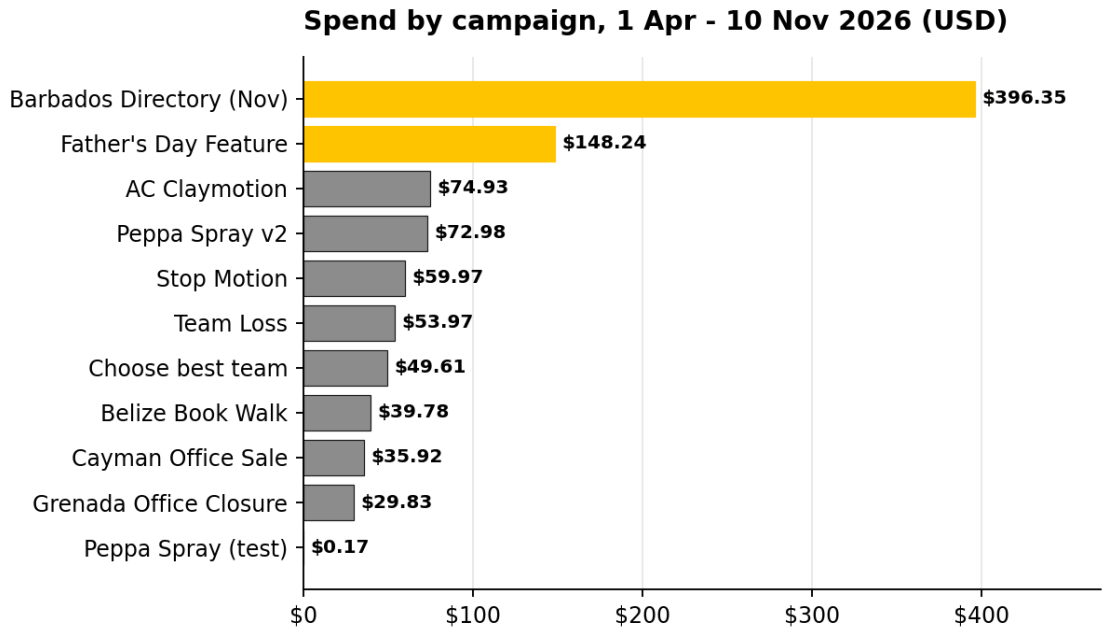
> ***Insight:*** *Instagram added three times as many new follows as Facebook (310 vs 104) despite far fewer views, but every other Instagram metric fell against a strong prior period - a sign that Instagram needs its own native Reels rather than relying on crossposts.*

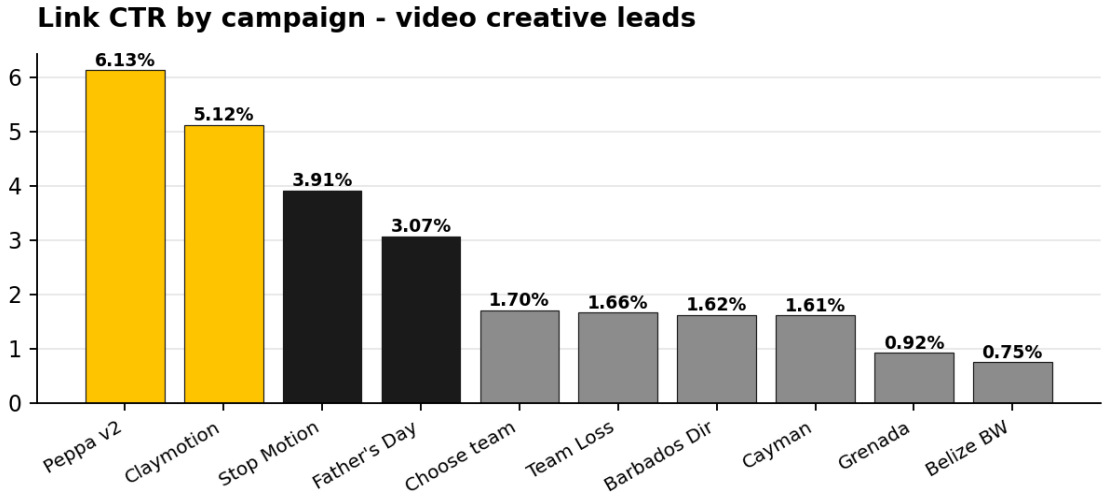
10. Paid Meta advertising performance

Display Ad Account (396006447837388), USD, 1 April - 10 November 2026, delivery-based "Amount spent". All 11 campaigns used the Traffic objective with auction buying. Figures were captured on 10 November while the Barbados campaign was still spending; a later reload the same day showed it at $396.49 (account $961.89), so totals here are a same-day snapshot.

Campaign	Market	Delivery	Spend	Reach	Impr.	Freq	Link clicks	CTR	CPC	Result	Cost/ result
Barbados Directory - Nov 5 2026 (live)	Barbados	3-10 Nov	$396.35	102,045	352,229	3.45	5,696	1.62%	$0.07	4,361 LPV	$0.09
Father's Day Feature	BZ TT LC JM BB	1-26 Jun	$148.24	103,905	250,191	2.41	7,686	3.07%	$0.02	7,686 clicks	$0.02
AC Claymotion Ad	BZ JM LC BB GD	Jul-25 Aug	$74.93	74,920	147,833	1.97	7,566	5.12%	$0.01	7,566 clicks	$0.01
Peppa Spray - Eye care v2	Jamaica	Aug-21 Sep	$72.98	73,102	137,585	1.88	8,432	6.13%	$0.01	8,432 clicks	$0.01
Stop Motion - Who we are	BZ LC JM GD BB	Jun-26 Jul	$59.97	49,474	106,386	2.15	4,158	3.91%	$0.01	4,158 clicks	$0.01
Team Loss	BZ JM LC GD BB	Jul-29 Jul	$53.97	93,064	245,649	2.64	4,078	1.66%	$0.01	4,078 clicks	$0.01
Choose the best team	BZ JM LC BB	Jun-26 Jul	$49.61	82,741	241,228	2.92	4,105	1.70%	$0.01	4,105 clicks	$0.01
Belize Book Walk - Traffic	Belize	1-7 Jun	$39.78	68,321	138,975	2.03	1,044	0.75%	$0.04	1,195 visits	$0.03
Cayman Office Sale	Cayman	Sep-8 Oct	$35.92	9,098	28,599	3.14	461	1.61%	$0.08	327 LPV	$0.11
Office Closure Sale - Gren	Grenada	Sep-13 Sep	$29.83	22,398	60,320	2.69	553	0.92%	$0.05	904 visits	$0.03
Peppa Spray - Eye care (test)	Jamaica	Aug-25 Sep	$0.17	706	744	1.05	11	1.48%	$0.02	11 clicks	$0.02
ACCOUNT TOTAL	7 markets	Jun-Nov	$961.75	497,620	1,709,631	3.44	43,790	2.56%	$0.02	-	-

Validation: campaign spend sums exactly to $961.75; monthly totals ($0 Apr, $0 May, $207.20 Jun, $161.24 Jul, $84.24 Aug, $106.74 Sep, $5.98 Oct, $396.35 Nov 1-10) also sum to $961.75; every campaign's country split reconciles to its total. Account reach is de-duplicated. Landing-page views total 21,002 ($0.05 each); 325,123 three-second video plays and 135,498 ThruPlays ($0.01); 370,390 page engagements, 1,461 interactions, 123 shares, 69 saves, 47 comments. No leads or purchase conversions were recorded.



