

4/3

Agenda

- Pacing
- Priorities

Pacing

April's goal is \$180,982, which requires a daily run rate of \$6.03k. We're currently pacing behind at a \$5.4k average last week, however we have about 8 updates going live this week that should help bump (with additional updates pulled from the Affiliate Weekly).

The March goal was \$152,625, and we earned \$160,032, which puts us 104.8% towards our monthly goal with additional revenue still to be added. Our daily average dropped last week from \$6.5k to \$5.4k. To hit April's goal, we need to increase our run rate back to \$6.03k.

Note: External docs will share our goal as \$180,982, for March, but lets internally aim for \$195k.

Plan:

Assign external:

- **Best Infrared Saunas**
- **Best Red Light Therapy Device**
- **Best Dating App for Serious Relationships**
- **Best At-home microbiome test**

UPDATE SCHEDULE:

Content Updates by EOW (Per [Affiliate Weekly Wrap-Up](#)):

Focus:

- Updates Internal;
 - Best Dating Apps
 - Best CBD Gummies for Sex
 - Best CBD Gummies

Testing:

- Kelly:
 - Best Dating Apps for Serious Relationships
 - Best Dating Apps for Single Moms
 - Best Dating Sites for Seniors
 - Asked about update last week on copy
- CBD:
 - Best CBD Oil for Sleep:
 - Hannah F.
 - Need newbie + skeptic
- Juicers:
 - 2 samples outstanding
- Massage Guns:
 - 4 samples outstanding

Upcoming CBD:

New:

- CBD Gummies for Sleep & Pain
- Best Organic CBD Oil
- Best CBD Lube
- CBD gummies for stress

Update:

- CBD Gummies for Sleep
- Cheap CBD Oil

NEW DOC: https://drive.google.com/drive/folders/1x027ty_UlgdQb7UYCjllGk7pxD3ZjfO

Samples:

- **Requests for 4/3:**
 - CBD Oil for Sleep
 - BW handling
- **Promo Codes:**
 - Best Microbiome Tests

Concerns:

- Weekly reporting
- Updates on logins

3/27

Agenda

- Pacing
- Priorities

Pacing

The March goal is \$152,625, we earned \$132,653.92 from 3/1 through 3/26, which puts us 86.91% towards our monthly goal vs 83.87% into the month (the first time pacing ahead this month). Our daily average increased last week to \$6.5k, up 44.44% WoW. If we stay at this pacing, we should come out around \$164k.

Note: External docs will share our goal as \$152,625 for March, but lets internally aim for \$170k.

Plan:

Assign external:

- **Best Orthopedic Shoes**
- **Best Sex Toys for Women**
- **Best Silk Pajamas**
- **Best Soft Mattress**
- **Best Organic Mattress**

UPDATE SCHEDULE:

Content Updates by EOW (Per [Affiliate Weekly Wrap-Up](#)):

Focus:

- Update meal delivery
 - **Best Whole30 Meal Delivery:**
 - **Best Keto Meal Delivery:**
 - **Best Plant-Based Meal Delivery**

Testing:

- Cooling comforter
- Compact treadmills
- Charlotte's Web CBD Review
 - Brand review, overview, featuring a few of their best products

Upcoming CBD:

New:

- CBD for Nerve Pain
- CBD Gummies for Sleep & Pain
- Best Organic CBD Oil
- Best CBD Lube

- CBD gummies for stress

Update:

- CBD Gummies for Sleep
- Cheap CBD Oil

NEW DOC: https://drive.google.com/drive/folders/1x027ty_UlgdQb7UYCjllGk7pxD3ZjfO

Samples:

- **Request:**
 - CBD Oil for Sleep
 - New testers
 - 8 Oils Total
- **Confirmed:**
 - On Running
 - Lazarus CBD
- **Concerns:**
 - Hoka
 - Omega
 - Breville
 - Mueller

(following up with all today)

AFFILIATE RATES:

- Routine
 - Repped by Jack Taylor PR
- Eadem
- Sephora:
 - Semi-annual sale soon
- HelloFresh
 - Factor Review
 - EveryPlate Review
 - New health dish meal
 - Impressions-> traffic feels like a better option

Promo Codes:

- **Daily Harvest**
- **Updates?**
 - Batch
 - FOCL
 - Charlottes Web

- Cornbread Hemp
- (Might get Sunlighten today!)

