

FOUR-WEEK SAMPLE / ILLUSTRATIVE DATA ONLY

A report built around real shopping decisions.

A fictional four-week reporting scenario showing how a social-led fashion campaign might be evaluated. No numbers below represent achieved Tita results or data from any real Victoria boutique.

18,600

Illustrative local reach

920

Instagram profile visits

78

Qualified product DMs

64

Directions taps



SALES STATUS: not connected to POS or ecommerce. Purchases are not verified.

SAMPLE REPORTING LOGIC

Activity is not the same as sales.

These hypothetical signals represent different customer actions. They are not a single deduplicated funnel, and they cannot be added together as unique buyers.

Metric	Week 1	Week 2	Week 3	Week 4	Total
Local reach	3,900	4,450	4,900	5,350	18,600
Profile visits	190	225	240	265	920
Product-page visits	71	96	125	148	440
Qualified DMs	12	17	22	27	78
Directions taps	11	15	16	22	64
Product link clicks	8	10	12	16	46

WHAT IS NOT KNOWN

Product-page visits do not confirm product availability. Directions taps do not confirm a store visit. DMs do not confirm a sale. Actual sales attribution requires an appropriately integrated POS, ecommerce platform or permissioned purchase data.

STRATEGY AND OPTIMIZATION

What would we change next?

1. Double down on lived-in styling

More outfit-in-action Reels and candid friend-led content. Review saves, shares and qualified product questions together.

2. Make product replies useful

Give shoppers a clear way to request sizes and colours. Route stock checks to staff before confirming anything.

3. Keep store visits easy

Improve profile location details, shop directions and product references. Do not force a visit-intent customer into a complicated form.

4. Close the measurement gap

Ask for consented point-of-sale reporting, ecommerce events, or a traceable in-store offer before claiming attributable purchases.

An honest report optimizes for purchases, without pretending interest is revenue.