

Q3 Marketing Performance Report

Prepared by the Growth Team — October 2026

Summary

Overall campaign performance improved 18% quarter-over-quarter, driven primarily by paid social and organic search channels.

Key Metrics

- Website sessions: 482,000 (+22% QoQ)
- Conversion rate: 3.4% (+0.6pp QoQ)
- Customer acquisition cost: \$28.10 (-12% QoQ)
- Email open rate: 41.2% (+3.1pp QoQ)

Channel Breakdown

Paid Social: 38% of new customers, CAC down 15%

Organic Search: 29% of new customers, up from 24% last quarter

Email: 19% of new customers, steady contribution

Referral: 14% of new customers, new highest share this year

Next Quarter Priorities

1. Scale the paid social budget by 20% given strong CAC trend
2. Launch the refreshed onboarding email sequence in November
3. Expand SEO content investment into two new product categories