Concerns:

- Ice Barrel one off review?
 - Can they send to Andreas?

3/20

Agenda

- Pacing
- Priorities

Pacing

The March goal is \$152,625, we earned \$84,643.49 from 3/1 through 3/19, which puts us 55.45% towards our monthly goal vs 61.29% into the month. Our daily average increased last week to \$4.5k with the last few days pacing closer to \$5k. If we stay at this pacing, we should come out around \$140k, so we should find clever ways to close the gaps (or hit \$6.3k/day)

Note: External docs will share our goal as \$152,625 for March, but lets internally aim for \$170k.

Plan:

Assign external:

- Best Adjustable Mattress
- Best Mattress for Hip Pain
- Best Mattress Topper for Hip Pain
- Best Medium Firm Mattress

UPDATE SCHEDULE:

Content Updates by EOW (Per [Affiliate Weekly Wrap-Up](#)):

Braelyn:

- **Best Cheap CBD Oil**
- **Best Infrared Mat**
- **Best Orthopedic Shoes**

Leftover from 3/13

- **Best Whole30 Meal Delivery:**
 - Recipe Ratings from Expert
- **Best Keto Meal Delivery:**
 - Expand H2 with additional info
 - Table update
- **Best Plant-Based Meal Delivery?**
 - BW to review

Carleigh:

- Quick Wins focus

Content Updates for 3/15 (per [Dylan's Revenue Potential Doc](#)):

- Carleigh Update:
 - Best Cooling Comforter:
 - Note: Testing
- Braelyn Updates:
 - Best Sex Toys For Women
 - Note: Bleeding into week of 3/20

[Samples:](#)

- **Request:**
 - **Charlottes Web:**
 - **Carleigh Ferrante** Can you drop in your request for Dylan?
- **Concerns:**
 - TOLOCO
 - Hydragun
 - Mebak
 - OPOVE
 - Omega
 - Breville
 - Mueller
 - Hoka
- **Dylan Bertalli** Can you be more specific about each issue above?
- **Confirmed:**
 - Comfier Massage Gun
 - Pure Juicer
 - AllBirds

AFFILIATE RATES:

- **Avocado** moving to Impact

- Dylan Bertalli Has this all been moved over & the rate update to reflect past negotiations
 - Changed contract on Impact, swapping links ASAP
- CBD Updates:
 - Dylan Bertalli Any updates here? What have you confirmed and moved over so far?
 - Empower-Joining Impact within the month
 - Green Roads- Added coupon code to all areas
 - Populum- accepted into their program at 40%
 - CBDmd- Got coupon code and added it to all articles with placement
 - Tonic CBD- waiting on application on impact, looking to reachout today
 - TerVita- Accepted on referrals
- Any update from Hyperice?
 - No updates, following up today
- Can we confirm HelloFresh Strategy?

Promo Codes:

- Viome
- Winkbeds
- Green Roads CBD
- CBDmd

3/13

Agenda

- Pacing
- Priorities

Pacing

The March goal is \$152,625, we earned \$50,895.62 from 3/1 through 3/11, which puts us 33.61% towards our monthly goal vs 38% into the month. Our daily average dropped last week to \$3.7k, however we need to hit at least \$5.4k to hit our goal this month (and Closer to \$6.4k if we want to hit \$20k above goal).

Note: External docs will share our goal as \$152,625 for March, but lets internally aim for \$170k.

