

What happened

A source-grounded operating report that separates verified movement from the evidence still needed to make the next decision.

| The brief names Deesha Pye, while the current portal identity is Disha Pai. This report keeps the source mismatch visible until confirmed.

NORTH STAR

New Saudi Arabia contacts plus new content initiatives.

CONTACTS IN PORTAL

17,477

• observed · BAMF CRM

Portal overview total from the governed CRM source read.

WARM LEADS

Unavailable

• unavailable · BAMF CRM

This metric is not present in the current portal payload.

REPLIES

44

• observed · BAMF CRM

Portal overview signal from 110 loaded CRM rows; not a full-history total.

ICP-FIT LEADS

Unavailable

• unavailable · BAMF CRM

This metric is not present in the current portal payload.

What improved

The latest comparable weekly report does not prove an improvement; declines and incomplete comparisons remain visible.

POSTS PUBLISHED

5

- observed · Disha Pai weekly report · linkedin_post_mirror
- complete coverage · 0% vs prior window

OFFICIAL IMPRESSIONS

7,589

- observed · Disha Pai weekly report · late_official
- partial coverage · -21.1% vs prior window

OFFICIAL ENGAGEMENTS

1,110

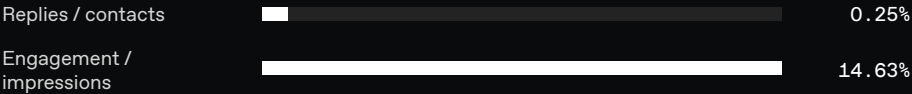
- observed · Disha Pai weekly report · late_official
- partial coverage · -13.7% vs prior window

ACCEPTED CONNECTIONS

18

- observed · Disha Pai weekly report · bamf_connect_official
- partial coverage · comparison unavailable

OBSERVED CONVERSION



Bar scale is normalized for legibility. Exact percentages remain the authority.

PORTAL ANALYTICS



Disha Pai
LinkedIn Creator



I'm placing more executives in cross-industry moves than ever before. Energy sector leaders moving to manufacturing. Tech executives going to hospitality. The risk: they will apply playbooks that worked in their old industry but do not work here.

the way you solve

1,126 impressions

303 engagements

The outcome that matters

New Saudi Arabia contacts plus new content initiatives.

MEASUREMENT RULE

-
- 01 Join new contacts to a verified Saudi Arabia location field.
 - 02 Track new content initiatives by launch state, owner, and first measurable audience signal.
 - 03 Review contact growth and content experiments together without implying causation.
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04 / FOCUS

What needs attention next

Prioritize the missing evidence that would change the next decision, then turn the North Star into a governed operating loop.

DECISION RULE

Source first. Interpretation second. Delivery only after approval.

-
- | | |
|----|---|
| 01 | Close the highest-value source gap before interpreting movement: the report never treats unavailable as zero. |
| 02 | Make the next action specific to the North Star: New Saudi Arabia contacts plus new content initiatives. |
| 03 | Keep Slack and Notion delivery proposal-only until the existing approval and provenance seams are wired for this artifact type. |
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30 / 60 / 90 days

A decision ladder with an evidence gate and a concrete operating change at every horizon.

TEMPLATE

North Star Sprint

01

30 days · establish the Saudi Arabia contact baseline and register each new content initiative with an owner and hypothesis.

02

60 days · compare like-for-like contact growth and content signals; retain the strongest audience and topic experiments.

03

90 days · codify the proven loop in the unified BAMF agent surface and review a source-backed decision report with the client.

Source ledger

Every source is named with its current state so a client can distinguish observed evidence from pending or unavailable inputs.

BAMF CRM Portal-scoped contact and outreach counts are available.	OBSERVED
LinkedIn analytics sync All time is loaded with late_official metrics.	OBSERVED
Disha Pai weekly report Latest immutable report evidence updated 8/14/2026. Metric coverage remains visible per value.	OBSERVED
Google Analytics 4 Required for site acquisition and conversion context; not present in this portal payload. Next: Connect GA4 through the governed integrations surface.	PENDING
Blog / SEO / AEO Search and content-discovery evidence is not present in this report read. Next: Attach Search Console and the blog/AEO source ledger.	PENDING
Newsletter Subscriber and delivery evidence is not present in this report read. Next: Attach the newsletter provider export or connector.	PENDING
GoHighLevel / HubSpot Google Sheet Sales-source joins and destination sync evidence are not present in this portal payload. Next: Attach the governed source snapshot before deriving a KPI.	PENDING