



# Saudi reach is real. Replies are the strategy asset.

11,025 total network connections sit above 4,346 Saudi-targeted campaign contacts, including 2,089 accepted relationships and 71 replies. The explicit timestamp window is shown only where source coverage is sufficient.

SAUDI-LOCATION CONTACTS

1,060

● Derived · BAMF Connect normalized location field

Normalized location explicitly names Saudi Arabia, Riyadh, Jeddah, Dammam, Khobar, Makkah/Mecca, or Medina.

TOTAL NETWORK CONNECTIONS

11,025

● Observed · BAMF.ai creator spaces

Broad LinkedIn network context, shown separately from BAMF outreach.

SAUDI CAMPAIGN CONTACTS

4,346

● Observed · BAMF Connect campaign snapshots

Campaign contacts in explicitly Saudi-targeted outreach lanes.

SAUDI-FIT ACCEPTED CONNECTIONS  
(WINDOW)

Unavailable

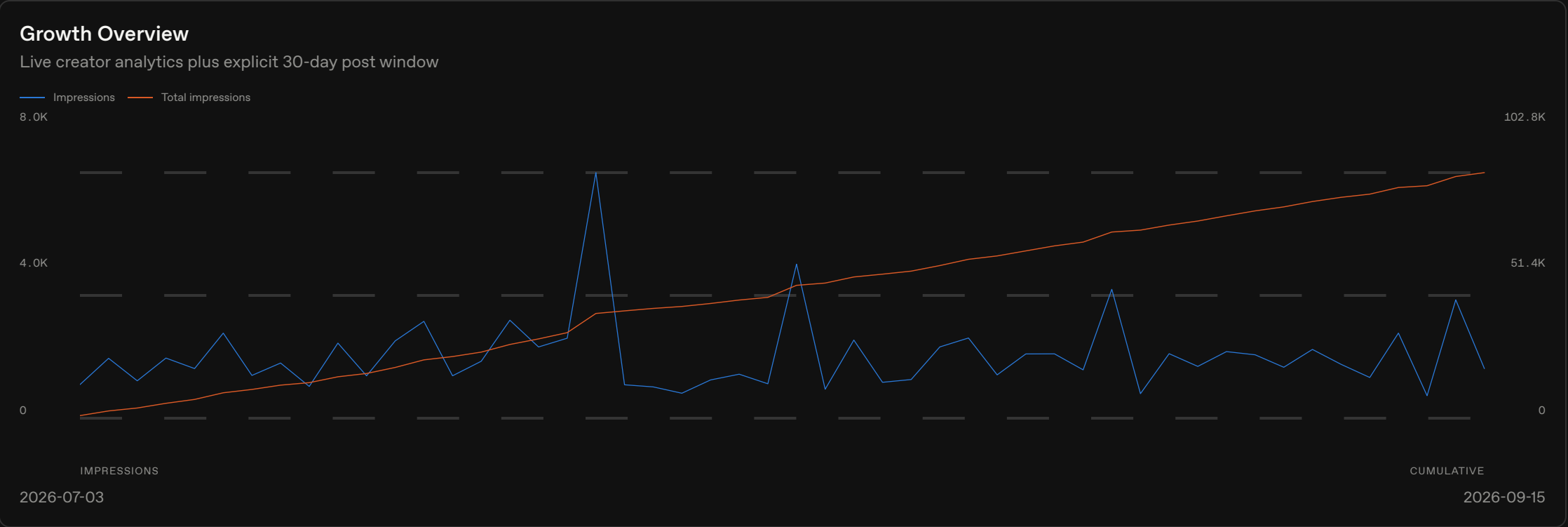
● Unavailable · BAMF Connect accepted connection timestamps

Accepted outreach connections matching the Saudi classifier inside the explicit report window; an empty timestamp result is withheld when coverage cannot establish a true zero.



# Content growth overview

The full-size portal growth chart, preserving the same series, range, and visual language.