Plan:

Assign external:

- Best shoes for plantar fasciitis
- CBD Lotions
- Best Mattress for Murphy Beds
- Best Latex Mattress

UPDATE SCHEDULE:

Content Updates by EOW (Per [Affiliate Weekly Wrap-Up](#)):

Braelyn:

-

Leftover from 3/13

- **Best Whole30 Meal Delivery:**
 - Recipe Ratings from Expert
- **Best Keto Meal Delivery:**
 - Expand H2 with additional info
 - Table update
- **Best Plant-Based Meal Delivery?**
 - BW to review

Carleigh:

- Best Dating Sites Over 50
- Best Walking Shoes for Women (3/7)
 - Podiatrist review
 - **People also search for**
 - [stylish walking shoes for women](#)
 - [best walking shoes for women over 50](#)
 - [good shoes for walking all day](#)
 - [best walking shoes for 60 year old woman](#)
 - [best walking shoes for older women](#)
 - [best walking shoes for men](#)
- Best Infrared Sauna Blanket:
 - Add 2-3 more options
 - Another affordable option + be intuitive about what we're missing in terms of how other guides are servicing readers
 -

Content Updates for 3/15 (per [Dylan's Revenue Potential Doc](#)):

- Carleigh Update:
 - Best Cooling Comforter:
 - Note: Testing
- Braelyn Updates:
 - Best Sex Toys For Women

Content Notes:

- Dating App Content Review:
 - Explore experts
 - KG suggests dating coach

Samples:

- **Concerns:**
 - Charlotte's Web Box? (what is the context for this sample)
 - Allbirds (contacted but no response yet)
 - Hoka (contacted but no response yet)
 - On Running (contacted but no response yet)
- **Confirmed:**
 - Garden of Life CBD
 - FOCL CBD
 - Cozy Earth Comforter
 - ALPACA DUVET INSERT
 - ORGANIC LATEX MATTRESS TOPPER

AFFILIATE RATES:

- **Avocado moving to Impact**
 - Dylan Bertalli Has this all been moved over & the rate update to reflect past negotiations?
 - Recently just changed contact in impact, looking to complete this this week
- **Dylan Bertalli**
 - Hyerice orders; saw 59 orders on best compression boots but a drop in revenue; can you look into any issues in Awin?

Promo Codes:

- **Viome**
 - Best At-Home Microbiome Testing
- **Winkbeds**

3/6

Agenda

- Pacing
- Priorities

Pacing

The March goal is \$152,625, we earned \$152,625 from 3/1 through 3/4, which puts us 12.22% towards our monthly goal vs 12.9% into the month. Our daily average last week was \$4.5k per day, but most days average closer to \$4k (however we had a big \$8k day 03/04). Reminder: We should aim to hit \$5.4k/ day for March to be ~\$20k over goal.

Note: External docs will share our goal as \$152,625 for March, but lets internally aim for \$170k.

Priorities:

New Algo Update dropped

Plan:

UPDATE SCHEDULE:

Content Updates by EOW (Per [Affiliate Weekly Wrap-Up](#)):

Braelyn:

- **Best Compression Boots:**
 - EOD 3/5
- **CBD Gummies for Sleep:**
 - Braelyn to update with insomnia & disease mentions; explore external party for review so we can take back ranking
 - Goal: 3/9 (external expert)
- **Best Dating App: (03/07)**
 - Expert review; touch base with KG on best person (i.e. relationship counselor/ coach)
- **Best Dating App for Serious Relationships: (03/08)**
 - Start to recover & then dipped again

- Explore expert review/ adding more success stories (beyond backlinking)
- **Best Whole30 Meal Delivery:**
 - Recipe Ratings from Expert
- **Best Keto Meal Delivery:**
 - Expand H2 with additional info
 - Table update
- **Best Plant-Based Meal Delivery?**
 - BW to review

Carleigh:

- Infrared Sauna (EOD)
 - New sections
- Compact Treadmills (EOD)
 - New sections
- Cold Plunge Tub (3/7)
 - New sections
- Infrared Sauna Blanket (3/7)
 - New sections
- Dating Apps Single Moms (3/7)
 - Expand pros & cons box
 - Pull out price
- Best Walking Shoes for Women (3/7)
 - Podiatrist review

Content Updates for 3/15 (per [Dylan's Revenue Potential Doc](#)):

