

IV20 Spirits

End-of-Month Report — All Channels

 May 2026 · Reporting period May 1 – May 30

1 Executive Summary

May was a **strong reach-and-engagement month with one clear gap: sales aren't being tracked yet**. Instagram is the brand's engine — 24,400+ video views and 3,580 interactions on a 30,000+ follower base. Email crushed it on attention with a **56.7% open rate**, and search is steady, led by the homepage and the THC Spirit Measurement guide. The single biggest opportunity: the website shows **no ecommerce / conversion tracking**, so we can't yet tie any of this traffic to revenue — fixing that is the priority as the SMK product goes live.

2 Cross-Channel Scorecard

CHANNEL	HEADLINE NUMBERS	READ
SEO / Search	175 clicks · 6,455 impressions · 2.7% CTR · avg pos ~7.8	Steady, mobile + US led
Website (GA4)	490 active users · 472 new · Organic Search #1 source	Healthy traffic, 0 tracked sales
Instagram	24,429 views · 3,920 reached · 3,583 interactions · 30,387 followers	Top performer
Facebook	922 views · 123 visits · 12 net follows	Declining (↓ ~50%)
Email	5,064 delivered · 56.7% open · 2% click · 0 orders	Great opens, weak clicks
YouTube · X · TikTok	In re-setup by Ann	Reporting resumes next month

3 SEO & Website Snapshot

175

SEARCH CLICKS

6,455

IMPRESSIONS

490

ACTIVE USERS

51s

AVG ENGAGEMENT

- **Homepage + the THC Spirit Measurement guide** drive most search traffic (122 and 37 clicks).
- **Organic Search is the #1 traffic source** to the site (253 sessions), ahead of Direct.
- **85% of search clicks are mobile** — the mobile experience matters most.

Opportunity: The Store Locator already pulls search interest. Finishing the **CA locations build** will turn "where to buy" searches into real store visits.

4 Social Media Snapshot

24,429

IG VIEWS

3,583

IG INTERACTIONS

30,387

IG FOLLOWERS

922

FB VIEWS ▼50%

Instagram is the powerhouse — Reels drive 94% of views and 99% of interactions. Top post: **"World Cocktail Day" (May 13)** — **1.9K views**. Facebook is shrinking month-over-month and is the weakest active channel.

YouTube, X & TikTok: currently being re-set-up and managed by Ann — no metrics this month. Full reporting on these resumes once they're back online.

5 Email Snapshot

5,064

DELIVERED

56.7%

OPEN RATE

2%

CLICK RATE

0

ORDERS

A **56.7% open rate is well above industry average** — subject lines and sender reputation are working. The gap is what happens after the open: only 2% clicked through and no orders were placed.

Watch: 30 unsubscribes on 5,064 sends = **0.59% unsubscribe rate**, just above the 0.5% comfort line. Worth a light segmentation/frequency check next month. (Spam complaints negligible at 1.)

6 The One Thing

NEXT MONTH'S PRIORITY · WEBSITE

Turn on sales tracking & launch SMK for sale

The SMK product is published and ready. Connect ecommerce/conversion tracking in GA4, point email and Instagram traffic at the SMK and bundle pages, and we'll finally be able to prove — and grow — revenue from all this attention.

7 Recommended Action Plan

NEXT 30 DAYS

SEO Turn on GA4
ecommerce / conversion
tracking

SEO Finish CA Store Locator
build

EMAIL Add stronger click
CTAs + product links

SOCIAL Push SMK launch
on Instagram Reels

1–3 MONTHS

SEO Optimize site to drive
sales (key pages)

SOCIAL Re-launch YouTube
/ X / TikTok with Ann

EMAIL Segment list to lift
clicks & cut unsubs

3+ MONTHS

SEO Build content around
"420 / THC vodka" terms

SOCIAL Scale top Reel
formats across platforms

EMAIL Stand up post-
purchase / win-back flows

Work Completed This Month

12 tasks delivered across product, brand, content and compliance in May.

#	TASK	ASSIGNEE(S)	DATE DONE
1	Develop Apsara Pitch Deck Skill Bot	Kyle Tandez, Bryon Dela Paz	May 4
2	Provide more font and logo options for Apsara	Kyle Tandez	May 4
3	Resolve trademark issue for Apsara	Steven Mitts	May 4
4	Create May Content Calendar	Rose Ann Cordero	May 4
5	Finalize Apsara font design	Kyle Tandez	May 4
6	Build Amazon store	Kyle Tandez	May 4
7	Finalize and Post Championship Graphics	Rose Ann Cordero	May 4
8	Develop Age Verification Process	Bryon Dela Paz, Steven Mitts	May 8
9	Launch IV20 Summer Campaign	Steven Mitts, Kyle Tandez, Rose Ann Cordero	May 8
10	Add blog content to THC calculator page	Kyle Tandez	May 14
11	Update IV20 Lux Kit imagery	Bryon Dela Paz, Kyle Tandez	May 14
12	Register IV20 for January 2026 in California	Steven Mitts	May 28

Risks & Watchouts

- **No revenue visibility** — until tracking is live, we can't measure ROI on any channel.
- **Facebook decline** — down ~50% across views, visits and follows; don't over-invest here.
- **Email click gap** — great opens aren't converting to site visits or orders yet.
- **Channels offline** — YouTube / X / TikTok in transition; reach is concentrated on Instagram for now.