# Campaign performance · 1/2

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

## Campaign performance

6 tracked campaigns

|                                                                                                                                          |        |                                   |                                    |                                                |
|------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------------------------------|------------------------------------|------------------------------------------------|
| <b>Recruiter Search - Riyadh, Saudi Arabia   Director   Open to Work (2.1k+)</b><br>943 contacts · Last activity 2026-09-18              | Active | CONTACTED<br>175<br>REPLIED<br>4  | ACCEPTED<br>69<br>REMAINING<br>768 | Acceptance rate<br>39.4%<br>Reply rate<br>5.8% |
| <b>Recruiter search - Rediscovered candidates,CEOs, Saudi Arabia - (1.3k+) - 11 Sep, 2025</b><br>914 contacts · Last activity 2026-09-18 | Active | CONTACTED<br>877<br>REPLIED<br>17 | ACCEPTED<br>582<br>REMAINING<br>37 | Acceptance rate<br>66.4%<br>Reply rate<br>2.9% |
| <b>Disha — Saudi Growth — HR &amp; Talent Leaders — Review Gate — v1</b><br>0 contacts · Last activity 2026-09-18                        | Draft  | CONTACTED<br>0<br>REPLIED<br>0    | ACCEPTED<br>0<br>REMAINING<br>0    | Acceptance rate<br>0.0%<br>Reply rate<br>0.0%  |



# Campaign performance · 2/2

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

## Campaign performance

6 tracked campaigns

Saudi Arabia | Hiring on LinkedIn | Recent Sr. Leadership Changes & Funding | 50+ employees | VP and

2.5K contacts · Last activity 2026-09-18

Stopped

CONTACTED  
2.2K  
REPLIED  
50

ACCEPTED  
1.4K  
REMAINING  
334

Acceptance rate  
66.7%

Reply rate  
3.5%

PR - Saudi & UK | Podcast Hosts in Recruiting & Leadership (1.5k+)

1.7K contacts · Last activity 2026-09-18

Stopped

CONTACTED  
998  
REPLIED  
34

ACCEPTED  
489  
REMAINING  
724

Acceptance rate  
49.0%

Reply rate  
7.0%

PR - Saudi & UK | Podcast Hosts in Recruiting & Leadership (1.5k+)

129 contacts · Last activity 2026-09-18

Stopped

CONTACTED  
129  
REPLIED  
9

ACCEPTED  
129  
REMAINING  
0

Acceptance rate  
100.0%

Reply rate  
7.0%



OUTREACH ANALYTICS

# Campaign outreach funnel

The same campaign contacts, contacted, accepted, replies, and rates used on the client portal home page.

|                                       |                                        |                                       |                                         |                                               |                                        |
|---------------------------------------|----------------------------------------|---------------------------------------|-----------------------------------------|-----------------------------------------------|----------------------------------------|
| Contacts<br>6.2K<br>Trend unavailable | Contacted<br>4.3K<br>Trend unavailable | Accepted<br>2.7K<br>Trend unavailable | Reply rate<br>4.2%<br>Trend unavailable | Acceptance rate<br>62.5%<br>Trend unavailable | Remaining<br>1.9K<br>Trend unavailable |
|---------------------------------------|----------------------------------------|---------------------------------------|-----------------------------------------|-----------------------------------------------|----------------------------------------|

HIGHLIGHTS

|                                     |      |
|-------------------------------------|------|
| Contacts<br>Campaign-linked         | 6.2K |
| Campaigns<br>Tracked campaign lanes | 6    |
| Contacted<br>1.9K remaining         | 4.3K |
| Accepted<br>62.5% acceptance rate   | 2.7K |
| Reply rate<br>114 campaign replies  | 4.2% |