- Carleigh Update:
 - Best Walking Shoes for Women
 - Best Air Purifier for Allergies
 - Best Water Softener
 - Best Medium-Firm Mattress
 - Note:
 - Best Cooling Comforter:
 - Note: This could be an easy one to explore testing
- Braelyn Updates:
 - Best Sex Toys For Women
 - Best Mattress for Murphy Bed
 - Best Adjustable Mattress
 - Best Latex Mattress

Content Notes:

- Dylan to backlink to Brooklyn Bedding review
- Revisit NordicTrack Rates
 - Brand dropped to 8%; check order to make sure content is best optimized

Samples:

- **Top Needs of 2/21:**
 - Charlotte's Web Box
 - Carleigh Ferrante Can you drop in the products that you want to sample (include Calm gummies!)
 - <https://www.charlottesweb.com/cbd-lemon-calm-gummy>
 - <https://www.charlottesweb.com/catalog/product/view/id/1072/s/cbd-turmeric-ginger-recovery-gummy/category/122/>
 - <https://www.charlottesweb.com/maximum-strength-hemp-extract-cbd-oil>
 - <https://www.charlottesweb.com/cbd-daily-wellness-25mg-gummies>
 - <https://www.charlottesweb.com/sport-daily-edge>
- **Concerns:**
 - Need Hoka PR Contact
 - RevOffers situation?
 - I want to negotiate with Joy Organics, but I recall an outstanding situation with revoffers
 - Garden of Life has not responded, might need to replace them
- **Confirmed:**
 - TribeTokes
 - Mendi
 - Talkspace
 - House of Wise
 - NEW Life Pro Sample (waiting on return slip)
 - Batch

AFFILIATE RATES:

- **Avocado moving to Impact**
 - Please apply on Impact + confirm our rate

CBD Brands to Touch Base With:

- Joy Organics:
 - Select creators can get 100% on Skimlinks; please reach out about getting a higher rate
 - We can do a one off brand review if they do
- Terra Vita
 - No rate
- Tonic CBD
 - No rate
- Green Roads
 - Can we touch base about a coupon?
- CBDmd
 - Can we touch base about a coupon?

2/28

Agenda

- Pacing
- Priorities

Pacing

The February goal is \$139,788, we earned \$140,194.17 from February 1st through February 27th, which puts us 100.29% towards our monthly goal vs 96.43% into the month. Our daily average last week was \$5.5k per day, but there's been more volatility over the past 5 days. Reminder: We should aim to hit \$5.4k/ day for March to be ~\$20k over goal.

Note: External docs will share our goal as \$152,625 for March, but lets internally aim for \$170k.

Priorities:

New Algo Update dropped

Plan:

- Dylan to check rank daily for top 20 urls in our top commerce URLS document to flag if anything drops
 - Dylan Bertalli Can you do a quick sweep to see if there are other immediate URLs to address this week?
 - Best Infrared Sauna Blanket
 - Best CBD Gummies for Sleep
 - Started to rise & dropped again
 - Strongest CBD Gummies

UPDATE SCHEDULE:

Content Updates by EOW (Per [Affiliate Weekly Wrap-Up](#)):

- Best Dating Apps:
 - Braelyn Wood
- Best Dating Apps for Over 40:

- Braelyn Wood -> check with KG progress
- Best Dating Apps for serious relationships
 - Braelyn Wood
- Best Cold Plunge Tubs:
 - Carleigh Ferrante
- Best Microbiome Tests:
 - Carleigh Ferrante

Content Updates for 3/1 (per [Dylan's MoM Run Rate](#)):

- Dylan to tackle [month-specific date updates](#) on 3/1 by EOD
- Braelyn Updates:
 - Full-Spectrum CBD Oil
 - **CBD Oil for Sleep**
 - **Strongest CBD Gummies**
 - Best CBD Oil
- Carleigh Update:
 - Best Dating Apps for Single Moms
 - Best Mattress for Stomach & Side Sleeper

Content Updates for 3/15 (per [Dylan's Revenue Potential Doc](#)):