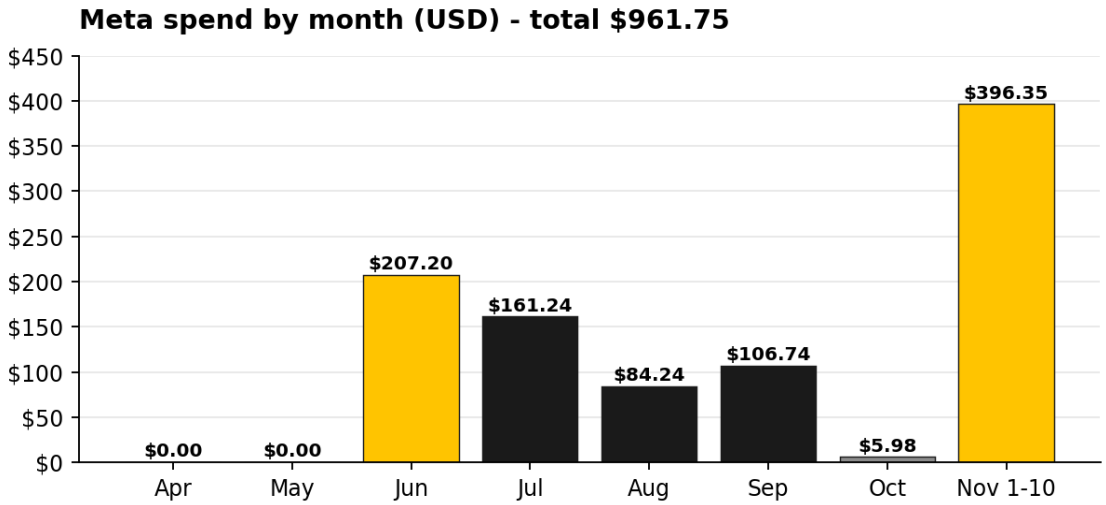


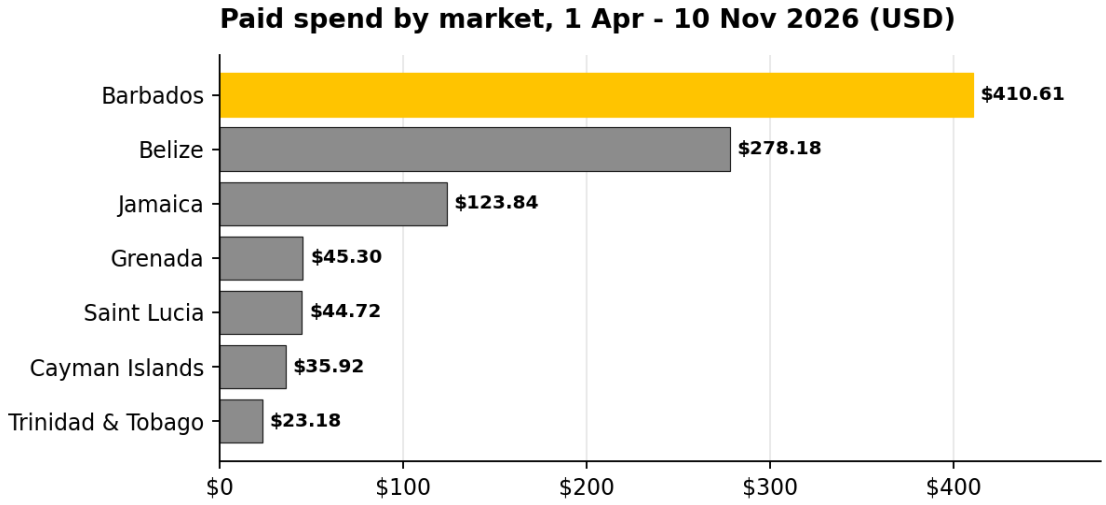
Campaign superlatives

- Highest reach: Father's Day Feature (103,905), narrowly ahead of Barbados Directory (102,045).
- Most impressions: Barbados Directory (352,229); most link clicks: Peppa Spray v2 (8,432).
- Highest CTR and most cost-efficient: Peppa Spray v2 (6.13%, $0.01 CPC, landing-page views at $0.01).
- Strongest video: Father's Day (103,640 three-second plays, 58,159 ThruPlays); best new video: Barbados Directory (70,374 plays, 20,653 ThruPlays in ten days).
- Best for engagement: Barbados Directory (348 interactions, 43 shares, 23 saves) and Peppa Spray v2 (350 interactions).
- Needs most improvement: Grenada office sale (0.92% CTR) and Belize Book Walk (0.75%) - both optimised for page visits, so low CTR is partly by design.

- Active on 10 November: Barbados Directory only ($80 daily budget, scheduled to 31 Dec 2026).
- Questionable tracking: Choose-the-best-team shows more link clicks (4,105) than total clicks (3,799); Peppa Spray v2 site sessions engaged only 9% of the time (see section 12).

11. Advertising spend by month and market





Market	Spend	Share	Campaigns
Barbados	$410.61	42.7%	Barbados Directory + 5 multi-market campaigns
Belize	$278.18	28.9%	6 campaigns
Jamaica	$123.84	12.9%	Peppa Spray v2 ($72.98) + 6 others
Grenada	$45.30	4.7%	Office Closure + 3 others
Saint Lucia	$44.72	4.6%	5 campaigns
Cayman Islands	$35.92	3.7%	Cayman Office Sale
Trinidad & Tobago	$23.18	2.4%	Father's Day only

Insight: *Spend was steady through the summer ($84-207 per month), paused almost completely in October, then jumped with the Barbados launch. Without Barbados, Belize would remain the main paid market.*

12. Advertising Creative Showcase

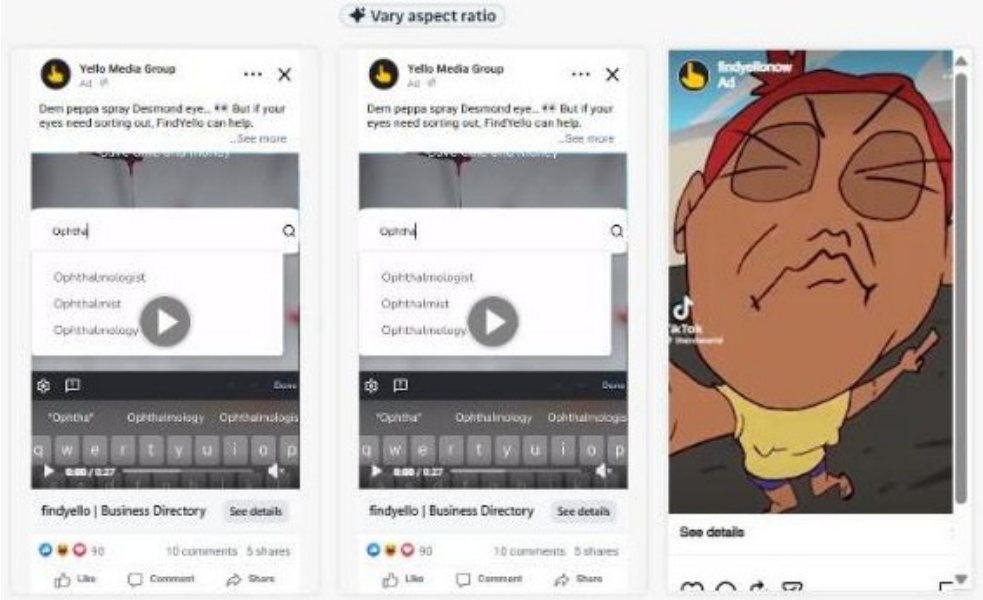
Ten adverts produced every paid result in the period (one ad per campaign; the Peppa Spray test ad is omitted). Images are unedited Ads Manager preview captures, so some interface framing remains. Each ran across multiple placements (Facebook and Instagram feeds and stories, plus Audience Network and Threads).

