

THE DECISION BRIEF

Alex · Example Studio

A focused review of where attention goes, what the evidence supports and what to test next.

@example_consultant · 2026-06-01 — 2026-08-27

THE NEXT BEST STEP

For this illustrative experiment, define a qualified conversation as a B2B software founder discussing a specific onboarding problem. Record source, next step and time invested for 30 days.

3	420	140
decisions to consider	public posts in scope	original posts

What earns your attention

- 01

Connect attention to a qualified-conversation baseline

For this illustrative experiment, define a qualified conversation as a B2B software founder discussing a specific onboarding problem. Record source, next step and time invested for 30 days.

approved · action confidence medium
- 02

Original posts with a question earn more engagement

Test a genuine question on matched posts, keeping topic and time budget similar.

approved · action confidence medium
- 03

Test the balance between original posts and replies

Compare a fixed weekly time budget for original posts with the same budget for selected replies.

approved · action confidence medium

Goal: Generate qualified conversations
Revision 7 · reviewed · Method 2.0.0

EVIDENCE & COVERAGE

What the data can support

12

median likes / original

13.31

mean likes / original

140

originals scored

EXPOSURE IS UNKNOWN

No Analytics export was supplied. Likes are archive snapshots and are not normalised by impressions.

Content themes

Theme	Posts	Median likes	Sample
Product / engineering	105	14	30+ posts
Learning / advice / mistakes	70	8	30+ posts
Conversion / leads / clients	35	19	30+ posts
Design	35	7	30+ posts
Proof / testimonials / results	35	19	30+ posts

Transparent word-boundary rules; themes may overlap. Unclassified posts remain unclassified. These labels need human review before a positioning decision.

DATA FRESHNESS

Window ends at the latest recorded post (2026-08-27). Assessed on 2026-09-12.

DECISION 01 · APPROVED

Connect attention to a qualified-conversation baseline

WHAT WAS OBSERVED

The selected goal is 'Generate qualified conversations'. 420 archive posts and 0 Analytics rows are available; no verified transaction source is connected.

What it may mean

Likes, impressions and new followers do not by themselves identify prospective customers or sales.

THE ACTION

For this illustrative experiment, define a qualified conversation as a B2B software founder discussing a specific onboarding problem. Record source, next step and time invested for 30 days.

Experiment contract	Agreed approach
Measure	Qualified conversations, meetings and proposals per week, plus time spent; outcomes are client-reported, not automatically attributed to X.
Baseline	0.5
Success criterion	Illustrative threshold: at least 0.75 qualified conversations per hour across comparable weekly periods, with no more than five hours invested each week.
Time budget	5 hours/week across the plan
Stop rule	Stop if the agreed time budget is exceeded or the test cannot collect comparable evidence.
What would change the advice	Revise this recommendation if the new comparable sample does not support the expected improvement.

Evidence you can inspect

- Generate qualified conversations: **leads**
- available records: **420**

Measurement and interpretation have different certainty. Action confidence: medium. The success threshold must be agreed with the client before the experiment. Results are observational unless the design controls confounders.

ANALYST NOTE

Example contract only. Thresholds must be agreed with the actual client before use.

DECISION 02 · APPROVED

Original posts with a question earn more engagement

WHAT WAS OBSERVED

Originals with a question averaged 18.69 likes (n=70); without: 7.93 (n=70).

What it may mean

The observed average is higher. This is an association, not a causal estimate.

THE ACTION

Test a genuine question on matched posts, keeping topic and time budget similar.

Experiment contract	Agreed approach
Measure	Median likes per original in matched groups; use engagement per impression when exposure is available for both groups.
Baseline	Set before starting
Success criterion	Illustrative test: compare at least 30 matched originals per group. Revisit after collecting the sample; do not declare a winner from one unusually popular post.
Time budget	5 hours/week across the plan
Stop rule	Stop if the agreed time budget is exceeded or the test cannot collect comparable evidence.
What would change the advice	Revise this recommendation if the new comparable sample does not support the expected improvement.

Evidence you can inspect

- originals with question: **70**
- difference in mean likes (with minus without): **10.76**
- with question: A software case study: fewer steps helped the client evaluate the offer. What have you observed?: **9000000000000000000**
- with question: Product teams can measure the time between a question and a decision. What have you observed?: **9000000000000000006**
- without question: A lesson from reviewing onboarding: make the next decision explicit.: **9000000000000000003**
- without question: A practical API design tip for a reliable handoff.: **9000000000000000009**

Measurement and interpretation have different certainty. Action confidence: medium. Topic, timing, post age and exposure can explain the difference. Likes do not establish purchase intent.

ANALYST NOTE

Historical association only. If 30 posts per group cannot be reached within the time budget, withhold the format conclusion.

DECISION 03 · APPROVED

Test the balance between original posts and replies

WHAT WAS OBSERVED

66.7% of 420 public posts were replies; 140 were originals.