- Carleigh Update:
 - Best Walking Shoes for Women
 - Best Air Purifier for Allergies
 - Best Water Softener
 - Best Medium-Firm Mattress
 - Note:
 - Best Cooling Comforter:
 - Note: This could be an easy one to explore testing
 - Best Compact Treadmills
 - Andreas has samples
- Braelyn Updates:
 - Best Sex Toys For Women
 - Best CBD Gummies
 - Best Mattress for Murphy Bed
 - Best Adjustable Mattress
 - Best Latex Mattress

Content Notes:

- Dylan Bertalli Can you dig into 2/24 and see what URLs dropped the most WoW?
 - www.mindbodygreen.com/articles/best-cbd-gummies-for-sex -54.05% Daily
 - www.mindbodygreen.com/articles/best-weightlifting-shoes -29.14% Daily
 - www.mindbodygreen.com/articles/best-cold-plunge-tubs -97.85%
 - www.mindbodygreen.com/articles/best-compression-boots -97.72%

- **Mattress Reviews:**
 - Methodology Page planned for EOW
 - Gifs; Creative okay but we need to provide adequate time for request. Must include:
 - Link to video
 - Time stamps for desired gif
 - Ex: 0:01-0:05

Samples:

- **Top Needs of 2/21:**
 - Dylan Bertalli Any updates on:
 - Lifepro swap?
 - No response
 - CBD Gummies:
 - Please wrap by EOD 3/1
 - Can we ask eHarmony proactively about more than one free trial for testing all content?
 - Yes, I just need a list of the Profile IDs
- **Concerns:**
 - Did Pure confirm whether they have an affiliate rate? Dylan Bertalli
 - Pures program is closed on affiliatly
 - Katalys (formerly RevOffers)
 - We have higher direct rates with brands in these affiliate networks versus Katalys
- **Confirmed:**
 - CBDfx
 - Charlottes Web
 - CBDmd
- **Do We Have Better Contacts?**
 - Mendi hello@themendico.com
 - PlusCBD affiliates@cvsciences.com
 - Garden of Life etail@gardenoflife.com?
 - Joy Organics affiliates@joyorganic.com
 - Batch hello@hellobatch.com

2/23

Agenda

- Pacing
- Priorities

Pacing

The February goal is \$139,788, we earned \$117,296.68 from 2/1 through 2/22, which puts us about 83.91% towards our monthly goal vs 78.57% into the month. We need to earn at least \$3.7k to meet our goal this month. Our current daily average is \$5.3k per day (based on past week) with a March goal of \$4.9k needed for March.

Note: External docs will share our goal as \$152,625 for March, but lets internally aim for \$170k.

Priorities:

New Algo Update dropped

Where rank is moving a lot for us so far:

- CBD content
- Infrared saunas + blankets
- Red Light Therapy

Plan:

- Dylan to check rank daily for top 20 urls in our top commerce URLS document to flag if anything drops
 - Add to the mbg affiliate channel & tag Braelyn + Carleigh

Content Updates by EOW (Per [Affiliate Weekly Wrap-Up](#)):

- Best CBD Gummies for Sleep
 - Braelyn Wood
- Best CBD Gummies for Sex:
 - Braelyn Wood
- Best Infrared Sauna Blanket:
 - Carleigh Ferrante
- Best Red Light Therapy Device
 - Carleigh Ferrante

Content Updates for 3/1 (per [Dylan's MoM Run Rate](#)):

- Dylan to tackle [month-specific date updates](#) on 3/1 by EOD
- Braelyn Updates:
 - Full-Spectrum CBD Oil
 - CBD Oil for Sleep
 - Strongest CBD Gummies

- Best CBD Oil
 - Carleigh Ferrante Could you help with grabbing photos for all product sent your way?
- Carleigh Update:
 - Best Dating Apps for Single Moms
 - Best Mattress for Stomach & Side Sleeper

Content Updates for 3/15 (per [Dylan's Revenue Potential Doc](#)):

- Carleigh Update:
 - Best Walking Shoes for Women
 - Best Air Purifier for Allergies
 - Best Water Softener
 - Best Medium-Firm Mattress
 - Note:
 - Best Cooling Comforter:
 - Note: This could be an easy one to explore testing
- Braelyn Updates:
 - Best Sex Toys For Women
 - Best CBD Gummies
 - Best Mattress for Murphy Bed
 - Best Adjustable Mattress
 - Best Latex Mattress

Content Notes:

- Dylan Bertalli Can you dig into 2/20 and see what articles drove the most traffic for the sudden spike in our run rate?

