

YELLO MEDIA GROUP

SOCIAL MEDIA, PAID ADVERTISING & WEBSITE PERFORMANCE REPORT

Facebook - Instagram - Meta Advertising - findyello.com

Organic social & website: 1 April - 15 July 2026 | Paid Meta: 1 June - 15 July 2026

Prepared: 16 July 2026 - Prepared for management review

1. Reporting period and scope

Area	Source	Account / property	Period
Organic Facebook	Meta Business Suite	Yello Media Group Facebook Page (asset 321225785580)	1 Apr - 15 Jul 2026
Organic Instagram	Meta Business Suite	@findyellonow (14,458 followers)	1 Apr - 15 Jul 2026
Paid advertising	Meta Ads Manager	Display Ad Account, ID 396006447837388 (USD)	1 Jun - 15 Jul 2026
Website	Google Analytics 4	Find Yello account (81048560), property findyello.com - GA4 (309885913)	1 Apr - 15 Jul 2026

The Facebook Page and the @findyellonow Instagram account operate as one Business Suite asset, so FindYello content is fully in scope. A separate asset, "Yello Media Group - Jamaica" (@weknowjamaica), exists in the portfolio and is excluded; no unrelated accounts were combined. The Display Ad Account was verified by ID before any paid data was collected, and only delivery between 1 June and 15 July 2026 is counted. Where Business Suite provides percentage comparisons, they compare against the preceding period of equal length (Business Suite default); these are quoted as reported.

2. Executive summary

Between 1 April and 15 July 2026 the marketing team published 30 pieces of organic content (14 posts and 16 stories), relaunched publishing in June after a two-month pause, delivered five paid Meta campaigns for a combined US\$297.78, and supported a findyello.com audience of more than 774,000 active users. Paid media reached 233,738 unique accounts and generated 17,277 link clicks at a \$0.38 CPM, and Meta-attributed traffic produced approximately 6,300 website sessions. The June relaunch combined seasonal storytelling (Father's Day across the Caribbean), market activations (Belize Directory 2026 book walk), new creative formats (stop-motion "paper world" video) and topical World Cup content, with each flagship organic post amplified by a matching advert.

Headline figures

KPI	Value	Note
Organic content published	30 items (14 posts, 16 stories)	7 Reels, 6 photos, 1 carousel, 16 stories
Facebook views / viewers	623.7K / 190.7K	+162.2% / +516.4% vs prior period
Facebook link clicks	9.5K	+534.3% vs prior period
Instagram views	53.2K	+89.3% vs prior period; 86% from non-followers
Paid Meta spend (USD)	\$297.78	June \$207.20 + 1-15 July \$90.58
Paid reach / impressions	233,738 / 788,941	five Traffic campaigns, six markets
Paid link clicks / CPC	17,277 / \$0.02	CTR 2.19%, CPM \$0.38
Meta-attributed site sessions	~6,286 (GA4)	vs 6,476 Meta landing-page views (97% match)

findyello.com sessions	1,042,441	774K active users; 662,670 key events
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Five headline insights

- 1. The June relaunch worked as an integrated system: every flagship organic post (Father's Day, Belize, stop-motion, World Cup) had a paired advert, and Meta campaign IDs are visible in GA4, proving the click-through journey end to end.
- 2. Paid media delivered exceptional efficiency: \$297.78 bought 788,941 impressions (\$0.38 CPM) and 17,277 link clicks (\$0.02 CPC) - CTR of 2.19% across six Caribbean markets.
- 3. Belize responded best: 71.7% of paid spend (\$213.62) targeted Belize and produced the majority of clicks and roughly 3,245 GA4 sessions; US visitors from the same ads engaged far more deeply (engagement rates above 60% vs ~13-33% for Belize).
- 4. Facebook link clicks (9.5K organic-view figure) and paid clicks moved findyello.com traffic, but paid visitors completed almost no key events (4 of 662,670) - a conversion-tracking and landing-page gap, not necessarily a media failure.
- 5. Publishing consistency is the main organic weakness: no posts were published from 7 April to 1 June. When posting resumed, weekly cadence (2 posts + 3 stories) and format variety were strong.

Recommended priorities for next period

- Maintain June's publishing cadence without gaps; keep pairing each flagship post with a small-budget advert.
- Fix key-event tracking for paid landing pages and add UTM naming so GA4 shows campaign names instead of numeric IDs.
- Extend the Belize playbook to Jamaica (63% of the Facebook audience but only 7% of paid spend) and re-test video formats, which earned 3-second view rates and watch time well above statics.

3. KPI scorecard

Area	Metric	1 Apr - 15 Jul 2026	vs prior period
Facebook (organic)	Views	623,700	+162.2%
Facebook (organic)	Viewers (unique)	190,700	+516.4%
Facebook (organic)	Content interactions	391	+268.9%
Facebook (organic)	Link clicks	9,500	+534.3%
Facebook (organic)	Page visits	6,000	+23.1%
Facebook (organic)	New follows	50	+12.3%
Instagram (organic)	Views	53,166	+89.3%
Instagram (organic)	Content interactions	210	+73.8%
Instagram (organic)	Link clicks	625	+75.4%
Instagram (organic)	Profile visits	898	+73.9%
Instagram (organic)	New follows	142	+7.6%
Paid Meta (1 Jun-15 Jul)	Spend (USD)	\$297.78	n/a (no prior-period spend)
Paid Meta	Reach / Impressions	233,738 / 788,941	n/a

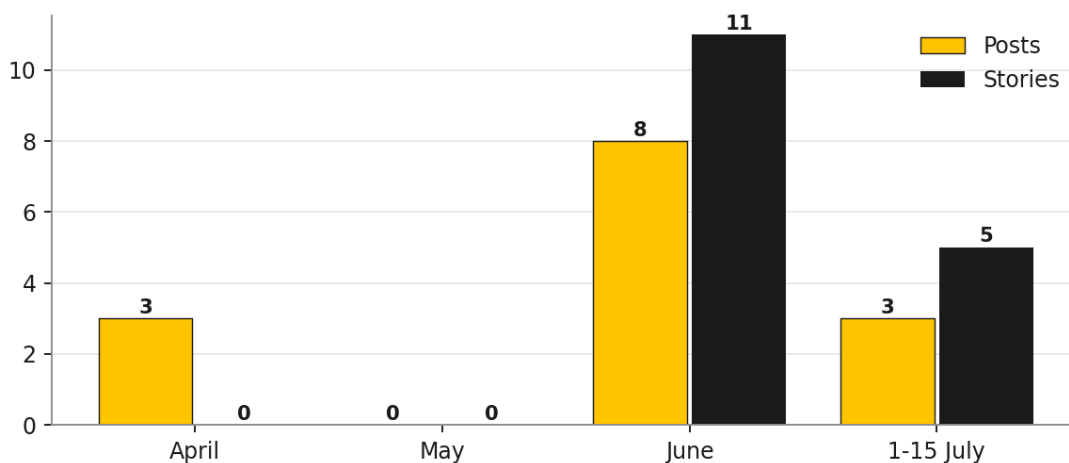
Paid Meta	Link clicks / CTR / CPC	17,277 / 2.19% / \$0.02	n/a
Website (GA4)	Sessions / Active users	1,042,441 / 773,957	see monthly trend
Website (GA4)	Key events	662,670	57.32% session key-event rate
Website (GA4)	Social sessions (organic + paid)	736 + 3,450	paid started June

Insight: Business Suite percentage changes compare with the preceding period of equal length (17 Dec 2025 - 31 Mar 2026). Paid campaigns had no equivalent prior-period spend, so no comparison is forced.

