

Stage	Headline Metric	Action	Metrics	What to Expect
Express	Efficiency	You're matching the story your business needs to tell to the way your buyer needs to experience it	Content Speed: Average time to publish Content Cost: Budget divided by number of assets created	Up Down
Tailor	Engagement	Your messages are personal to your prospects	Click through Rate per channel	Up
Amplify	Conversion	Your marketing assets are reaching more of the right people at a lower cost in the right channels	Conversion rate per channel AI visibility: Brand mentions divided by total responses AI Shared of Voice: How often you are mentioned versus competitors Number of Citations: How often your site is cited in responses	Up Up Up Up
Evolve	Velocity	You're optimizing tactics in motion and make your next loop better	Campaign performance: number of qualified leads Loop Velocity: number of experiments per month	Up Up