Barbados Directory Campaign - Nov 5 2026 / New Traffic Ad



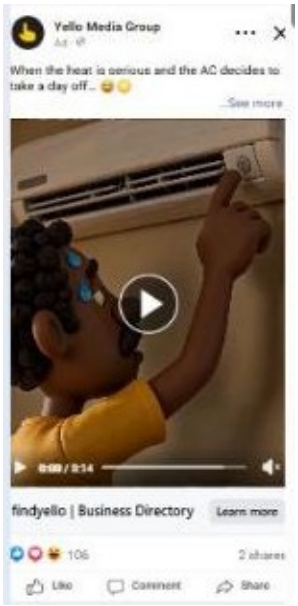
Field	Detail
Purpose / creative	Launch the 2026/27 Barbados Yello Directory; 15-second video "Barbados, it's here!"; CTA Learn more to findyello | Barbados Business Directory
Market	Barbados
Delivery	3-10 Nov (live)
Spend	$396.35
Reach / impressions	102,045 / 352,229
Main result	4,361 landing-page views
Cost per result	$0.09
Insight	Largest investment of the year; strongest engagement (43 shares, 23 saves) and 2,732 site sessions at the best paid-session engagement rate (33.9%).

Peppa Spray Trend - Eye care v2



Field	Detail
Purpose / creative	Trend-jack a Jamaican viral moment ("Dem peppa spray Desmond eye...") to promote ophthalmologist search on FindYello; CTA See details
Market	Jamaica
Delivery	Aug - 21 Sep
Spend	$72.98
Reach / impressions	73,102 / 137,585
Main result	8,432 link clicks
Cost per result	$0.01
Insight	Best CTR of the year (6.13%) and lively comments, but the 4,585 site sessions engaged only 9% - the click was the joke, not the search.

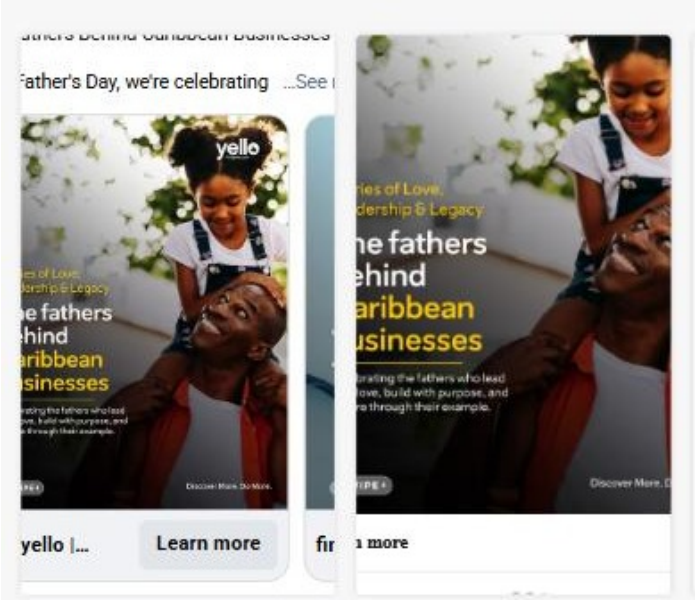
AC Claymotion Ad - July 25, 2026



Field	Detail

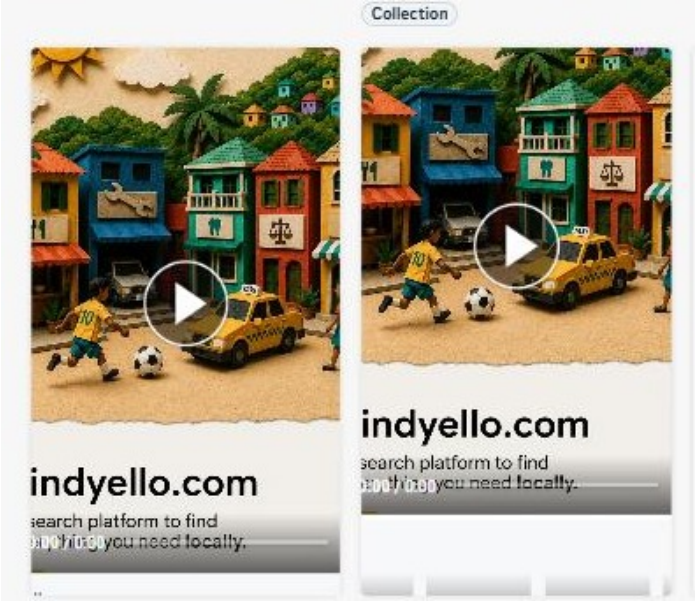
Purpose / creative	Clay-animation "When the heat is serious and the AC decides to take a day off" promoting AC technicians on FindYello; CTA Learn more
Market	BZ, JM, LC, BB, GD
Delivery	Jul - 25 Aug
Spend	$74.93
Reach / impressions	74,920 / 147,833
Main result	7,566 link clicks
Cost per result	$0.01
Insight	A new owned animation style that scaled across five markets with a 5.12% CTR.

Father's Day Feature Campaign



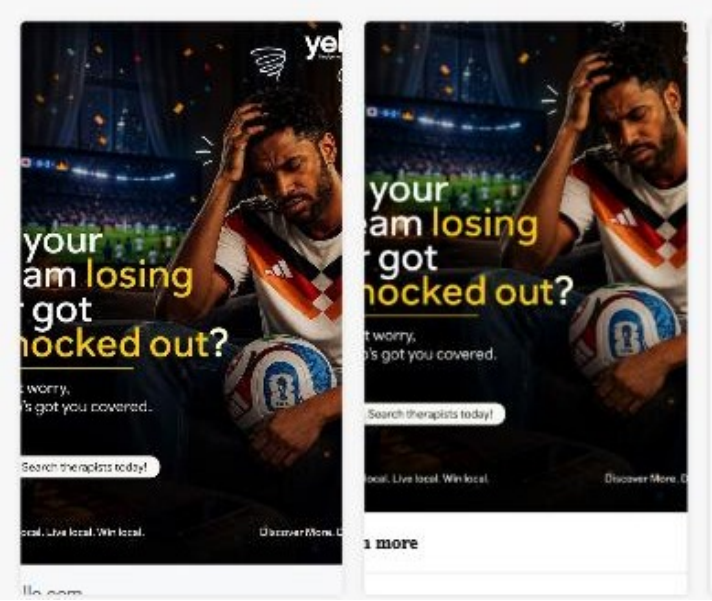
Field	Detail
Purpose / creative	"The fathers behind Caribbean businesses" storytelling; CTA Learn more
Market	BZ, TT, LC, JM, BB
Delivery	1-26 Jun
Spend	$148.24
Reach / impressions	103,905 / 250,191
Main result	7,686 link clicks
Cost per result	$0.02
Insight	Highest reach of the year and strongest video completion (58,159 ThruPlays).