4. Marketing activity and content output

The team published 30 items across the joint Facebook/Instagram asset: 14 posts (7 Reels, 6 photos, 1 multi-image carousel) and 16 stories. Eleven of the 14 posts were crossposted to both platforms, and story coverage accompanied almost every post day in June and July. Beyond publishing, the team planned and executed five paid campaigns, produced a stop-motion "paper world" video series, ran a Belize field activation (directory book walk), and produced a multi-market Father's Day film and carousel series.

Monthly content output (posts and stories), 1 Apr - 15 Jul 2026



Month	Posts	Stories	Total	Notes
April 2026	3	0	3	Easter / Good Friday seasonal posts (3-6 Apr)
May 2026	0	0	0	No publishing (confirmed "no activity" in Business Suite)
June 2026	8	11	19	Relaunch: Belize, Father's Day, stop-motion, World Cup, T&C directory
1-15 July 2026	3	5	8	Dentist category Reel, Belize City visit, football/therapist

Insight: Content output is concentrated in June-July: 27 of 30 items. The 7 April - 1 June pause is the key consistency gap; the relaunch cadence (about two posts and three stories per week) is a sustainable template.

Output by type and status

- Reels: 7 | Photos: 6 | Carousel (multi-media): 1 | Stories: 16 | Collaborative posts: none identified.

- Boosted posts: none (no post marked boosted in Business Suite).
- Posts whose creative was reused in paid adverts (reported separately as paid): Football therapist photo -> Team Loss Ad; World Cup champion photo -> Choose-the-best-team Ad; Fathers carousel -> Father's Day Feature Ad; Belize Directory Reel family -> Belize Book Walk ad; stop-motion platform video -> Stop Motion Ad.
- Main content themes: FindYello platform awareness and business categories (dentists, therapists, local business discovery); Belize market activation (Cayo, Orange Walk, Corozal, Ladyville, Belize City); seasonal and faith-based content (Easter, Good Friday, Corpus Christi); Father's Day human-interest series; World Cup topical content; directory launches (Turks & Caicos, Belize 2026). B2C discovery content dominates; directory launch and "book walk" posts also serve B2B advertiser visibility.

5. Monthly performance overview

Month	Organic output	Paid spend (USD)	GA4 sessions	GA4 social sessions (org + paid)
April	3 posts	\$0	260,472	175 + 0
May	0	\$0	275,864	255 + 0
June	8 posts + 11 stories	\$207.20	361,103	246 + 2,403
1-15 July	3 posts + 5 stories	\$90.58	139,474	60 + 1,046

Insight: June combined the publishing relaunch with the bulk of paid investment and the highest monthly website sessions of the period. Note GA4 organic-social referrals remained modest even in April-May with no posting, reflecting evergreen page traffic.

6. Major campaigns delivered

- Father's Day - "The Fathers Behind Caribbean Businesses": multi-market carousel plus individual video features (e.g. Delano Andre Williams, NWC), amplified by the Father's Day Feature Campaign across five markets (\$148.24, reach 103,905).
- Belize Directory 2026 activation: "Belize, we're on the move" (Orange Walk & Corozal, 6 June), "Thank you Belize" (Cayo, Orange Walk, Corozal, Ladyville), Belize City visit (7 July), supported by the Belize Book Walk - Traffic campaign (\$39.78, 100% Belize).
- Stop-motion "paper world" creative: FindYello platform video ("the Caribbean's search platform... 65 years"), run organically as a Reel and amplified as a Collection ad (\$39.65, five markets).
- World Cup topical pair: "Every champion needs a team" (Choose-the-best-team, \$41.39) and the football/therapist mental-wellness concept ("Your team losing? Search therapists today", Team Loss, \$28.72) linking topical emotion to FindYello categories.
- FindYello category promotion: dentist-discovery Reel (9 July) and therapist content driving business-category searches.
- Directory launches: Turks & Caicos 2026 directory Reel (2 June) - the strongest purely organic post of the period.

7. Featured organic posts

All 14 posts were published organically (none boosted). Crossposted rows in Business Suite combine Facebook and Instagram results; platform-level totals remain separate in sections 8-9. Engagement rate = (likes + comments + shares + saves) / organic reach x 100. Three posts whose creatives also ran as

adverts show inflated "views" that include paid delivery - these are marked and their organic reach used instead.

Post	Date	Format	Views	Reach	Inter.	Likes	Com.	Shares	ER by reach
Turks & Caicos Directory	2 Jun	Reel	1,101	324	22	17	4	0	6.5%
Corpus Christi	4 Jun	Reel	789	283	2	1	0	0	0.4%
Belize Directory 2026 (FB only)	5 Jun	Reel	753	408	3	2	1	0	0.7%
Thank you Belize	19 Jun	Reel	801	387	9	7	0	0	1.8%
Fathers carousel *	21 Jun	Carousel	95,327*	258	19	14	3	0	6.6%
Delano Williams feature	22 Jun	Reel	431	151	7	5	1	0	4.0%
World Cup champion *	24 Jun	Photo	215,610*	162	13	11	1	0	7.4%
FindYello platform (stop-motion)	26 Jun	Reel	929	382	11	10	0	0	2.6%
Football therapist *	2 Jul	Photo	97,711*	162	16	10	3	0	8.0%
Belize City visit	6 Jul	Photo	401	200	4	3	1	0	2.0%
Dentist category	9 Jul	Reel	789	294	10	7	0	2	3.1%
Good Friday	3 Apr	Photo	640	411	11	11	0	0	2.7%
Easter (FB)	6 Apr	Photo	731	468	0	0	0	0	0.0%
Easter (IG)	6 Apr	Photo	241	140	9	8	1	0	6.4%

* Views include paid distribution of the same creative through the linked ad campaign; the reach shown is organic. These posts must not be read as purely organic successes.

Category leaders

- Highest organic views & engagement: Turks & Caicos Directory Reel (1,101 views, 22 interactions) - strongest purely organic post.
- Highest organic reach: Easter photo on Facebook (468) and Belize Directory Reel (408).
- Best watch-time: "Thank you Belize" Reel (~40 minutes total); most 3-second views: Belize Directory Reel (193).
- Most shares: Dentist Reel (2). Saves: none recorded on any post. Most comments: Turks & Caicos Reel (4).
- Best engagement rate among ad-supported creatives: football therapist photo (8.0% on organic reach) - also the strongest paid-supported post overall given its Team Loss campaign results.
- Most strategically valuable creative: the stop-motion platform video - a new reusable format that performed organically (929 views, 121 three-second views) and as a paid Collection ad at \$0.01 per link click.