BEST OPPORTUNITIES

# Active Saudi conversations

Open a lead in BAMF to review the conversation and draft the next follow-up with AI assistance.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div><div>Debra AlHammedi</div><div>Stop Hiring Fast. Start Hiring Right.   Founder   Executive Search Advi...</div></div></div> <div>Future Careers Middle East</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-05-08</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div> | <div><div>M</div><div><div>MOHAMMED IMTIAZ NEHAL</div><div>Procurement Planning Manager</div></div></div> <div>ALSAIF Trading Agencies Co.</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2026-04-07</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Riyadh , Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div>                                                                                                    | <div><div><div>Annie Ibrahim Rana</div><div>Chief AI, Product and Technology Officer</div></div></div> <div>Mesh</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-08-25</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div>                                             | <div><div><div>Mishari AlJaser</div><div>Chief Delivery Officer</div></div></div> <div>تطوير تقنيات التعليم   Tatweer Educational Technologies</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-09-11</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div>                 |
| <div><div><div>Ali Al Qahtani</div><div>Human Resources Services Director at Sadara Chemical Company</div></div></div> <div>Sadara Chemical Company</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-08-13</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div>                   | <div><div><div>Paul Gallagher</div><div>SVP/Director - Digital &amp; Finance Transformation   GBS &amp; Shared Servi...</div></div></div> <div>Bourne Education Trust</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-07-02</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div> | <div><div><div>Meshari Al Othman FM</div><div>مشاري بن عثمان<br/>Workplace Manager</div></div></div> <div>Qiddiya   القدية</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-06-24</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div>                                   | <div><div><div>Anan AlAlwan</div><div>Governance Manager at Ministry of Tourism of Saudi Arabia</div></div></div> <div>Ministry of Tourism of Saudi Arabia</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-06-23</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div>     |
| <div><div>S</div><div><div>Salman Al Masoud</div><div>Executive Vice President of Shared Services</div></div></div> <div>Strategic Office for Developing Al Baha Region   تطوير منطقة الباحة...</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-06-20</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div>                                                        | <div><div>D</div><div><div>DongJoo (DJ) Lee</div><div>تنجو لي<br/>Senior Director</div></div></div> <div>Saudi Downtown Company</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-09-11</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Riyadh, Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div>                                                                                                                | <div><div><div>Ahmed Bait Almal</div><div>Co - Head of Wealth Management &amp; Acting Chief Business Developm...</div></div></div> <div>Confidential</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-09-11</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Riyadh, Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div> | <div><div><div>Omar Alomran</div><div>Economic Analyst focused on public policy, market efficiency and lab...</div></div></div> <div>Thmanyah   ثمانية</div> <div><div>ACTIVE ICP CONVERSATION · REPLIED 2026-08-28</div><div>ACCEPTED 2025-09-24</div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Saudi geography signal: Riyadh, Saudi Arabia.</div> <div><div>BAMF INBOX</div><div>Open conversation</div><div>→</div></div> |



# LinkedIn growth funnel

See how connected content and outreach signals move from attention to conversations and warm leads. Only observed stages are shown.

|                                 |                    |           |
|---------------------------------|--------------------|-----------|
| 01                              | Content reach      | 1,654,909 |
| LINKEDIN ANALYTICS SYNC         |                    |           |
| 02                              | Content engagement | 96,405    |
| LINKEDIN ANALYTICS SYNC         |                    |           |
| 03                              | New connections    | 2,707     |
| BAMF CONNECT CAMPAIGN SNAPSHOTS |                    |           |
| 04                              | Conversations      | 114       |
| BAMF CONNECT CAMPAIGN SNAPSHOTS |                    |           |

Exact values and sources are authoritative. Width shows stage progression, not proportional volume.



# CRM pipeline

A practical view of the connected contact stages BAMF can act on now, from new leads through active and warm conversations.

|                                                                                                                                       |                                                                                                                                                                                                       |                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>01 CRM contacts</div><div>17,501</div><div>Contacts available in the portal-scoped CRM read.</div><div>BAMF CRM</div></div> | <div><div>02 New leads</div><div>2,707</div><div>Accepted campaign connections used as the new-lead stage until ICP classification is complete.</div><div>BAMF CONNECT CAMPAIGN SNAPSHOTS</div></div> | <div><div>03 In conversation</div><div>1,271</div><div>Contacts with an observed reply or active inbox conversation.</div><div>BAMF CRM</div></div> |
|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|



TOP POSTS · 1/2

# Top LinkedIn posts

Post creative and observed post-level metrics show what earned attention.