What it may mean

The mix describes where activity went. It cannot establish which activity generated authority or customers.

THE ACTION

Compare a fixed weekly time budget for original posts with the same budget for selected replies.

Experiment contract	Agreed approach
Measure	Qualified conversations per hour spent on each activity, recorded by the client over 30 days.
Baseline	Set before starting
Success criterion	Illustrative threshold: the selected activity produces at least 0.75 qualified conversations per hour over comparable periods, within five hours per week across the whole plan.
Time budget	5 hours/week across the plan
Stop rule	Stop if the agreed time budget is exceeded or the test cannot collect comparable evidence.
What would change the advice	Revise this recommendation if the new comparable sample does not support the expected improvement.

Evidence you can inspect

- public posts: **420**
- reply share (%): **66.7**

Measurement and interpretation have different certainty. Action confidence: medium. Outgoing activity is not a complete incoming conversation or revenue history.

ANALYST NOTE

Sequence this test after establishing the baseline. Avoid running competing experiments with the same small time budget.

RELATIONSHIP CONTEXT

A shortlist to investigate

These accounts appear in outgoing public interactions. They are not verified leads or confirmed warm relationships. Order uses the latest recorded interaction, then outgoing volume.

@example6

40 outgoing replies · last recorded 2026-08-27

You sent 40 public replies to this account. Incoming replies, buyer fit and reciprocity are not observed. Highest recorded reply score 9: "@example6 Useful observation about this workflow. What changed in practice?"

Review the latest context and confirm relevance before deciding whether to reconnect.

@example5

40 outgoing replies · last recorded 2026-08-27

You sent 40 public replies to this account. Incoming replies, buyer fit and reciprocity are not observed. Highest recorded reply score 11: "@example5 Useful observation about this workflow. What changed in practice?"

Review the latest context and confirm relevance before deciding whether to reconnect.

@example3

40 outgoing replies · last recorded 2026-08-27

You sent 40 public replies to this account. Incoming replies, buyer fit and reciprocity are not observed. Highest recorded reply score 11: "@example3 Useful observation about this workflow. What changed in practice?"

Review the latest context and confirm relevance before deciding whether to reconnect.

@example2

40 outgoing replies · last recorded 2026-08-26

You sent 40 public replies to this account. Incoming replies, buyer fit and reciprocity are not observed. Highest recorded reply score 11: "@example2 Useful observation about this workflow. What changed in practice?"

Review the latest context and confirm relevance before deciding whether to reconnect.

@example0

40 outgoing replies · last recorded 2026-08-26

You sent 40 public replies to this account. Incoming replies, buyer fit and reciprocity are not observed. Highest recorded reply score 11: "@example0 Useful observation about this workflow. What changed in practice?"

Review the latest context and confirm relevance before deciding whether to reconnect.

BEFORE CONTACTING ANYONE

Review current context, verify buyer relevance and choose a specific reason to reconnect. This product does not send messages.

THE 30-DAY PLAN

Turn the decision into evidence

01 Agree the baseline

Review the evidence and choose one priority. Define a qualified conversation, a minimum useful result and a weekly time budget.

02 Run a bounded test

Change one variable. Keep topic, audience and time investment as comparable as possible. Record actions and outcomes.

03 Inspect the evidence

Check the new sample and its limitations. Do not select only the best-performing examples or change the success threshold after seeing results.

04 Decide what earns more time

Compare with the agreed baseline. Continue, revise or stop. Record the reason and what remains uncertain.

Baseline and test observations

Measure	Baseline	Test
Time invested (hours)	4	4
Qualified conversations	2	3
Qualified / hour	0.50	0.75

Client-reported observations. Baseline and test periods are separate. Changes are descriptive, not independently verified or causally attributed to X.

REVIEW QUESTION

What changed relative to the baseline, what else may explain it, and should this activity earn more time?

METHOD & DATA CARE

A clear trail behind the advice

What remains uncertain

- Associations do not establish causation.
- Likes and follows are attention signals. They are not customers or verified revenue.
- Public replies are outgoing interactions; reciprocity and buyer fit are not inferred.
- Theme labels are transparent vocabulary rules, not a validated semantic classifier.
- No Analytics export: impression-normalised performance is unavailable.

DATA TIER

public activity only + account-level totals

SOURCE RETENTION

Original upload deleted after sanitizing. Working source data is removed on close or after one hour, except while processing.

SAVED REPORTS

This report is temporary unless Save is explicitly selected. Saved reports include the brief, derived findings and selected examples; source archives are never saved with them.

EXTERNAL PROCESSING

No external AI request is made during the audit. Optional editorial suggestions require separate confirmation.

Theme and text signals use rules, not validated market benchmarks. Approximate mean intervals, when available in the evidence explorer, use a normal approximation and do not remove confounding. The analyst is responsible for reviewing the advice.