Insight: Purely organic distribution is currently modest (roughly 150-470 accounts per post). The team's model of pairing organic posts with low-budget adverts is what produced

meaningful visibility - a sensible approach for a page whose followers skew Jamaica while campaign targets skew Belize.

8. Facebook performance (organic)

Yello Media Group Facebook Page, 1 April - 15 July 2026. Percentage changes are Business Suite comparisons with the preceding period of equal length.

Metric	Value	Change
Views	623.7K	+162.2%
Viewers (unique accounts)	190.7K	+516.4%
Content interactions	391	+268.9%
Link clicks	9.5K	+534.3%
Page visits	6.0K	+23.1%
New follows	50	+12.3%
Followers (lifetime, 16 Jul 2026)	54,459	-
Unfollows / net follower growth (full period)	Not available	shown only for 28-day windows (27 unfollows, net -20 in Jun 18 - Jul 15)
Video views / watch time (page total)	Not available	watch time reported per post in section 7

Audience profile (lifetime followers): women 64.5% / men 35.5%; largest segments are women 25-34 (22.4%) and women 35-44 (21.8%). Top countries: Jamaica 63.4%, United States 17.9%, Canada 3.0%, Trinidad & Tobago 2.1%, United Kingdom 1.7%, Belize 0.7%. Top city: Kingston (29.6%).

Insight: Interpretation: the big rises in views, viewers and link clicks track the June relaunch plus ad-creative halo (99.3% of recent views came from non-followers). Follower growth stayed roughly flat - visibility is being bought and earned faster than the follower base is converting, and the follower base (Jamaica-heavy) is not where paid targeting (Belize-heavy) points.

9. Instagram performance (organic)

@findyellonow, 1 April - 15 July 2026.

Metric	Value	Change
Views	53,166	+89.3%
- from followers	7,446	-
- from non-followers	45,720 (86%)	-
Content interactions	210	+73.8%
Link clicks	625	+75.4%
Profile visits	898	+73.9%
New follows	142	+7.6%
Followers (lifetime, 16 Jul 2026)	14,458	-
Accounts engaged / reel plays / watch time / unfollows	Not available	not exposed in Business Suite aggregate views for this period

Audience profile: women 61% / men 39%; women 35-44 (23.5%) and 25-34 (19.5%) lead. Top countries: Jamaica 50%, United States 13.8%, Trinidad & Tobago 2.4%, Canada 2.4%, Barbados 2.0%. Likes, comments, shares and saves per post are reported in section 7; crossposted totals cannot be split by platform in Business Suite.

Insight: Instagram added more new follows than Facebook (142 vs 50) on far smaller views - the IG audience is smaller but converting better, and 86% of views reaching non-followers shows the Reels are travelling beyond the existing base.

10. Paid Meta advertising performance

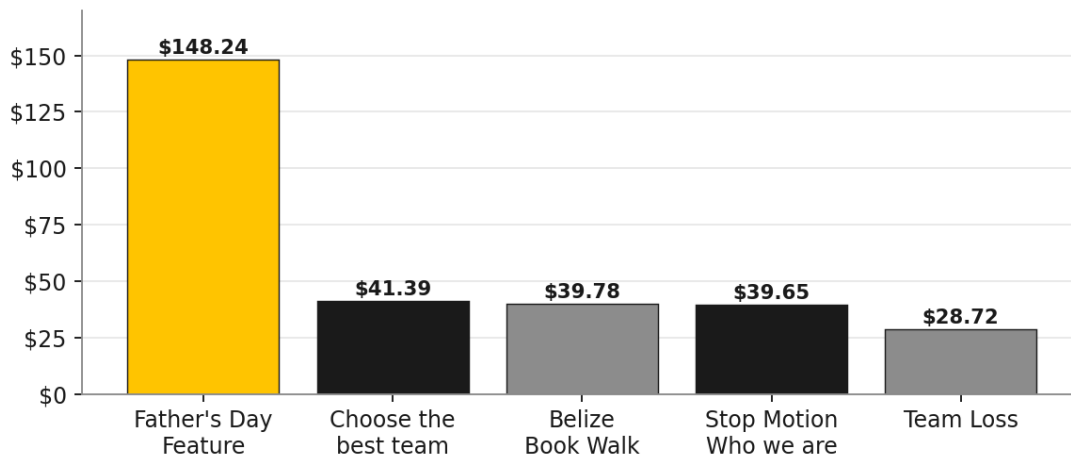
Display Ad Account (ID 396006447837388), Yello Media Group Manager portfolio. Currency: USD (confirmed in billing settings). Reporting window: 1 June - 15 July 2026 (delivery-based "Amount spent", not budgets). Dates shown in Ads Manager are in the account time zone (La Paz). Billing balance (\$105.31 with a \$900 threshold, next charge 29 July) differs from delivery spend because Meta bills on thresholds and calendar cycles - this report uses delivery spend.

All five delivering campaigns used the Traffic objective (auction buying) with ad-set budgets (one lifetime budget: Belize Book Walk \$40). Each campaign contained one ad. Four draft campaigns (Awareness) existed but never delivered and are excluded.

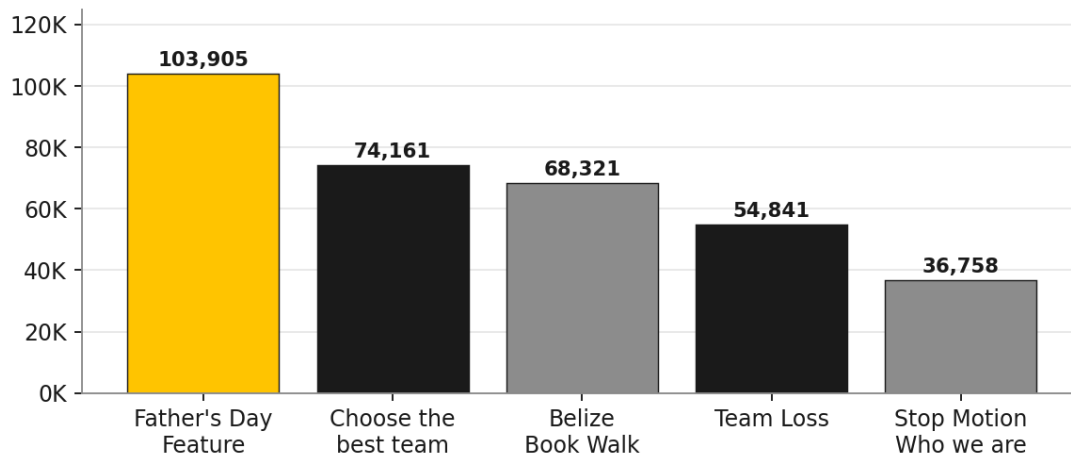
Campaign	Objective	Market	Delivery	Spend	Reach	Impr.	Freq.	Link clicks	CTR	CPC	Results	Cost
Father's Day Feature	Traffic	BZ, TT, LC, JM, BB	1-26 Jun	\$148.24	103,905	250,191	2.41	7,686	3.07%	\$0.02	7,686 link clicks	\$0.0
Yello - Choose the best team	Traffic	BZ, JM, LC, BB	1 Jun - 15 Jul (to 26 Jul)	\$41.39	74,161	208,356	2.81	3,497	1.68%	\$0.01	3,497 link clicks	\$0.0
Belize Book Walk - Traffic	Traffic	Belize	1-7 Jun	\$39.78	68,321	138,975	2.03	1,044	0.75%	\$0.04	1,195 profile & page visits	\$0.0
Stop Motion - Who we are	Traffic	BZ, LC, JM, GD, BB	1 Jun - 15 Jul (to 26 Jul)	\$39.65	36,758	72,090	1.96	2,781	3.86%	\$0.01	2,781 link clicks	\$0.0
Team Loss	Traffic	BZ, JM, LC, GD, BB	1-15 Jul (to 29 Jul)	\$28.72	54,841	119,329	2.18	2,269	1.90%	\$0.01	2,269 link clicks	\$0.0
ACCOUNT TOTAL	-	6 markets	1 Jun - 15 Jul	\$297.78	233,738	788,941	3.38	17,277	2.19%	\$0.02	-	-