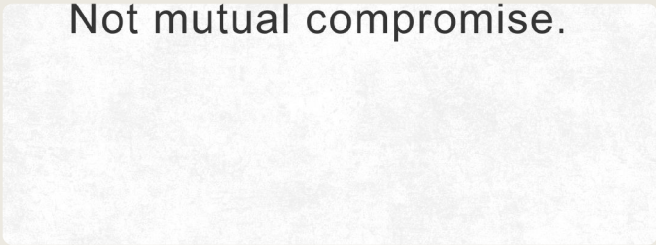


**Disha Pai**  
LinkedIn · 2026-07-29

I've noticed a pattern in salary negotiations that most people miss.

After an offer is made, the candidate's focus shifts from "Is this the right opportunity?" to "Am I being paid fairly?"

...



8,026 impressions

287 engagements



**Disha Pai**  
LinkedIn · 2026-08-07

Counteroffers rarely work.

Here's what actually retains talent:

An executive resigns.

...

5,034 impressions

287 engagements



**Disha Pai**  
LinkedIn · 2026-08-27

In Saudi Arabia, executive success depends on government navigation.

The executives thriving here work within government dynamics strategically.

...

4,213 impressions

303 engagements



TOP POSTS · 2/2

# More top LinkedIn posts

Post creative and observed post-level metrics show what earned attention.



Disha Pai

LinkedIn · 2026-09-14

Hybrid work is now standard for executive roles in Saudi Arabia.

Some executives thrive remote. Others don't.

Screen for this explicitly:

...

3,867 impressions

208 engagements



Disha Pai

LinkedIn · 2026-07-24

Executives who thrive in Saudi Arabia understand how decisions actually get made, formal channels and real channels.

When screening for Saudi roles, assess:

- Have they worked in regulated industries?...

3,203 impressions

194 engagements



# What the top posts tell us

Observed performance and verifiable format patterns are separated from the next controlled test. No causal claim is inferred from one post.

|                                                                                                              |             |                                                                                  |             |                                                                                                          |             |
|--------------------------------------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------|-------------|
| POST 1                                                                                                       | Open post ↗ | POST 2                                                                           | Open post ↗ | POST 3                                                                                                   | Open post ↗ |
| I've noticed a pattern in salary negotiations that most people miss.                                         |             | Counteroffers rarely work.                                                       |             | In Saudi Arabia, executive success depends on government navigation.                                     |             |
| OBSERVED PERFORMANCE                                                                                         |             | OBSERVED PERFORMANCE                                                             |             | OBSERVED PERFORMANCE                                                                                     |             |
| Highest observed reach in this report set: 8,026 impressions and 287 interactions.                           |             | 5,034 observed impressions and 287 observed interactions.                        |             | 4,213 observed impressions and 303 observed interactions.                                                |             |
| FORMAT PATTERN                                                                                               |             | FORMAT PATTERN                                                                   |             | FORMAT PATTERN                                                                                           |             |
| Media-backed · 103 words · opens with “I've noticed a pattern in salary negotiations that most people miss.” |             | Text-only · 84 words · opens with “Counteroffers rarely work.”                   |             | Text-only · 98 words · opens with “In Saudi Arabia, executive success depends on government navigation.” |             |
| NEXT CONTROLLED TEST                                                                                         |             | NEXT CONTROLLED TEST                                                             |             | NEXT CONTROLLED TEST                                                                                     |             |
| Retest this opening and format on a new topic; compare reach and interactions.                               |             | Test a tighter opening and one relevant visual while keeping the topic constant. |             | Test a tighter opening and one relevant visual while keeping the topic constant.                         |             |
| LINKEDIN ANALYTICS SYNC · DIRECTIONAL TEST, NOT CAUSAL ATTRIBUTION                                           |             | LINKEDIN ANALYTICS SYNC · DIRECTIONAL TEST, NOT CAUSAL ATTRIBUTION               |             | LINKEDIN ANALYTICS SYNC · DIRECTIONAL TEST, NOT CAUSAL ATTRIBUTION                                       |             |



# More post-level lessons

Observed performance and verifiable format patterns are separated from the next controlled test. No causal claim is inferred from one post.

