

Post-Launch Measurement Dashboard Guide

Source course section

Measure attention, understanding, trust, conversion, quality, and learning after the launch.

Signal Categories

- Attention: traffic, views, impressions, and visits.
- Understanding: scroll depth, video completion, FAQ clicks, and clarifying questions.
- Trust: proof engagement, creator mentions, replies, and qualified comments.
- Conversion: trials, demo requests, activations, and booked meetings.
- Quality: fit score, account quality, pipeline value, and activation quality.
- Learning: repeated objections, unclear page sections, search errors, and next tests.

Review Questions

- What created qualified demand?
- What created noise?
- What confused buyers?
- What proof worked?
- What objections repeated?
- What should the next campaign test?

Linked Asset

- Use the workbook at ../assets/ai-founder-distribution-dashboard.xlsx for editable KPI tabs, source logging, channel scoring, and the 30-day plan.

Owner Notes

Owner	
Due date	
Status	
Next edit	