Campaign spend reconciles exactly with the account total (\$148.24 + \$41.39 + \$39.78 + \$39.65 + \$28.72 = \$297.78). Total reach is de-duplicated at account level and is not the sum of campaign reach. Landing-page views: 6,476 total (Father's Day 3,773; Stop Motion 1,249; Team Loss 736; Choose-the-best-team 718; Belize Book Walk not tracked). Outbound clicks, leads and purchase conversions were not recorded for these campaigns.

Spend by campaign, 1 Jun - 15 Jul 2026 (USD)



Reach by campaign, 1 Jun - 15 Jul 2026



Campaign superlatives

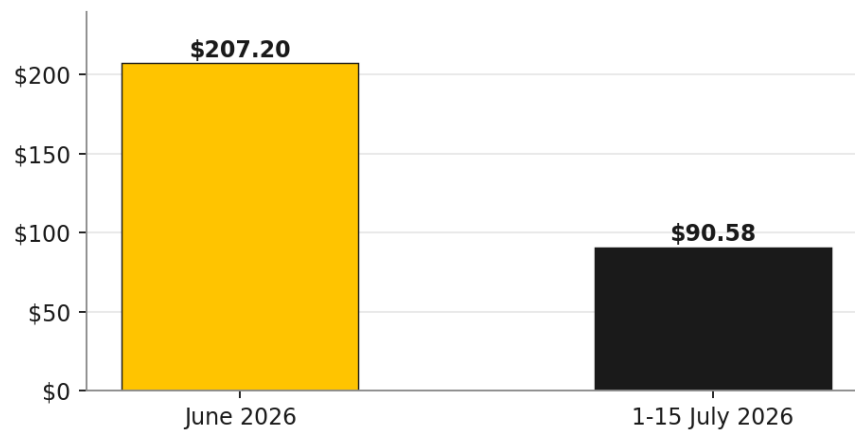
- Highest reach & impressions & most clicks: Father's Day Feature (103,905 reach; 250,191 impressions; 7,686 clicks).
- Highest CTR: Stop Motion - Who we are (3.86%); most cost-efficient: Stop Motion / Choose-the-best-team / Team Loss at \$0.01 per link click (Stop Motion best on CTR at equal CPC).
- Strongest video campaign: Father's Day Feature (103,640 three-second plays; 58,159 ThruPlays at \$0.003). Stop Motion followed (33,782 / 15,945 at \$0.002).
- Best engagement campaign: Father's Day Feature (111,532 page engagements; 206 interactions; 12 shares).
- Requires most improvement: Belize Book Walk - Traffic (\$0.04 CPC, 0.75% CTR, no landing-page tracking) - though it optimised for profile visits (1,195 at \$0.03) rather than link clicks.
- Active on 15 July 2026: Stop Motion (ends 26 Jul), Choose-the-best-team (26 Jul), Team Loss (29 Jul).

- Questionable tracking: Choose-the-best-team reports more link clicks (3,497) than total clicks (3,203) - a Meta measurement quirk; Belize Book Walk recorded no landing-page views.

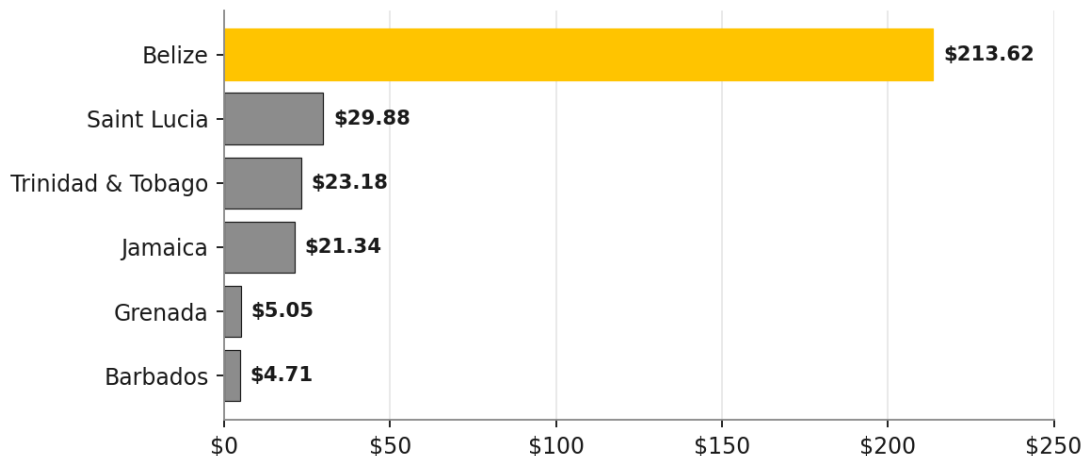
Monthly and market breakdown

Campaign	June spend	1-15 July spend
Father's Day Feature	\$148.24	-
Belize Book Walk	\$39.78	-
Stop Motion - Who we are	\$9.41	\$30.24
Choose the best team	\$9.77	\$31.62
Team Loss	-	\$28.72
TOTAL	\$207.20	\$90.58

Meta advertising spend by month (USD) - total \$297.