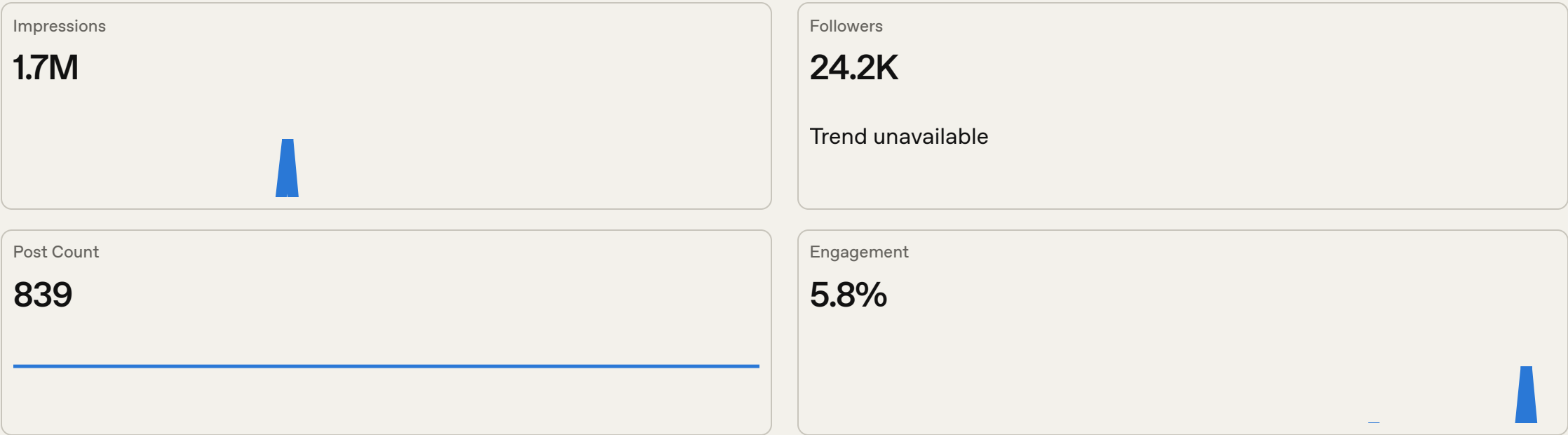
| POST 4                                                                                               | Open post ↗ | POST 5                                                                                                                    | Open post ↗ |
|------------------------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------|-------------|
| Hybrid work is now standard for executive roles in Saudi Arabia.                                     |             | Executives who thrive in Saudi Arabia understand how decisions actually get made, formal cha                              |             |
| OBSERVED PERFORMANCE                                                                                 |             | OBSERVED PERFORMANCE                                                                                                      |             |
| 3,867 observed impressions and 208 observed interactions.                                            |             | 3,203 observed impressions and 194 observed interactions.                                                                 |             |
| FORMAT PATTERN                                                                                       |             | FORMAT PATTERN                                                                                                            |             |
| Text-only · 61 words · opens with “Hybrid work is now standard for executive roles in Saudi Arabia.” |             | Text-only · 80 words · opens with “Executives who thrive in Saudi Arabia understand how decisions actually get made, ...” |             |
| NEXT CONTROLLED TEST                                                                                 |             | NEXT CONTROLLED TEST                                                                                                      |             |
| Test a tighter opening and one relevant visual while keeping the topic constant.                     |             | Test a tighter opening and one relevant visual while keeping the topic constant.                                          |             |
| LINKEDIN ANALYTICS SYNC · DIRECTIONAL TEST, NOT CAUSAL ATTRIBUTION                                   |             | LINKEDIN ANALYTICS SYNC · DIRECTIONAL TEST, NOT CAUSAL ATTRIBUTION                                                        |             |



CONTENT ANALYTICS

# LinkedIn content performance

The same connected metrics, growth view, and definitions used on the client portal home page.