Samples:

- **Top Needs of 2/21:**
 - Lifepro Sauna Blanket— [BioRemedy Infrared Sauna Blanket](#) (most affordable)
 - CBD Gummies:
 - Emily K.
 - Tracy
 - Natalie Goldberg
 - eHarmony free trial sample for testers
- **Concerns:**
 - Move forward with Pure if we don't have to sign the contract?
 - FOCL? We had a meeting and they are open to sending samples
 - Hydrarow offer
- **Confirmed:**
 - CbdFX Box:
 - Jamey Powell

36 Conselyea St, 2B
Brooklyn, NY 11211

[Cooling muscle & joint cream](#)

- Calming [balm stick](#)
- [Original CBD gummies](#)
- [Lemon Dream Sleep Gummies \(Contains THC\)](#)
- Focus [mushroom energy CBD drops](#)
- [Wellness 2:1 drops](#)

Rate Negotiations & Link Swaps:

Needed:

- Next Priority: Online Therapy
 - <https://app.asana.com/0/1202989385534761/1203623256788505/f>
- Populum:
 - CBD Salve for Athletes
- Veg Out
- Empower BodyCare

Completed:

- Spoiled Child now at 20%
- Saje now at 20%
- IMAGE Skincare now at 20%
- ISSA 15% + \$10 per Lead
- 111SKIN now at 15%
- Kuru Rate: 25%
 - Good Faith extension to improve partnership

Promo Code Requests:

Needed:

- Plank Bedding—have the article all set, so we need to prioritize!

Completed:

- Daily Harvest
- ISSA (verbally confirmed setting up and sending on Thursday)
- Home Chef

Top URLs for Sales To Flag:

- <https://www.mindbodygreen.com/articles/saatva-latex-hybrid-mattress-review>

Affiliate:

- LetsGetChecked:
 - At-Home Thyroid Tests LetsGetChecked links

Contacts:

- TBD: waiting for “TheLongGame” List

Full-Funnel Opps:


- Peloton

Traffic source	Impressions	Impressions click-through rate	Views ↓	Average view duration	Watch time (hours)	
<input type="checkbox"/> Total	7,227	1.4%	163	1:09	3.2	
<input type="checkbox"/> Browse features	4,166	1.5%	70	0:55	1.1	
<input type="checkbox"/> YouTube search	2,580	1.3%	44	1:47	1.3	
<input type="checkbox"/> Notifications	—	—	15	1:05	0.3	
<input type="checkbox"/> Channel pages	364	1.4%	14	0:34	0.1	
<input type="checkbox"/> External	—	—	10	1:27	0.2	
<input type="checkbox"/> Direct or unknown	—	—	7	0:20	0.0	
<input type="checkbox"/> Other YouTube features	—	—	2	2:03	0.1	
<input type="checkbox"/> End screens	—	—	1	0:16	0.0	
<input type="checkbox"/> Suggested videos	116	0%	—	—	—	
<input type="checkbox"/> Playlists	1	0%	—	—	—	

YouTube search terms

Views · Since published

Proportion of your total traffic:

27.0% 

latex	<div></div>	31.8%
mattress	<div></div>	6.8%
mattress review	<div></div>	6.8%
saatva latex hybrid mattress	<div></div>	6.8%
latex mattress	<div></div>	4.6%

Top traffic sources

Views

External

36.4%



Direct or unknown

27.3%



YouTube search

27.3%



Notifications

9.1%



2/14

Agenda

- Pacing
- Priorities

Pacing

We've hit our goal with today's reporting pulling in at \$52,944.83 from 2/1-2/11, which puts us 37.88% towards the goal vs 39.28% of the month complete. Our pacing was \$5.1k/day last week, and we were up .51% WoW in revenue.