Paid spend by market, 1 Jun - 15 Jul 2026 (USD)



Market	Spend	Share	Note
Belize	\$213.62	71.7%	primary target in all five campaigns
Saint Lucia	\$29.88	10.0%	four campaigns
Trinidad & Tobago	\$23.18	7.8%	Father's Day only

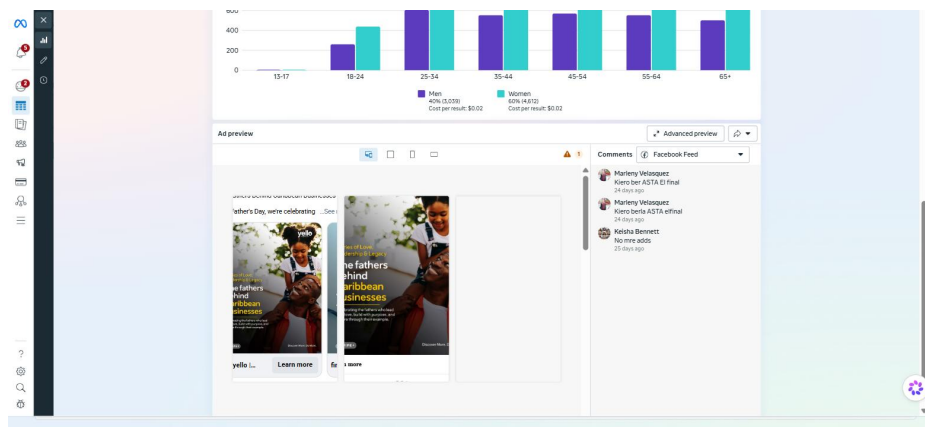
Jamaica	\$21.34	7.2%	four campaigns
Grenada	\$5.05	1.7%	Stop Motion, Team Loss
Barbados	\$4.71	1.6%	four campaigns

Insight: Placements ran automatic across Facebook and Instagram feeds and stories (previews confirmed FB Feed, IG Feed and IG Stories); Meta also delivered through Audience Network and Threads, visible in GA4 as an/paid and th/paid sessions.

11. Advertising Creative Showcase

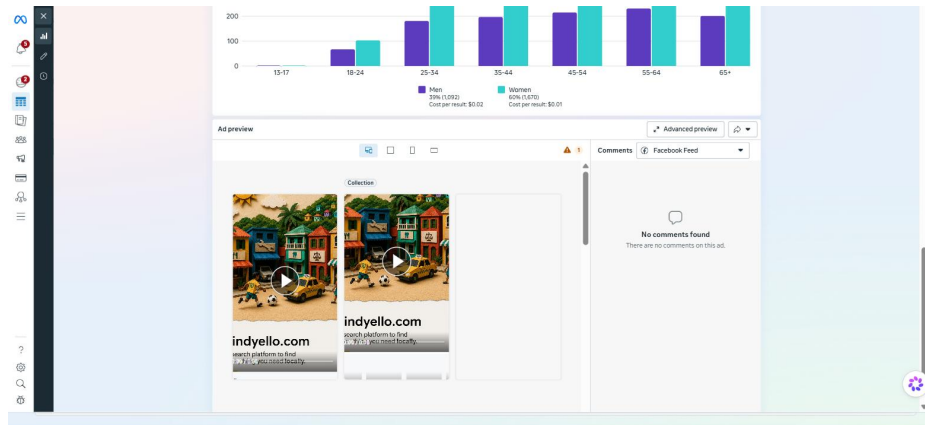
The five adverts below produced all paid results in the period. Images are Ads Manager preview captures (the creatives could not be downloaded directly, so previews are shown as captured, including some interface framing). Each creative ran across multiple placements (Facebook Feed, Instagram Feed and Instagram Stories previews were confirmed; delivery also included Audience Network and Threads).

1. Father's Day Feature Ad - "The fathers behind Caribbean businesses"



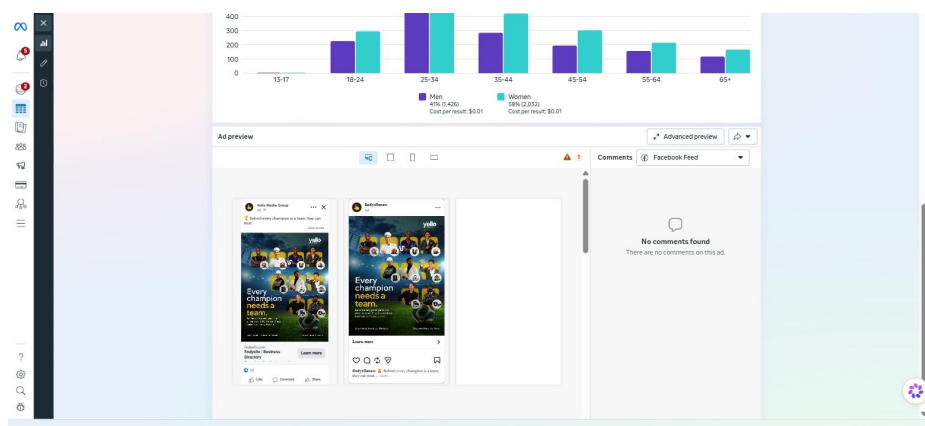
Field	Detail
Campaign / advert	Father's Day Feature Campaign / Father's Day Feature Ad (ID 120247478599910182)
Purpose / market	Seasonal storytelling driving traffic to findyello.com - Belize, T&T, St. Lucia, Jamaica, Barbados
Primary text / headline	"This Father's Day, we're celebrating..." / "The fathers behind Caribbean businesses - Stories of Love, Leadership & Legacy"
Call to action	Learn more -> findyello.com
Delivery / spend	1-26 June 2026 / \$148.24
Reach / impressions	103,905 / 250,191
Main result / cost	7,686 link clicks at \$0.02; 58,159 ThruPlays at \$0.003; 3,773 landing-page views
Insight	The flagship of the period: largest spend, largest reach, strongest video and engagement performance, and 3,439 GA4 sessions - audience skewed female (60%) with US viewers engaging most deeply.

2. Stop Motion "Who we are" Ad - paper-world platform video



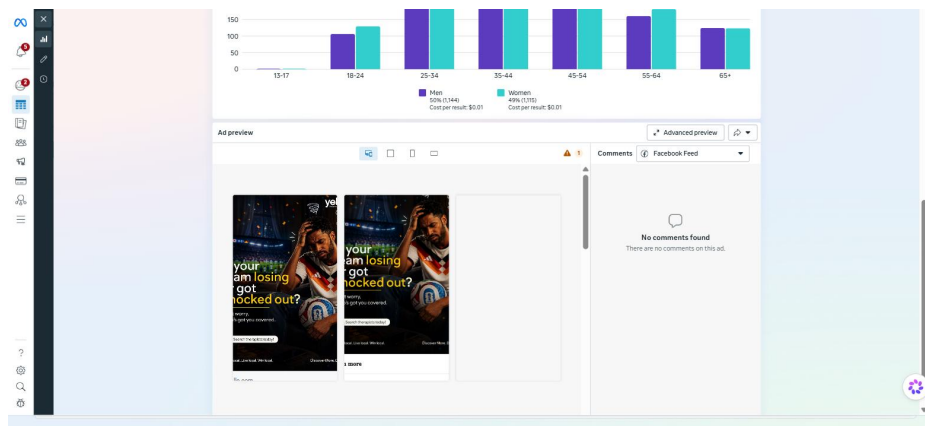
Field	Detail
Campaign / advert	Yello Media - Stop Motion - Who we are Campaign / ...Who we are Ad (ID 120247921600860182)
Purpose / market	Platform awareness - FindYello as "the Caribbean's search platform" - BZ, LC, JM, GD, BB
Creative	Stop-motion paper-craft Caribbean town with footballers and taxi; findyello.com collection ad
Call to action	Collection / findyello.com
Delivery / spend	1 Jun - 15 Jul (in period) / \$39.65
Reach / impressions	36,758 / 72,090
Main result / cost	2,781 link clicks at \$0.01; best CTR of the period (3.86%); 15,945 ThruPlays at \$0.002
Insight	The new creative format worked: highest click-through rate in the account, proving the paper-world style merits further investment.