HIGHLIGHTS

|                                                                                                      |                                                                                                                        |                                             |                     |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|---------------------|
| <p><b>Total reach</b></p> <p>Live creator analytics plus explicit 30-day post window impressions</p> | <p><b>1.7M</b>Top post</p> <p>I've noticed a pattern in salary negotiations that most people miss. After an off...</p> | <p><b>8.0K</b>Audience</p> <p>Followers</p> | <p><b>24.2K</b></p> |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|---------------------|

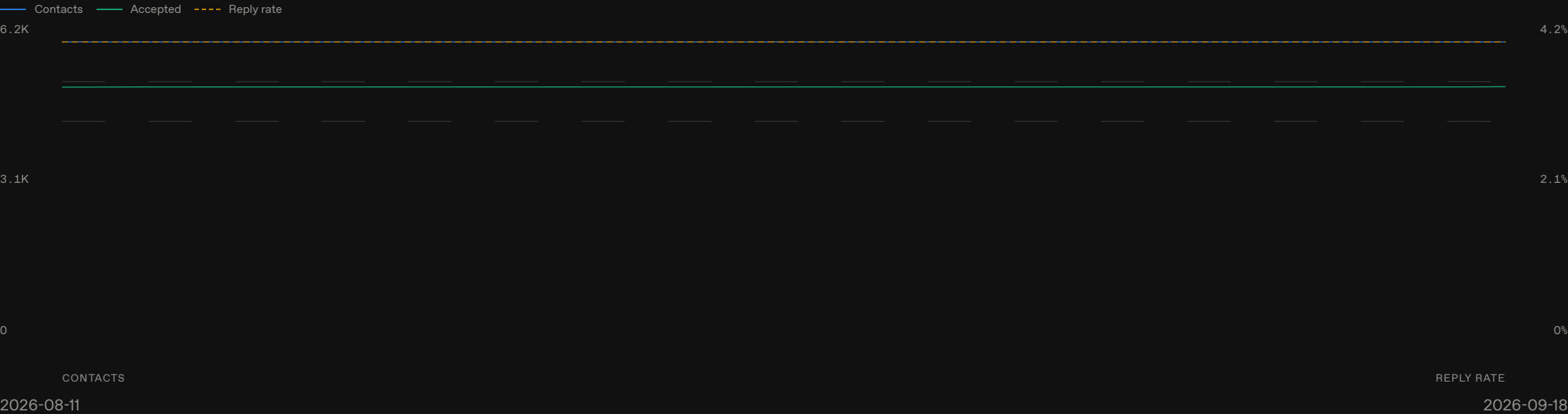


# Outreach performance trend

The full-size portal outreach chart using the same connected campaign series and time range.

## Outreach trend

Contacts, accepted contacts, and reply-rate movement.





# ICP fit and outreach funnel

The same ICP distribution and outreach funnel used in the client portal.

## ICP-fit distribution

100.0% of Outreach new connections

Provisional ICP-fit new leads 2.7K / 2.7K

Other Outreach new connections 0 / 2.7K

## Outreach funnel

contacts → contacted → accepted → replied

Total contacts 6.2K

Contacted 4.3K

Accepted 2.7K

Replied 114

Remaining 1.9K



# Highest-value next move

Turn the strongest verified engagement into the next conversation, meeting, or measurable outcome.

## PRIORITY

Start with warm leads and active conversations that already show intent.

01

A comparable prior 30-day source baseline is not yet present, so this report does not claim improvement from cumulative totals.

02

Join new contacts to a verified Saudi Arabia location field.

03

Track new content initiatives by launch state, owner, and first measurable audience signal.



# The audience responded. Now turn response into themes.

Campaign, content, and North Star evidence are organized once here; unavailable inputs remain unavailable rather than becoming zero.

TOTAL NETWORK CONNECTIONS

11,025

Observed · BAMF.ai creator spaces

Broad LinkedIn network context, shown separately from BAMF outreach.

SAUDI CAMPAIGN CONTACTS

4,346

Observed · BAMF Connect campaign snapshots

Campaign contacts in explicitly Saudi-targeted outreach lanes.