Priorities:

Content Updates (Per [Affiliate Weekly Wrap-Up](#)):

- Best Dating Sites Over 40
 - Original images
-

Per [Dylan's MoM Run Rate Report](#):

- Revenue:
 - Best Mattress for Stomach & Side Sleepers

- Best Shoes for Plantar Fasciitis
- Best Dating Apps for Single Moms

Content Notes:

- Care/Of-> Task moved to Wednesday by AJF
- Keywords
 - Natalie wrapping by EOD
 - Dylan Bertalli Can you help with any additional rate pulls that Natalie may need?

Samples:

- **Top Needs of 2/7:**
 - CbdFX Box
 - Lifepro Sauna Blanket (sent wrong one) need [BioRemedy Infrared Sauna Blanket](#)
 - CBD Gummies:
 - Emily K.
 - Tracy
 - Natalie Goldberg
- **Concerns:**
 - N/A
- **Confirmed:**
 - Hamilton Beach Juicer
 - Pure Juicer

Rate Negotiations & Link Swaps:

Needed:

- Next Priority: Online Therapy
 - <https://app.asana.com/0/1202989385534761/1203623256788505/f>
- Populum:
 - CBD Salve for Athletes

Completed:

- Meeting with ISSA on Feb 16th
- Ghost Beds meeting on Feb 15th

Promo Code Requests:

- Plank Bedding
 - Next video focuses on Plank!

Top URLs for Sales To Flag:

- <https://www.youtube.com/watch?v=O53epQIFuml>
 - Team will continue to play with title & description box
- <https://www.mindbodygreen.com/articles/best-cbd-salves-for-athletes>

Affiliate:

- Saatva:
 - Any updates on additional links from the team? They seem to come from SAS—can we ask if we can make these links?
- LetsGetChecked:
 - At-Home Thyroid Tests LetsGetChecked links

Contacts:

- Breville
- Mueller

Full-Funnel Opps:

- Assault Fitness

Action items:

- FOCL Follow-Up
 - We can look into a FOCL review to see if we can test products now but keep in mind for inclusion in other content
- Testing Panel:
 - Dylan Expert Research: Trichologist/ Experts

2/7

Agenda

- Pacing
- Priorities

Pacing

We've hit our goal with today's reporting pulling in at \$27667.29. This puts us at 19.79% towards the goal vs 21.43% of the month complete. Our pacing was \$5k/day last week, but dropped to ~\$4.3k for 2/1-2/6. We saw an improvement over the weekend that continues through Monday, but we'll need to keep a close eye on pacing to catch up this week. Overall, we were down ~9.15% WoW in revenue.

Priorities:**Content Updates (Per [Affiliate Weekly Wrap-Up](#)):**

- Best Infrared Saunas
 - Mention Sun Home Sauna V-Day Sale to help boost conversion

- Best Walking Shoes for Women:
 - Replace Danskos
- Best Infrared Sauna Blanket
- Best Dating Sites for Single Moms

Content Notes:

- Discuss THC & CBD with AJF
- Care/Of On AJF's list for EOD today

Samples:

- **Top Needs of 2/7:**
 - CbdFX Box
 - Factor
 - NordicTrack
 - One-off review of NordicTrack Elite
 - Best Juicers Tab
- **Concerns:**
 - Purple Carrot Box had the same recipes twice
 - Factor
 - Product never shipped to writer and tracking shows up blank
- **Confirmed:**
 - Avocado Mattress Silk Pillowcases
 - WalkingPad C2 Mini Foldable Walking Treadmill
 - Echelon Stride Auto-Fold Connected Treadmill
 - Awara Natural Hybrid Mattress
 - Nest Owl | Natural Latex Hybrid
 - Saatva Classic Mattress
 - HELIX MOONLIGHT
 - The EcoCloud by WinkBeds
 - Theragun Elite
 - RENPHO R4 Massage Gun
 - Erkin B37
 - LifePro Sonic Handheld Percussion Massage Gun

Rate Negotiations & Link Swaps:

Needed:

- Next Priority: Online Therapy
 - <https://app.asana.com/0/1202989385534761/1203623256788505/f>
- Best At-Home Microbiome Tests
 - Flore
 - Ombre