Yello Media - Stop Motion - Who we are



Field	Detail
Purpose / creative	Paper-world stop-motion platform awareness video
Market	BZ, LC, JM, GD, BB
Delivery	Jun - 26 Jul
Spend	$59.97
Reach / impressions	49,474 / 106,386
Main result	4,158 link clicks
Cost per result	$0.01
Insight	3.91% CTR and 21,798 ThruPlays - the evergreen brand film continues to earn.

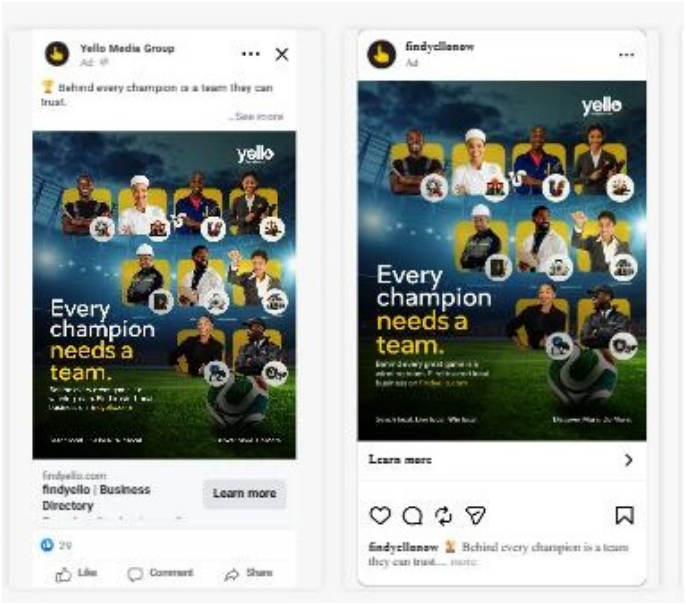
Team Loss Campaign



Field	Detail
Purpose / creative	World Cup mental-wellness hook to FindYello therapists
Market	BZ, JM, LC, GD, BB

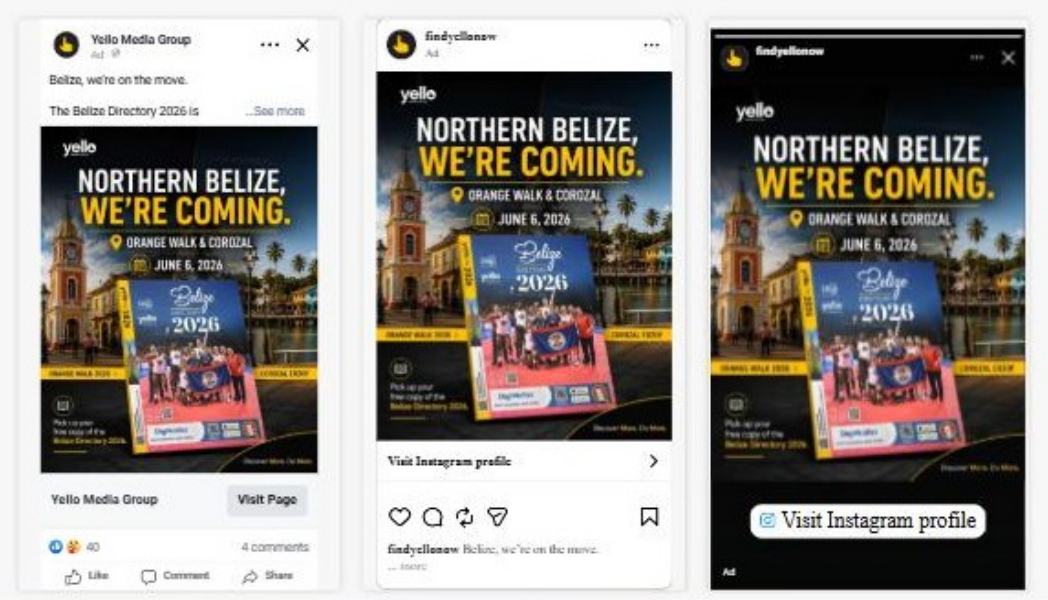
Delivery	Jul - 29 Jul
Spend	$53.97
Reach / impressions	93,064 / 245,649
Main result	4,078 link clicks
Cost per result	$0.01
Insight	Broad, cheap reach (CPM $0.22) for a sensitive category handled with humour.

Yello - Choose the best team



Field	Detail
Purpose / creative	"Every champion needs a team" World Cup directory message; CTA Learn more
Market	BZ, JM, LC, BB
Delivery	Jun - 26 Jul
Spend	$49.61
Reach / impressions	82,741 / 241,228
Main result	4,105 link clicks
Cost per result	$0.01
Insight	Efficient static; lowest CPM of the year ($0.21).

Belize Book Walk - Traffic / New Traffic Ad



Field	Detail
Purpose / creative	"Northern Belize, we're coming" directory book walk; CTA Visit Page
Market	Belize
Delivery	1-7 Jun
Spend	$39.78
Reach / impressions	68,321 / 138,975
Main result	1,195 profile & page visits
Cost per result	$0.03
Insight	Geo-burst that supported a physical activation.

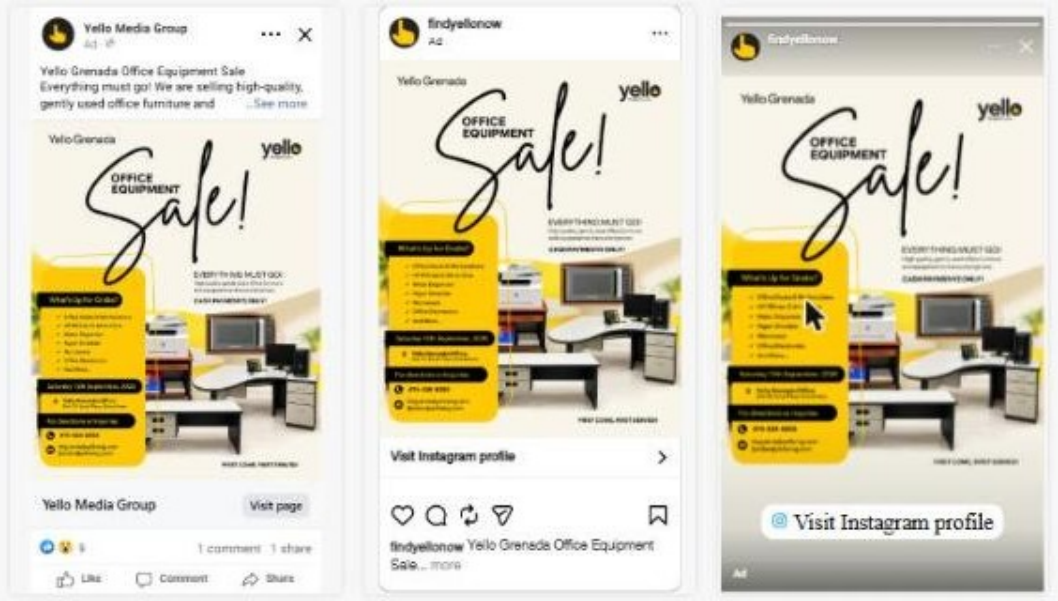
Cayman Office Sale - Remaining Items Sale



Field	Detail
Purpose / creative	Clear-out of Yello Cayman office equipment; CTA Contact us
Market	Cayman Islands

Delivery	Sep - 8 Oct
Spend	$35.92
Reach / impressions	9,098 / 28,599
Main result	327 landing-page views
Cost per result	$0.11
Insight	Small, targeted commercial push; audience 70% women.