SAUDI-FIT ACCEPTED CONNECTIONS (WINDOW)

Unavailable

Unavailable · BAMF Connect accepted connection timestamps

Accepted outreach connections matching the Saudi classifier inside the explicit report window; an empty timestamp result is withheld when coverage cannot establish a true zero.

TOTAL REPLIES

114

Observed · BAMF Connect campaign snapshots

Provider replied-to-connection plus replied-to-other, already consolidated upstream.

01 1060 contacts match explicit Saudi place evidence. The broader Saudi-targeted portfolio contains 2089 accepted relationships and 71 replies; the timestamp-window subset is shown only where source coverage is sufficient.



# Campaign reach and response

See where outreach and content turned attention into connections, replies, and qualified opportunities.

NEW SAUDI RECORDS

8

● Derived · BAMF Connect normalized contact corpus

Matched records ingested inside the explicit window.

ACCEPTED SAUDI CONNECTIONS (WINDOW)

Unavailable

● Unavailable · BAMF Connect connected timestamps

Matched contacts connected inside the explicit window; empty results remain unavailable when timestamp coverage is incomplete.

SAUDI REPLIES (WINDOW)

65

● Derived · BAMF Connect reply timestamps

Matched contacts who replied inside the explicit window; portfolio replies are reported separately.

LOCATION COVERAGE

2,188

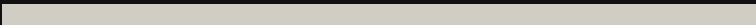
● Derived · BAMF Connect normalized location field

Records with usable normalized location evidence.

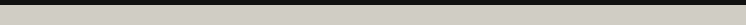
Channel signal mix

Observed values · exact values · Report channel metrics

New Saudi records



Saudi replies (window)



Location coverage



# Content and audience signals

See where outreach and content turned attention into connections, replies, and qualified opportunities.

SAUDI SHARE OF KNOWN

48.4%

● Derived · Derived from BAMF Connect location

Explicit Saudi place matches divided by contacts with normalized location evidence.

IN-WINDOW REPLY RATE

Unavailable

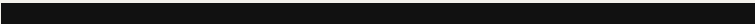
● Unavailable · Derived from BAMF Connect reply timestamps

Saudi-fit replies divided by Saudi-fit accepted connections only where the same-window denominator is available.

Derived rate mix

Observed values · exact values · Report channel metrics

Saudi share of known



48.4



## FOCUS

# What needs focus

Which Saudi reply segments reveal the strongest commercial intent or repeatable content themes, and who owns the next action for each?

## SAUDI-LOCATION CONTACTS

Normalized location explicitly names Saudi Arabia, Riyadh, Jeddah, Dammam, Khobar, Makkah/Mecca, or Medina.

01

Segment the 71 Saudi-targeted portfolio replies by role, company, and intent, then feed the strongest objections and topics into the next content initiatives.

02

Track each content initiative with owner, launch date, hypothesis, audience segment, and first measurable signal.



# 30 / 60 / 90 days

Each horizon retains any supplied evidence state and source; missing horizons use the legacy operating plan as an explicit fallback.

TEMPLATE

## North Star Sprint

|                                                                                                                                                        |                                                                                                                                                         |                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 01                                                                                                                                                     | 02                                                                                                                                                      | 03                                                                                                                                           |
| 30 days · Segment the Saudi reply cohort by role, company, intent, and objection; assign an owner and next action to the highest-signal conversations. | 60 days · Launch two Saudi-focused content initiatives grounded in reply themes and compare engagement plus qualified conversation movement by segment. | 90 days · Codify the strongest Saudi audience and content loops into recurring source refresh, reply analysis, and client-approved delivery. |



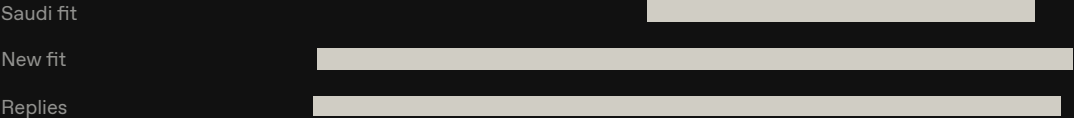
# Saudi audience evidence funnel

Exact source values are shown on a labeled log scale so large inventory and small conversion stages remain legible without changing the underlying counts.