3. Yello - Choose the best team Ad - "Every champion needs a team"



Field	Detail
Campaign / advert	Yello - Choose the best team Campaign / ...best team Ad (ID 120247922512250182)
Purpose / market	World Cup topical tie-in to the FindYello business directory - BZ, JM, LC, BB
Primary text / headline	"☐ Behind every champion is a team they can trust." / findyello.com Business Directory
Call to action	Learn more
Delivery / spend	1 Jun - 15 Jul (in period) / \$41.39
Reach / impressions	74,161 / 208,356
Main result / cost	3,497 link clicks at \$0.01; 718 landing-page views
Insight	Second-highest reach at a quarter of Father's Day's cost; static creative kept CPC at \$0.01 but converted fewer clicks into landing-page views (21%) - worth testing faster pages or video.

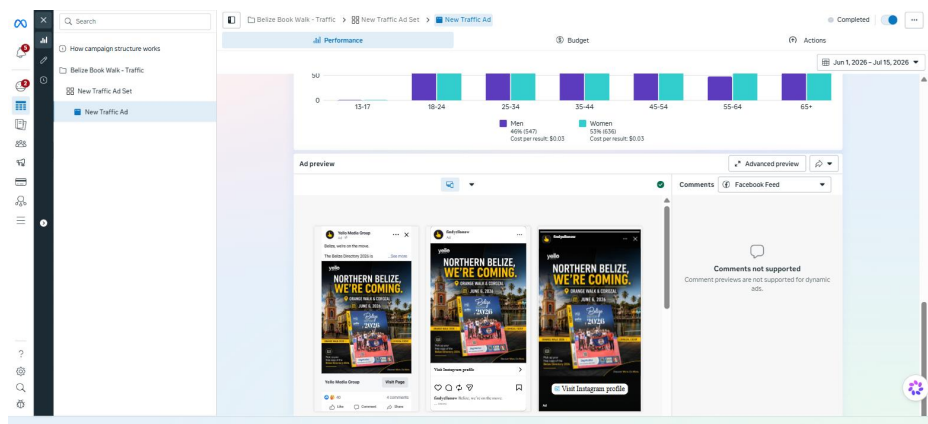
4. Team Loss Ad - football therapist concept



Field	Detail
Campaign / advert	Team Loss Campaign / Team Loss Ad (ID 120248311852100182)
Purpose / market	Mental-wellness World Cup concept promoting FindYello's therapist category - BZ, JM, LC, GD, BB
Primary text	"Your team losing / got knocked out? Don't worry... Search therapists today!"
Call to action	Search therapists on findyello.com
Delivery / spend	1-15 July 2026 / \$28.72
Reach / impressions	54,841 / 119,329
Main result / cost	2,269 link clicks at \$0.01; 736 landing-page views; 3,324 ThruPlays

Insight	The most creatively distinctive concept of the period - an emotional, topical hook tied directly to a monetisable category; gender split was almost exactly even, unusual for this account.
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5. Belize Book Walk "New Traffic Ad" - "Northern Belize, we're coming"



Field	Detail
Campaign / advert	Belize Book Walk - Traffic / New Traffic Ad (ID 120246375665910182)
Purpose / market	Field activation awareness for the Belize Directory 2026 book walk (Orange Walk & Corozal, 6 June) - Belize only
Primary text / headline	"Belize, we're on the move. The Belize Directory 2026 is..." / "NORTHERN BELIZE, WE'RE COMING - Orange Walk & Corozal, June 6, 2026"
Call to action	Visit Page (Facebook) / Visit Instagram profile
Delivery / spend	1-7 June 2026 / \$39.78 (of a \$40 lifetime budget)
Reach / impressions	68,321 / 138,975
Main result / cost	1,195 profile and page visits at \$0.03; 1,044 link clicks
Insight	A geo-focused burst that put the book walk in front of 68K Belizeans in a week; it optimised for profile visits rather than site clicks, which explains the lower CTR.

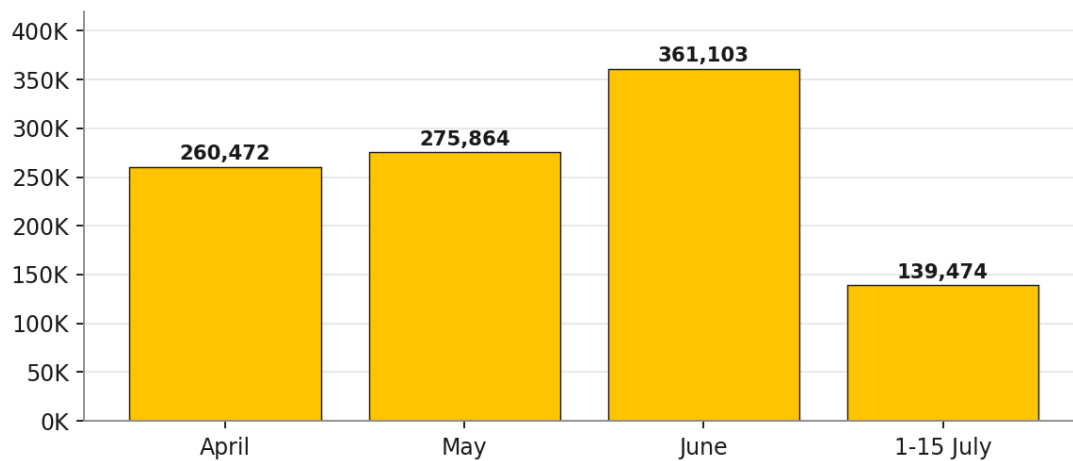
12. GA4 website performance (findyello.com)

Property: findyello.com - GA4 (ID 309885913), account Find Yello (81048560). Period: 1 April - 15 July 2026. The web data stream for findyello.com is the property's reporting stream.