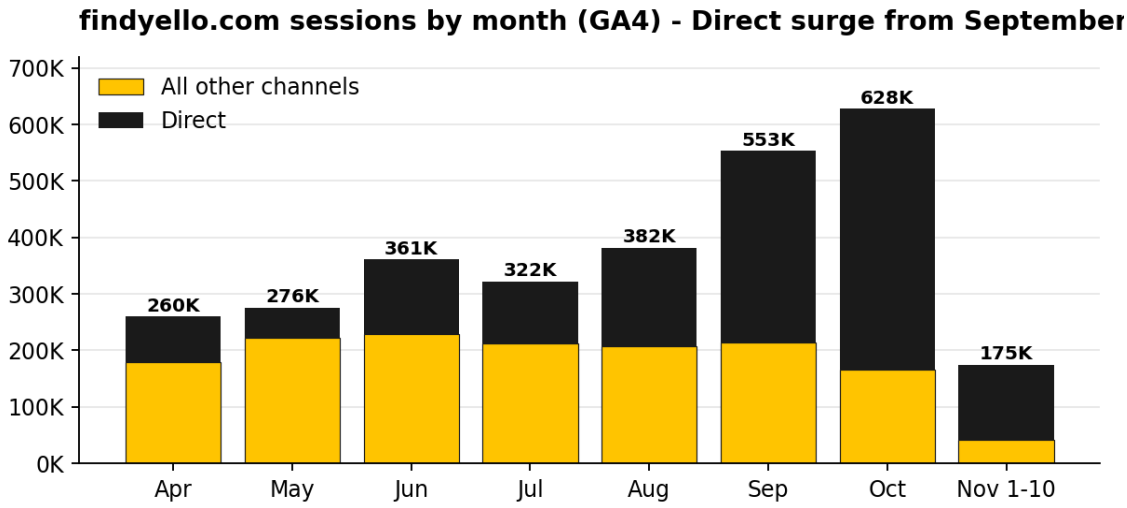
Office Closure Sale - Gren



Field	Detail
Purpose / creative	Yello Grenada office equipment sale ("Everything must go!"); CTA Visit page
Market	Grenada
Delivery	Sep - 13 Sep
Spend	$29.83
Reach / impressions	22,398 / 60,320
Main result	904 profile & page visits
Cost per result	$0.03
Insight	Reached a large share of Grenada for under $30; 71% women.

13. GA4 website performance (findyello.com)

Metric	1 Apr - 10 Nov 2026
Total users / new / returning	2,427,094 / 2,283,560 / 294,196
Active users	2,419,497
Sessions / engaged sessions	2,910,670 / 1,528,652
Engagement rate	52.52%
Average engagement time	18s per session; 22s per active user
Views / views per session	3,773,700 / 1.30
Event count	17,283,502
Key events / session key-event rate	1,389,187 / 44.16%

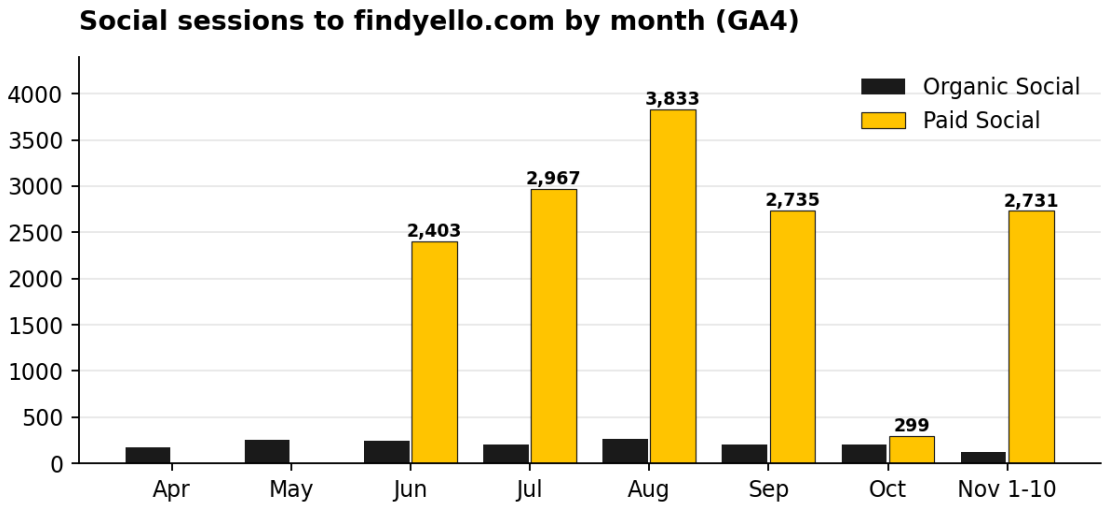


Channel	Sessions	Share	Engagement	Key events
Direct	1,449,941	49.8%	20.28%	219,313
Organic Search	1,420,627	48.8%	84.06%	1,146,153
Unassigned	29,644	1.0%	23.65%	9,345
Paid Social	14,948	0.5%	17.29%	19
Referral	11,340	0.4%	75.82%	6,799
AI Assistant	6,677	0.2%	80.58%	4,763
Paid Other (incl. Meta Audience Network, Threads)	4,733	0.2%	36.11%	62
Paid Search	2,649	0.1%	82.18%	2,190
Organic Social	1,682	0.1%	59.75%	542

Users by first channel: Direct 1,488,744; Organic Search 885,833; Paid Social 13,605; Referral 8,445; AI Assistant 5,059; Paid Other 4,342; Paid Search 2,167; Organic Social 1,593. Top pages: /barbados/ (62,056 views), /jamaica/ (59,637), home (56,782), /jamaica-kingston/ (29,173), a Belize listing (25,853), /trinidad/ (24,893) - the Barbados page leads, consistent with the directory launch.