## Saudi audience evidence funnel

Observed values · exact values · BAMF Connect normalized contact corpus

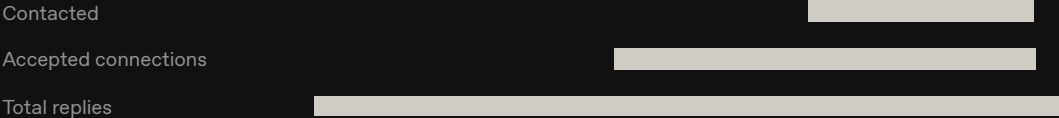
Location known



## Official campaign outreach funnel

Funnel stages · exact values · BAMF Connect campaign snapshots

Campaign leads / contacts



- 01

Saudi audience evidence funnel: 4 chart-ready points (derived · BAMF Connect normalized contact corpus). Normalized location coverage narrowed to explicit Saudi matches, in-window new matches, and in-window replies.
- 02

Official campaign outreach funnel: 4 chart-ready points (observed · BAMF Connect campaign snapshots). Latest official campaign leads/contacts, contacted, accepted connections, and total replies; this is a funnel snapshot, not a period trend.

# Sources

Source coverage, freshness, and applicable window for this report.

- 01
- Profile-visitor history is omitted until the governed LinkedIn visitor source is connected.
- 02
- Booked calls, captured emails, and downloads are omitted until the site or calendar conversion source is connected.



What this report is based on.

|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                     |                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <div>LinkedIn network connections</div> <div>OBSERVED</div> <div>Current connected LinkedIn network size. This is reported separately from campaign contacts and outreach-derived leads.</div> <div>Observed · 2026-09-18</div> <div>Next: Use this only as the broad network baseline; do not compare ICP-fit outreach results against total network size.</div> |  | <div>BAMF Connect CRM inventory</div> <div>OBSERVED</div> <div>Client-scoped contact inventory and 30-day lifecycle timestamps.</div> <div>Observed · 2026-09-08</div> <div>Next: Repair the CRM mirror when freshness is stale.</div>                                          |
|  | <div>BAMF Connect campaign snapshots</div> <div>OBSERVED</div> <div>Latest official campaign counters from the governed provider refresh.</div> <div>Observed · 2026-09-18</div> <div>Next: Capture a comparable baseline before claiming a period delta.</div>                                                                                                   |  | <div>BAMF.ai LinkedIn analytics</div> <div>OBSERVED</div> <div>Creator-scoped authoritative LinkedIn summary and post metrics.</div> <div>Observed · 2026-09-18</div> <div>Next: Refresh the creator analytics source when stale.</div>                                         |
|  | <div>LinkedIn aggregate demographics</div> <div>UNAVAILABLE</div> <div>Aggregate demographic categories only; no identities or profile-level records are projected.</div> <div>Unavailable</div> <div>Next: Refresh the current aggregate observation before interpreting audience shape.</div>                                                                   |  | <div>BAMF Connect reconciliation</div> <div>OBSERVED</div> <div>Current checkpoint status: dead_letter.</div> <div>Observed · 2026-08-29</div> <div>Next: Clear stale or dead-letter checkpoints before treating the CRM mirror as complete.</div>                              |
|  | <div>Saudi contact classification</div> <div>OBSERVED</div> <div>Normalized location explicitly names Saudi Arabia, Riyadh, Jeddah, Dammam, Khobar, Makkah/Mecca, or Medina.</div> <div>Observed · 2026-09-08</div> <div>Next: Normalize country codes for ambiguous addresses while retaining the transparent place-name baseline.</div>                         |  | <div>Saudi-targeted campaign cohort</div> <div>OBSERVED</div> <div>Only campaigns whose names explicitly identify Saudi Arabia or Riyadh are included.</div> <div>Observed · 2026-09-18</div> <div>Next: Compare campaign membership with contact-level location matches.</div> |