

A place worth coming back to.

Half Past. Victoria | Four-week illustrative performance review

ILLUSTRATIVE SIGNALS / NOT CLIENT RESULTS

21,800

Weekly reach*

1,260

Profile visits

418

Visit hub sessions

103

Directions taps

* Reach is the sum of four weekly reach figures, not unique monthly accounts.

This is a fictional teaching example. No Instagram, Google Maps, point-of-sale, analytics, or customer data was collected for Half Past.

02. SIGNALS WE CAN OBSERVE

What happened online

Four weeks of made-up, internally consistent analytics illustrate the reporting method.

WEEK	REACH*	PROFILE	HUB	MENU	DIR.
Week 1	4,300	220	72	25	15
Week 2	4,900	275	93	32	22
Week 3	5,700	340	110	40	28
Week 4	6,900	425	143	50	38
TOTAL	21,800	1,260	418	147	103

OTHER OBSERVED-INTENT EXAMPLE

76 save taps

Save actions express future interest, not a confirmed return visit.

147 menu opens

Menu and directions actions can overlap; do not add them as unique people.

WHAT THE DATA DOES NOT SHOW

A directions tap cannot establish a walk-in. A menu open cannot establish a transaction. Weekly reach is not equivalent to unique monthly reach. Social analytics cannot identify loyal repeat customers by themselves.

What we would do next

Recommendations are hypotheses to test, not claims of what worked.

1. Give the catch-up a recurring format

Test staff-led and customer-consented moments about conversations, repeat visits, and familiar rituals. Compare engaged local viewers and visit hub sessions.

2. Make evening discovery easier

Keep the distinct after-dark atmosphere, but show evening hours only once verified. Compare evening-focused content with evening menu and directions intent.

3. Reduce steps to finding the café

Prioritize a fast visit hub and a verified Maps link. Measure menu and directions clicks separately; avoid unnecessary DM friction.

4. Work with real transaction evidence

Where the café can provide it, compare time-of-day POS totals and a voluntary new-versus-returning customer question. Avoid assuming causal attribution.

THE REPORTING RULE

Reach and clicks show attention. Verified transactions show sales. Repeat customers require real customer evidence. Never collapse those into the same number.