> ***Insight:*** *Direct traffic rose from 54-132K sessions a month (Apr-Aug) to 340K in September, 462K in October and 133K in the first ten days of November, at roughly 20% engagement and 6 seconds per session. Organic search fell to 160K in October. This pattern is typical of automated or untagged traffic and has cut the site engagement rate from 68% to 28%; it is an interpretation that needs confirming in GA4 (hostname, country, device, browser) before the next report.*

Social traffic



Source / medium	Channel	Sessions	Engagement	Key events
fb / paid	Paid Social	12,581	18.27%	17
ig / paid	Paid Social	2,323	12.31%	2
an / paid (Audience Network)	Paid Other	3,500	44.60%	62
th / paid (Threads)	Paid Other	1,177	12.49%	0
m.facebook.com / referral	Organic Social	536	36.94%	168
facebook.com / referral	Organic Social	493	78.50%	162
ig / social	Organic Social	204	67.16%	72
l.instagram.com / referral	Organic Social	155	51.61%	24
l.facebook.com / referral	Organic Social	106	62.26%	37
instagram.com / referral	Organic Social	48	85.42%	35

14. Connecting Meta advertising with GA4

Meta campaign (GA4 session campaign = campaign ID)	Sessions	Engaged	Eng. rate	Key events
Peppa Spray v2 (120249671893990182)	4,585	425	9.27%	2
AC Claymotion (120249011072420182)	3,824	722	18.88%	1
Father's Day (120247478599930182)	3,439	876	25.47%	42
Barbados Directory (120250892244300182)	2,732	926	33.89%	9
Stop Motion (120247921600880182)	1,651	406	24.59%	13
Team Loss (120248311852110182)	1,422	371	26.09%	2
Choose the best team (120247922512240182)	1,214	405	33.36%	7
Cayman Office Sale (120250051904680182)	372	120	32.26%	5
Peppa Spray test	6	1	16.67%	0
TOTAL	19,245	4,272	22.2%	81

Meta reported 43,790 link clicks and 21,002 landing-page views; GA4 recorded 19,245 sessions tagged with these campaign IDs (92% of landing-page views) and 19,581 Meta-sourced paid sessions overall. The Grenada and Belize Book Walk campaigns optimised for page visits, so they correctly send no site traffic. Differences are expected from multiple clicks per person, in-app browser abandonment, consent and tracking prevention, attribution windows and time zones. Only 81 key events followed these sessions, so no conversion impact is claimed.

> ***Insight:*** *The highest-CTR ads did not bring the most engaged visitors: Peppa Spray (6.13% CTR) produced 9% session engagement, while Barbados Directory and Choose-the-best-team*

(1.6-1.7% CTR) produced 33-34%. Ads whose promise matches the landing page attract more useful visits.

15. Cross-channel analysis

- Awareness: Barbados Directory and Father's Day delivered the largest reach (102-104K each); seasonal and directory-launch themes remain the biggest awareness drivers.
- Formats: animated and trend video produced the best click-through (5-6%) and attention (Peppa Spray 11-second average play); statics delivered the cheapest impressions but weak clicks.
- Sharing and saving: highest on Barbados Directory (30 organic shares, 17 saves) and Peppa Spray (23 shares, 14 saves); purely organic posts rarely earned saves.
- Website visits: paid campaigns drove ~19,200 sessions versus 1,682 from organic social - paid support remains essential for traffic.
- Markets: Jamaica responds most strongly to humour and trend content (6.13% CTR); Belize and Saint Lucia respond to community and directory messaging; Barbados is now the largest paid market.
- Topical vs evergreen: topical content wins on engagement; evergreen animation (stop-motion, claymotion) wins on efficiency and can be reused.
- Continue: animation series, trend-jacking with category tie-ins, directory launches with video. Improve: landing-page match, key-event tracking, Instagram-native Reels. Test: Jamaica directory push, retargeting site visitors, carousel ads. Deprioritise: unsupported static FB/IG duplicates (200-400 views each).

16. Key achievements

- 79 organic items and 11 paid campaigns across seven Caribbean markets for under $1,000.
- 497,620 people reached at $0.56 CPM; 43,790 clicks at $0.02.
- Two new signature creative formats (claymotion animation and trend-led video) with the year's best CTRs.
- Barbados 2026/27 Directory launched with video and paid support; /barbados/ became the most-viewed page on findyello.com.
- Meta campaigns fully traceable in GA4 (92% match).
- Facebook viewers +309% and link clicks +436% versus the prior period.

17. Challenges and tracking gaps

- Direct-traffic surge from September (likely non-human) is distorting GA4 engagement metrics.
- Paid visitors complete almost no key events (81 from 19,245 sessions).
- No UTM naming: GA4 shows numeric campaign IDs.
- Publishing gaps: none in May, one post in early November.
- Instagram metrics down against the prior period; followers on both platforms slightly down since July.
- Business Suite does not expose period unfollows, Instagram reel plays or watch time; crossposted metrics cannot be split by platform.
- Barbados campaign still live, so its totals will change after this report.

18. Recommendations

#	Recommendation	Priority
1	Investigate the Direct-traffic surge in GA4 (hostname, geography, device, browser); add filters or exclusions so management KPIs are reliable.	High
2	Fix conversion measurement before scaling spend: define key events on ad landing pages and confirm they fire in in-app browsers.	High
3	Adopt UTM naming (utm_campaign=<market>_<theme>_<yymm>) on every ad.	High
4	Move at least half of always-on budget to short animated or trend-led video, which delivered 4-6% CTR at $0.01 per click.	High
5	Match landing pages to the ad promise (e.g. Peppa Spray -> ophthalmologist search results), lifting session engagement above 30%.	Medium
6	Run a Jamaica directory/category campaign: 62% of the Facebook audience and the strongest CTR, but 13% of spend.	Medium
7	Retarget the ~19,000 paid site visitors and video viewers with category offers and directory listings.	Medium
8	Publish Instagram-native Reels weekly and keep a minimum 2-posts-a-week calendar to avoid gaps.	Medium
9	Ask for saves and shares ("save this list") to build organic reach.	Longer-term
10	Refresh this report monthly from the source-data workbook.	Longer-term

19. Methodology and data limitations

- Read-only collection on 10 November 2026 from Meta Business Suite, Meta Ads Manager (campaign, monthly, country, setup, video and engagement views; ad previews) and GA4 standard reports. Nothing was edited, published or boosted.
- All periods 1 April - 10 November 2026; Ads Manager in account time zone (La Paz); GA4 in property time zone. Monthly GA4 sessions sum 1.6% above the period total (session boundary attribution).
- Paid figures are a same-day snapshot of a live campaign. Business Suite percentage changes compare with the preceding equal period and were read from its colour indicators.
- "Not available" marks metrics the platforms do not expose. No figures were estimated. Reach, views, impressions and clicks are never summed together; organic and paid results are kept separate.
- The Yello Media Group - Jamaica asset was reviewed and excluded (no posts in period). Other ad accounts in the portfolio are excluded.

20. Source-data appendix

Every figure in this report is recorded in Yello_Media_Report_Source_Data_April-November_2026.xlsx and in Yello_Report_Working_Notes_Apr-Nov_2026.md, with the view, filter and date range used. Advert previews are in the Yello_Media_Advert_Creatives_2026 folder (files 01-10).

Part 3

Source-data tables

All figures collected on 10 November 2026; identical to Yello_Media_Report_Source_Data_April-November_2026.xlsx.