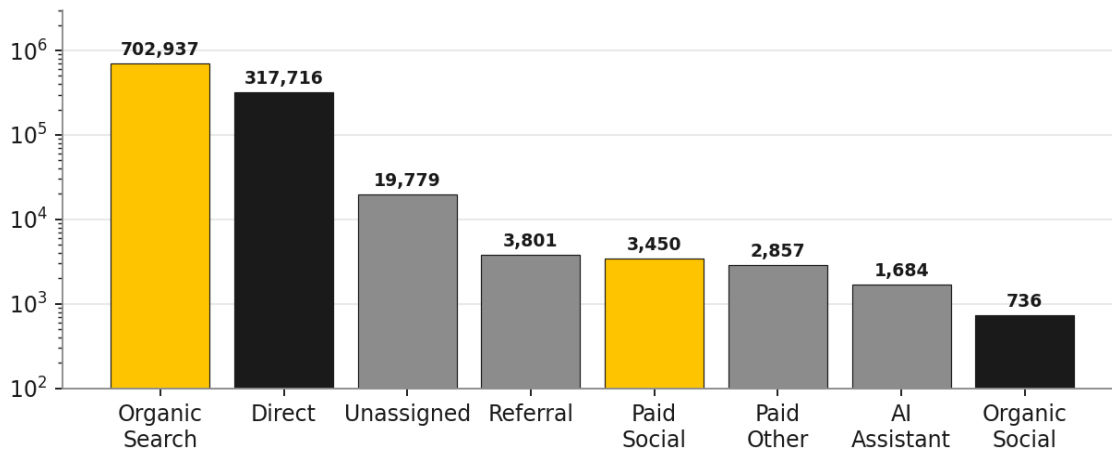
Metric	Value
Total users	778,369
Active users	773,957 (report view) / 774K (snapshot)
New users	689,683
Returning users	162,672
Sessions	1,042,441
Engaged sessions	709,153

Engagement rate	68.03%
Average engagement time per session / per active user	25s / 34s
Views	1,387,355
Views per session	1.33 (calculated)
Event count	6,332,736
Key events	662,670 (57.32% session key-event rate)

findyello.com sessions by month (GA4)



GA4 sessions by channel, 1 Apr - 15 Jul 2026 (log scale)



Traffic acquisition by default channel group (sessions)

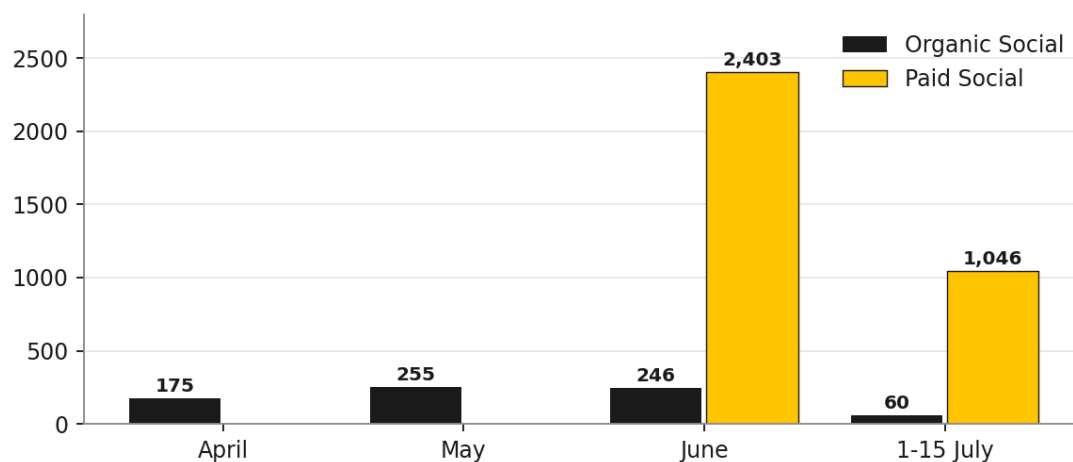
Channel	Sessions	Engagement rate	Key events
Organic Search	702,937 (67.4%)	83.75%	566,428
Direct	317,716 (30.5%)	35.6%	85,881
Unassigned	19,779	26.28%	7,065
Referral	3,801	71.48%	1,645
Paid Social	3,450	12.06%	4
Paid Other (incl. Meta Audience Network)	2,857	45.54%	58

AI Assistant	1,684	78.98%	1,163
Organic Social	736	61.82%	256
Paid Search	468	44.66%	169
Cross-network / Display / Organic Video	2 / 1 / 1	-	-

User acquisition (first-user channel): Organic Search 460,531 users; Direct 308,046; Paid Social 3,205 (3,359 new); Paid Other 2,689; Referral 2,474; AI Assistant 1,292; Unassigned 1,139; Organic Social 717 (706 new); Paid Search 348; Display 175.

Social traffic detail

Social sessions to findyello.com by month (GA4)



Source / medium	Channel	Sessions	Engagement rate	Key events
fb / paid	Paid Social	3,367	12.21%	4
an / paid (Meta Audience Network)	Paid Other	2,796	46.35%	58
ig / paid	Paid Social	79	6.33%	0
th / paid (Threads)	Paid Other	44	11.36%	0
facebook.com / referral	Organic Social	230	76.09%	68
m.facebook.com / referral	Organic Social	224	45.98%	97
l.facebook.com / referral	Organic Social	36	80.56%	18
lm.facebook.com / referral	Organic Social	16	87.5%	8
l.instagram.com / referral	Organic Social	72	45.83%	12
instagram.com / referral	Organic Social	30	86.67%	24

Social traffic by campaign (session campaign = Meta campaign ID)

GA4 session campaign	Meta campaign	Sessions	Engaged	Eng. rate	Key events
120247478599930182	Father's Day Feature	3,439	876	25.47%	42
120247921600880182	Stop Motion - Who we are	1,086	295	27.16%	11
120247922512240182	Choose the best team	1,016	351	34.55%	7
120248311852110182	Team Loss	756	190	25.13%	2
Total	-	6,297	1,712	-	62

Country: Belize dominates social campaign sessions (Father's Day 1,699; Choose-the-best-team 635; Stop Motion 471; Team Loss 440), but US visitors engage far more deeply (Father's Day US: 689 sessions at 65.6% engagement with 38 of the campaign's 42 key events; Stop Motion US: 61.4%). Device: mobile accounts for roughly 92-97% of social campaign sessions, with small tablet remainders. Other identified UTM campaigns: BB_B2C plus Google Ads category campaigns (Attorneys_search, Restaurant_search, etc.) at only 1-4 sessions each. Landing-page split of social sessions was not collected in this pass.

Insight: GA4 flagged a one-day anomaly on 4 July: organic search sessions fell to 902 against roughly 4,400 expected (Chrome/Google-driven). Also note monthly sessions sum to 1,036,913 vs the full-period 1,042,441 (~0.5% boundary attribution) - normal GA4 behaviour.

13. Connecting Meta advertising with GA4

Measure	Meta (1 Jun - 15 Jul)	GA4 (same campaigns)	Read-through
Link clicks	17,277	-	clicks, not visits
Landing-page views	6,476	-	fair comparator to sessions
Sessions (campaign IDs)	-	6,297	97% of Meta LPVs
Sessions (fb+ig+an+th / paid)	-	6,286	confirms source mapping
Engaged sessions	-	1,712	27% of social sessions
Key events	-	62 (campaign view) / 4 via fb/paid source	conversion gap

The journey is verifiable end-to-end: Meta campaign IDs pass into GA4 as session campaign values, and Meta landing-page views (6,476) match Meta-sourced GA4 sessions (~6,286-6,297) within about 3% - an unusually clean reconciliation. The large gap between link clicks (17,277) and sessions is expected: multiple clicks per user, in-app browser abandonment before page load, consent and tracking prevention, attribution-window differences and time-zone offsets all reduce measured sessions. The genuine concern is key events: paid social visitors completed almost none (4-62 depending on the view) against a site-wide 57% session key-event rate, which indicates the ad landing pages are not instrumented for (or not leading to) the actions GA4 counts as key events. No conversion claims are made for social beyond these measured events.

