



Q3 Growth Review



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Brindlecroft × Kettlewick



Revenue is up 24%, and the email list is behind target.

Organic revenue

\$212,000

↑ up 24% on Q2



Email list

18,400

Target **20,000**





Brindlecroft × Kettlewick

Q3

Visits beat target; email list trails



Organic visits:

Result **86,000** | Target **80,000**



Email list:

Result **18,400** | Target **20,000**



The Q3 delivery is in place



14
guides



6
product page
rewrites



1
site speed fix

Brewing guides worked; gift pages stayed flat

Worked –
Brewing guides



41% of new
organic revenue

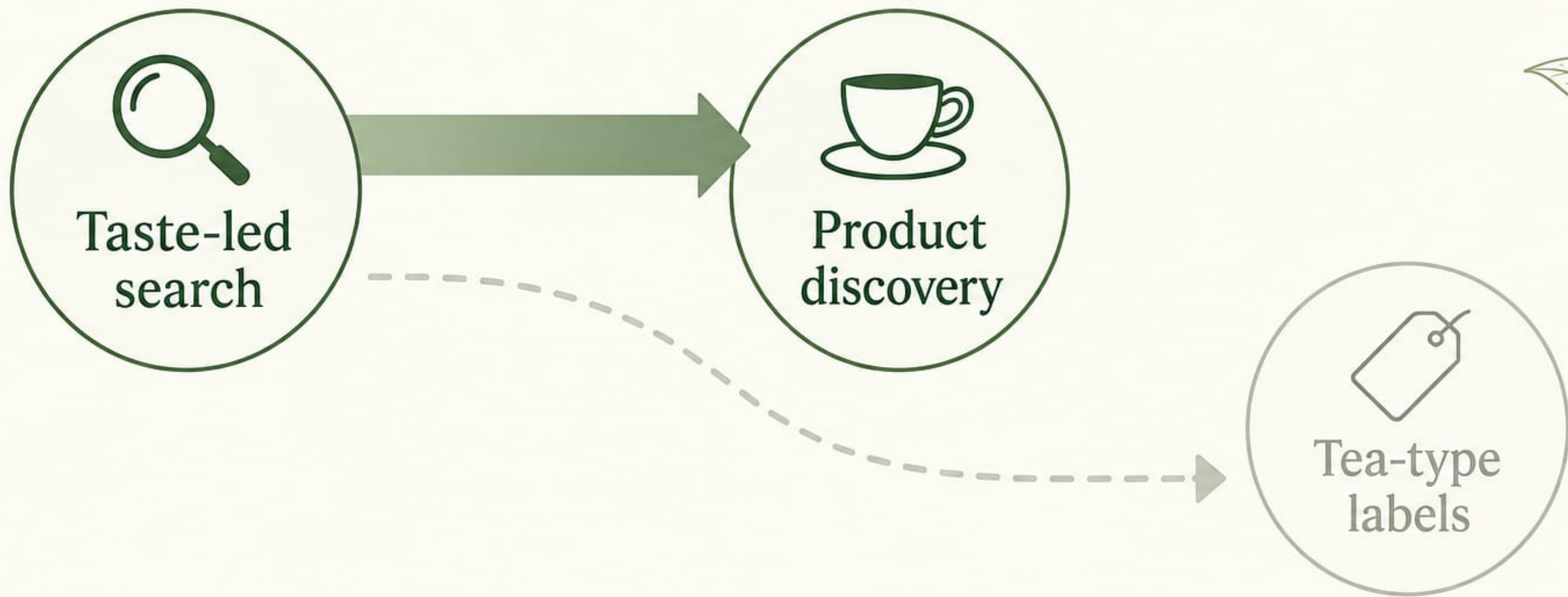
VS

Did not work –
Gift pages



Flat

Buyers search by taste, not tea type



Q4 aims higher on visits and revenue

Organic visits —
Q4 target



100,000

Q3 result **86,000**

Organic revenue —
Q4 target



\$260,000

Q3 result **\$212,000**



Keep budget steady; move \$1,500 to video



Budget:
\$9,500/month — unchanged



\$1,500/month
from gift pages



video



Decision required: approve reallocation