Scope

Scope and sources - collected 10 Nov 2026

Item	Detail
Period	1 Apr - 10 Nov 2026 for organic, paid and GA4
Paid	Display Ad Account 396006447837388, USD, delivery-based; campaign impressions > 0
Organic	Yello Media Group Page + @findyellonow (asset 321225785580). Jamaica asset 110451598144479 reviewed and excluded (no posts)
GA4	Find Yello 81048560 / findyello.com - GA4 309885913 (Google profile authuser=5)
Comparison	Business Suite % vs preceding equal period (~18 Aug 2025 - 31 Mar 2026); direction read from colour indicator
Snapshot	Barbados campaign live; later reload same day showed $396.49 (account $961.89)

Paid Campaigns

Display Ad Account - campaigns, 1 Apr - 10 Nov 2026 (USD)

Campaign	ID	Status 10 Nov	Objective	Budget	Market	Delivery	Spend	Reach	Impressions	Freq	Link clicks	Clicks all	LPV	Result	Cost/ result	3-sec plays	ThruPlays	Interactions	Shares	Saves
Barbados Directory Campaign - Nov 5 2026	120250892244300182	Active	Traffic	$80 daily	Barbados	3-10 Nov	396.35	102,045	352,229	3.45	5,696	7,432	4,362	4,361 LPV	0.09	70,374	20,653	348	43	23
Father's Day Feature Campaign	120247478599930182	Completed	Traffic	Ad set	BZ TT LC JM BB	1-26 Jun	148.24	103,905	250,191	2.41	7,686	8,109	3,773	7,686 link clicks	0.02	103,640	58,159	206	12	4
AC Claymotion Ad - July 25, 2026 Campaign	120249011072420182	Completed	Traffic	Ad set	BZ JM LC BB GD	Jul-25 Aug	74.93	74,920	147,833	1.97	7,566	8,910	3,443	7,566 link clicks	0.01	45,625	13,976	207	8	10
Peppa Spray Trend - Yello - Eye care Campaign -v2	120249671893990182	Completed	Traffic	Ad set	Jamaica	Aug-21 Sep	72.98	73,102	137,585	1.88	8,432	9,809	5,019	8,432 link clicks	0.01	49,385	16,082	350	25	15
Yello Media - Stop Motion - Who we are	120247921600880182	Completed	Traffic	Ad set	BZ LC JM GD BB	Jun-26 Jul	59.97	49,474	106,386	2.15	4,158	4,723	1,902	4,158 link clicks	0.01	48,248	21,798	76	3	0
Team Loss Campaign	120248311852110182	Completed	Traffic	Ad set	BZ JM LC GD BB	Jul-29 Jul	53.97	93,064	245,649	2.64	4,078	4,617	1,313	4,078 link clicks	0.01	7,761	4,788	83	3	7
Yello - Choose the best team Campaign	120247922512240182	Off	Traffic	Ad set	BZ JM LC BB	Jun-26 Jul	49.61	82,741	241,228	2.92	4,105	3,799	860	4,105 link clicks	0.01			51	0	2
Belize Book Walk - Traffic	120246375665900182	Completed	Traffic	$40 lifetime	Belize	1-7 Jun	39.78	68,321	138,975	2.03	1,044	1,997		1,195 profile & page visits	0.03			81	9	3
Cayman Office Sale - Remaining Items Sale	120250051904680182	Completed	Traffic	$36 lifetime	Cayman	Sep-8 Oct	35.92	9,098	28,599	3.14	461	734	327	327 LPV	0.11			19	8	1
Office Closure Sale - Gren	120249979932380182	Completed	Traffic	$30 lifetime	Grenada	Sep-13 Sep	29.83	22,398	60,320	2.69	553	1,003		904 profile & page visits	0.03			38	12	4

Peppa Spray Trend - Yello - Eye care Campaign	120249668569480182	Off	Traffic	Ad set	Jamaica	Aug	0.17	706	744	1.05	11	14	3	11 link clicks	0.02	90	42	2	0	0
TOTAL (formula)							961.75		1,709,739		43,790		21,002							

Account totals from Ads Manager: spend $961.75, reach 497,620 (de-duplicated - do not sum), impressions 1,709,631, link clicks 43,790, CTR 2.56%, clicks all 51,147, LPV 21,002, 3-sec plays 325,123, ThruPlays 135,498.

Flag: Choose-the-best-team link clicks > clicks (all).

Paid Monthly

Spend by month (separate month queries)

Month	Spend	Campaigns
April	0	none
May	0	none
June	207.20	Father's Day 148.24; Belize BW 39.78; Choose 9.77; Stop Motion 9.41
July	161.24	Choose 39.84; Claymotion 16.87; Team Loss 53.97; Stop Motion 50.56
August	84.24	Peppa 0.17; Peppa v2 26.01; Claymotion 58.06
September	106.74	Cayman 29.94; Gren 29.83; Peppa v2 46.97
October	5.98	Cayman
1-10 November	396.35	Barbados Directory
TOTAL (formula)	961.75	

Paid Market

Spend by market (sum of campaign country splits)

Market	Spend	Detail
Barbados	410.61	Barbados Dir 396.35; Choose 0.52; Clay 8.68; Team 1.07; Stop 0.96; Fathers 3.03
Belize	278.18	Choose 42.12; Clay 27.33; Team 37.27; Stop 37.14; Fathers 94.54; Book Walk 39.78
Jamaica	123.84	Peppa 0.17; Choose 3.70; Peppa v2 72.98; Clay 22.57; Team 6.48; Stop 8.74; Fathers 9.20
Grenada	45.30	Gren 29.83; Clay 7.71; Team 3.61; Stop 4.15
Saint Lucia	44.72	Choose 3.27; Clay 8.64; Team 5.54; Stop 8.98; Fathers 18.29
Cayman Islands	35.92	Cayman sale
Trinidad & Tobago	23.18	Father's Day
TOTAL (formula)	961.75	

Organic Results

Business Suite results, 1 Apr - 10 Nov 2026

Platform	Metric	Value	Change
Facebook	Views	1.3M	+27.4%
Facebook	Viewers	383.8K	+309.1%
Facebook	Content interactions	910	+79.1%
Facebook	Link clicks	27.7K	+436.4%
Facebook	Page visits	11.6K	-51.8%
Facebook	Follows	104	-20%
Facebook	Followers 10 Nov	54,278	-181 vs 16 Jul
Instagram	Views	228.0K	-86.2%
Instagram	Views from followers	19,223	
Instagram	Views from non-followers	208,824	
Instagram	Content interactions	1.1K	-50.9%
Instagram	Link clicks	4.8K	-51.9%
Instagram	Profile visits	1.9K	-84.9%
Instagram	Follows	310	+28.1%
Instagram	Followers 10 Nov	14,406	-52 vs 16 Jul
Jamaica asset (excluded)	FB views / IG views	1.9K / 4.0K	no posts in period

Posts Jul16-Nov10

Posts 16 Jul - 10 Nov 2026 (Apr-15 Jul posts in July workbook)

Date	Format	Platform	Post	Views	Viewers	Interactions	Likes	Comments	Shares	Saves
3 Nov	Reel	X	Barbados 2026/27 Directory *	335,940	209	207	137	17	30	17
21 Oct	Photo	IG	Cayman office sale	392		1	1	0	0	0
21 Oct	Photo	FB	Cayman office sale	294	202	2	1	0	1	0
21 Oct	Photo	IG	Office refresh	246		2	1	0	0	0
21 Oct	Photo	FB	Office refresh	310	248	2	1	0	1	0
20 Oct	Photo	FB	Workspace upgrade	281	227	1	0	0	1	0
20 Oct	Photo	IG	Workspace upgrade	377		4	2	0	1	0
19 Oct	Reel	X	Layer by layer	907	518	9	8	0	0	0
14 Oct	Carousel	X	Breast Cancer Awareness	552	229	8	4	0	2	0
7 Oct	Photo	FB	New photo	306	209	2	2	0	0	0
23 Sep	Photo	IG	More visibility (B2B)	179		7	5	0	0	2
23 Sep	Photo	FB	More visibility (B2B)	363	269	2	2	0	1	0
11 Sep	Carousel	X	September reasons	658	346	8	4	0	2	0