14. Cross-channel analysis

- Awareness: Father's Day generated the most awareness by far (250K impressions, 104K reach paid; 95K combined views on the organic carousel including paid distribution). Belize activation and World Cup content followed.
- Formats: video formats out-performed statics on attention - the stop-motion ad took the best CTR (3.86%) and Reels carried all the watch time (up to ~40 minutes per post); statics still delivered \$0.01 clicks but converted fewer landing-page views. Among organic posts, Reels earned more 3-second views and interactions than photos of similar reach.
- Sharing and saving: sharing was light everywhere (12 paid shares on Father's Day; 2 organic shares on the dentist Reel); no saves were recorded - CTAs currently ask users to click, not save.
- Website visits: paid campaigns drove ~6,300 sessions; Father's Day alone drove 3,439. Organic social added 736 sessions across 3.5 months. Paid support expanded visibility roughly 400-fold

versus typical organic reach per post (160-470 accounts) - unambiguously worthwhile at these CPCs.

- Markets: Belize responded with volume (71.7% of spend, most clicks and sessions); the US responded with depth (engagement rates above 60% and most key events); Jamaica - the largest follower base - received only ~7% of paid spend, an obvious growth lever.
- Topical vs evergreen: topical content (Father's Day, World Cup) clearly out-performed evergreen platform content on engagement and clicks; evergreen platform explainers (stop-motion) won on CTR efficiency, suggesting a mix: topical for bursts, evergreen video for always-on.
- Audience interests: emotional, locally-rooted storytelling (fathers, community, football feelings) attracts the most interaction; category utility (dentists, therapists) earns clicks and shares - both roads lead to FindYello awareness.
- Continue: paired organic + paid creative; Belize activation model; stop-motion series. Improve: publishing consistency, landing-page conversion tracking, saves/shares-oriented CTAs. Test next: Jamaica-targeted campaign, retargeting website visitors, carousel ads. Deprioritise: single-platform static posts without paid support - their unaided reach (150-470) does not justify standalone effort.

15. Key achievements

- Relaunched publishing with 27 content items in six weeks across five content pillars and two platforms.
- Delivered five paid campaigns across six Caribbean markets for under \$300, reaching 233,738 people - roughly \$1.27 per thousand people reached.
- Produced and validated a new signature creative format (stop-motion paper world) with the account's best CTR.
- Executed a physical + digital market activation in Belize (Directory 2026 book walk) with geo-targeted support.
- Built a measurable click-to-site journey: Meta campaigns visible in GA4 with a 97% landing-page-view-to-session match.
- Grew Facebook unique viewers +516% and link clicks +534% versus the prior period.

16. Challenges and tracking gaps

- Publishing gap 7 April - 1 June (zero posts) - the single biggest consistency issue.
- Paid visitors complete almost no GA4 key events (4 via fb/paid) - landing pages and event tracking need attention before paid spend scales.
- Meta campaign IDs, not names, appear in GA4 (no UTM naming convention); Audience Network traffic lands in "Paid Other", splitting paid social reporting across two channels.
- Business Suite gaps: full-period unfollows/net growth, IG accounts-engaged/reel plays/watch time and page-level video totals are not exposed; crossposted post metrics cannot be split FB vs IG.
- Measurement quirks flagged: link clicks > clicks(all) on one campaign; three organic post "views" figures include paid distribution; GA4 4-July organic-search anomaly; ± 2 impression drift between Ads Manager views; La Paz vs property time zones.

- No boosted posts and no leads/purchase conversions were recorded in the period; saves were zero across all posts.

17. Recommendations

#	Recommendation	Priority
1	Lock a minimum publishing cadence (2 posts + 3 stories weekly) with a rolling 6-week calendar so April-May-style gaps cannot recur.	High
2	Fix conversion measurement before scaling spend: define GA4 key events for ad landing pages, verify tags fire from in-app browsers, and align Meta pixel/Conversions API events.	High
3	Adopt a UTM naming standard (utm_campaign=<market>_<theme>_<month>) so GA4 shows readable campaign names instead of numeric IDs; document it in the reporting process.	High
4	Keep pairing every flagship organic post with a \$30-\$50 Traffic advert - the pairing multiplied visibility ~400x at \$0.01-\$0.02 per click.	High
5	Launch a Jamaica-focused campaign mirroring the Belize playbook; Jamaica is 63% of the Facebook audience but received 7% of spend.	Medium
6	Build retargeting audiences from the ~6,300 paid-site visitors and 234K ad viewers, starting with a therapist/dentist category follow-up.	Medium
7	Extend the stop-motion paper-world series into a monthly format (best CTR in account); brief in two more episodes.	Medium
8	Test save/share-oriented CTAs ("Save this list of dentists") - saves are currently zero, and saved posts compound reach.	Medium
9	Align landing pages to ad promise (category landing pages rather than home) to lift the 21-49% click-to-LPV conversion and session engagement (currently ~12% on fb/paid).	Medium
10	Formalise this report as a monthly process from the saved source-data workbook; add a comparison column each cycle.	Longer-term

18. Methodology and data limitations

- Sources: Meta Business Suite Insights (Results, Audience, Content views), Meta Ads Manager (campaign/ad tables, Setup, Video engagement, Engagement column presets, monthly and country breakdowns, ad previews), Meta billing settings (currency), GA4 standard reports (Traffic acquisition, User acquisition, Pages and screens, plus campaign/source secondary dimensions). All data read-only; nothing was modified, published or boosted.
- Date ranges as stated per section; paid figures are delivery-based within 1 Jun - 15 Jul 2026 regardless of campaign start/end. Ads Manager dates render in La Paz time; GA4 in property time zone; ± 1 -day boundary effects possible.
- Business Suite % changes compare with the preceding equal-length period (17 Dec 2025 - 31 Mar 2026); GA4 monthly figures come from separate month-scoped queries and do not sum exactly to the period total (session attribution).
- "Not available" marks metrics the platforms do not expose for this period/view (e.g., full-period FB unfollows, IG reel plays, campaign start dates in the Setup view, outbound clicks, Belize Book Walk landing-page views, social landing-page split). No figures were estimated or invented.
- Crossposted content reports combined FB+IG at post level; platform totals are kept separate at account level. Reach, views, impressions, interactions and clicks are never summed with each other.

- Ad creative images are unedited Ads Manager preview screenshots; some interface elements remain visible.

19. Source-data appendix

The complete raw figures collected from each platform - accounts and IDs, organic results, the 30-item content inventory, paid campaign/monthly/country/video/engagement tables, GA4 channel, campaign, country, device and monthly tables, and all validation checks - are saved in the companion workbook Yello_Media_Report_Source_Data_2026.xlsx and in the working notes file Yello_Report_Working_Notes.md. Advert preview images are stored in the folder Yello_Media_Advert_Creatives_2026. These files allow any figure in this report to be traced to its source view and date filter, and allow the project to resume if interrupted.