10 Sep	Photo	X	Office refresh *?	25,159	380	15	7	0	7	0
9 Sep	Photo	IG	Grenada office sale * (60,739 views from ads)	61,172	21,765	15	10	0	4	0
4 Sep	Carousel	X	Back-to-school	885	365	11	7	0	2	0
28 Aug	Carousel	X	Keep this private	1,247	417	35	29	0	4	0
21 Aug	Reel	X	Peppa Spray *	17,217	564	234	188	2	23	14
14 Aug	Photo	X	Weekend starts now	663	336	10	7	0	1	1
6 Aug	Reel	X	Independence	918	473	13	11	0	1	0
1 Aug	Photo	X	Emancipation	686	344	13	8	0	2	1
29 Jul	Reel	IG	Six sixes (cricket)	433		18	13	0	1	1
29 Jul	Reel	FB	Six sixes (cricket)	597	503	0	0	0	0	0
29 Jul	Photo	X	Caribbean legend	811	355	12	9	0	1	0
24 Jul	Reel	X	Claymotion AC *	14,557	389	91	77	0	2	3
22 Jul	Reel	X	Claymotion clouds	1,027	502	14	10	0	3	0
19 Jul	Photo	X	World Cup final food	591	333	9	6	0	1	0

** creative also ran as an advert; views include paid delivery. X = crossposted FB+IG.*

Monthly output (posts/stories): Apr 3/0; May 0/0; Jun 8/11; Jul 9/10; Aug 5/6; Sep 6/1; Oct 9/6; Nov 1-10 1/4 = 41 posts, 38 stories.

GA4

findyello.com GA4, 1 Apr - 10 Nov 2026

Table	Dimension	Sessions	Engaged	Eng rate	Key events
Total	All	2,910,670	1,528,652	52.52%	1,389,187
Channel	Direct	1,449,941	294,100	20.28%	219,313
Channel	Organic Search	1,420,627	1,194,113	84.06%	1,146,153
Channel	Unassigned	29,644	7,010	23.65%	9,345
Channel	Paid Social	14,948	2,584	17.29%	19
Channel	Referral	11,340	8,598	75.82%	6,799
Channel	AI Assistant	6,677	5,380	80.58%	4,763
Channel	Paid Other	4,733	1,709	36.11%	62
Channel	Paid Search	2,649	2,177	82.18%	2,190
Channel	Organic Social	1,682	1,005	59.75%	542
Source	fb / paid	12,581	2,298	18.27%	17
Source	ig / paid	2,323	286	12.31%	2
Source	an / paid	3,500	1,561	44.6%	62

Source	th / paid	1,177	147	12.49%	0
Source	m.facebook.com / referral	536	198	36.94%	168
Source	facebook.com / referral	493	387	78.5%	162
Source	ig / social	204	137	67.16%	72
Source	l.instagram.com / referral	155	80	51.61%	24
Source	l.facebook.com / referral	106	66	62.26%	37
Source	instagram.com / referral	48	41	85.42%	35
Campaign	Peppa v2	4,585	425	9.27%	2
Campaign	Claymotion	3,824	722	18.88%	1
Campaign	Father's Day	3,439	876	25.47%	42
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Campaign	Stop Motion	1,651	406	24.59%	13
Campaign	Team Loss	1,422	371	26.09%	2
Campaign	Choose best team	1,214	405	33.36%	7
Campaign	Cayman Office Sale	372	120	32.26%	5
Campaign	Peppa test	6	1	16.67%	0
Month	Apr	260,472	175,175	67.25%	165,939
Month	May	275,864	214,185	77.64%	207,095
Month	Jun	361,103	215,053	59.55%	201,057
Month	Jul	322,084	208,440	64.72%	197,377
Month	Aug	382,101	213,062	55.76%	197,656
Month	Sep	553,071	235,075	42.5%	215,267
Month	Oct	627,637	177,436	28.27%	162,459
Month	Nov 1-10	174,935	47,833	27.34%	42,340

Users 2,427,094; new 2,283,560; returning 294,196; active 2,419,497; views 3,773,700; events 17,283,502.

Monthly Direct: 80,677 / 54,210 / 131,953 / 110,193 / 175,268 / 339,604 / 462,426 / 133,198 - surge flagged.

Monthly Paid Social: 0/0/2,403/2,967/3,833/2,735/299/2,731; Organic Social: 175/255/246/208/261/204/209/123.

Validation

Checks

Check	Result
Campaign spend sum	$961.75 = account total
Monthly spend sum	$961.75
Market spend sum	$961.75
GA4 campaign sessions vs Meta LPV	19,245 vs 21,002 (92%)
GA4 Organic Social monthly	1,681 vs 1,682
GA4 Paid Social monthly	14,968 vs 14,948
GA4 monthly sessions vs period	2,957,267 vs 2,910,670 (+1.6%)

Part 4

Continuation note — April–November 2026 update (10 Nov 2026)

Done

Report (Word + PDF, 21 pages), source-data workbook, 10 advert previews in Yello_Media_Advert_Creatives_2026 (originals plus cleaner `_crop.jpg` versions; files 06–10 are new), email summary, and working notes (Yello_Report_Working_Notes_Apr-Nov_2026.md).

Scope decisions (confirmed with Kyle)

- Paid: Display Ad Account 396006447837388 only. Marketing - Jamaica (300568425373902) and the other portfolio accounts are excluded.
- Organic: main Yello Media Group Page + @findyellonow. The Yello Media Group - Jamaica asset (110451598144479) was reviewed and excluded because it published no posts in the period.

Not done / Not available

- **Barbados Directory campaign is still live.** Paid totals are a 10 Nov snapshot ($961.75). A later reload the same day showed $961.89. Refresh after the campaign ends (31 Dec).
- **GA4 Direct-traffic surge (Sep–Nov) not diagnosed.** Next step: check hostname, country, device and browser in GA4 and confirm whether the traffic is bot or untagged.
- **Missing GA4 breakdowns.** No landing-page split of social sessions; no country/device split for the new campaigns.
- **Business Suite gaps.** Full-period unfollows/net growth, Instagram reel plays, watch time and accounts engaged are not exposed.
- **Post platform split.** Crossposted post metrics can’t be split between Facebook and Instagram.
- **Unexplained Sep 10 post.** The “Office refresh” photo shows 25,159 views but isn’t tied to a Display-account campaign. It may have been promoted from another account; check.
- **July report correction.** The July report’s Instagram % changes were labelled as increases without checking Business Suite’s colour indicator. Treat that direction as unverified.

Access notes

- **GA4:** now opens under Google profile authuser=5 (the yellomg.com account). authuser=6 returned “Missing permissions”.
- **Ads Manager:** account and date can be set via URL `act=396006447837388&date=2026-04-01_2026-11-11` (end date is exclusive). Campaign-name filters work with `SEARCH_BY_CAMPAIGN_GROUP_NAME ... CONTAINS_ANY`.