Completed:

- Hello Fresh 70 —>100
- Everyplate 50 —> 70
- Factor Meals 60 —>90
- Green Chef 80 —>110
- SilverSingles
- EliteSingles
- Zoosk
- Penguin
- R&R
- Lazarus Naturals

Promo Code Requests:

- 518 Kitchen
- Fresh n' Lean
- Territory Foods
- Daily Harvest
- Little Spoon

Top URLs for Sales To Flag:

- Hemp vs. Cbd Gummies
 - Joy Organics
 - Cornbread Hemp
 - Batch

Affiliate:

- Dylan Bertalli

Contacts:

- 518 Kitchen
 - N/A
- Fresh n' Lean
 - Amanda Quadrini Should have!
- Territory Foods
 - <valentina.lombardo@powerdigitalmarketinginc.com>
- Daily Harvest
 - <blair@daily-harvest.com>
 -
- Little Spoon
 - N/A

Full-Funnel Opps:

- Content publishers for Blue Apron were looking for an offer for any flat fee placements or anything in exchange for an increased CPA rate.

Action items:

- Saatva
 - The promo is \$350 off \$1000+. It is live from now through 2/28, should this be updated for all Saatva content?
- Content roadmap for CBD Q1 and Q2
 - Addresses for editors so we can send all of our products to them for FOCL
- At-Home Thyroid Tests LetsGetChecked links
- Braelyn TB with CBD:
 - Supplements THC

1/30

Agenda

- Pacing
- Priorities

Pacing

We've hit our goal with today's reporting pulling in at \$145,661.56. This puts us at 112% towards the goal vs 93.55% of the month complete. Our pacing hovers around \$4.8k/ day with weekday drops to around \$3.8k and weekends rising up to more than \$6k. Overall, we were up WoW 18.76% in revenue.

Priorities:

Content Updates (Per [Affiliate Weekly Wrap-Up](#)):

-

Samples:

- **Top Needs of 1/23:**
 - Massage Guns
 - Ghostbed Luxe
 - Winkbed Eco Cloud
 - Helix Midnight
 - Echelon
- **Confirmed:**
 - Dylan Bertalli Any important adds to note?

Rate Negotiations & Link Swaps:

- Dating Apps:
 - Silver Singles/ Zoosk/ etc.
 - Dylan Bertalli Did we get this set up yet?
- CBD:

- Penguin
 - Dylan Bertalli We're on SAS—did you change the link?
- R&R
 - On RevOffers but request was declined by brand — in best CBD lotions piece going live
- Lazarus Naturals
 - We link a lot and they're currently running off Skimlinks instead of direct
- Purple Carrot:
 - I saw we're connected, so we need to get those links off Skimlinkins!
- Any update on:
 - Best weightlifting shoes?
 - Hoka—I saw they actually declined our request after Dylan reached out?
- Next Priority: Online Therapy
 - <https://app.asana.com/0/1202989385534761/1203623256788505/f>

Promo Code Requests:

- Bumping Saatva again (I want to put it into the article / video review going live this week)
- Can we wrap the last final [meal delivery brands on the page](#)?
 - Once done, we'll move on to mattresses!

Top URLs for Sales To Flag:

- <https://www.mindbodygreen.com/articles/sun-home-sauna-infrared-sauna-blanket-review>

Sales:

- Care/Of:
 - I created a different task for AJF for this one that's in the Commerce Initiatives board so everyone has access to it.

Contacts:

- Dylan Bertalli Add any requests here

Action items:

- New section for contacts

1/23

Agenda

- Pacing
- Priorities

Pacing

We are starting the month strong, pacing ahead of goal. We've delivered \$95,980.48 from 1/1-1/20. This puts us at 74.4% to goal vs 64.5% of the month complete. To hit the January

goal, we need to deliver ~\$3k/ day to stay on pace but should aim to increase our daily goal to at least ~\$5k/ day by EOM.

Priorities:

Content Updates (Per [Affiliate Weekly Wrap-Up](#)):

- Best Dating Sites for Seniors
 - Add more details about each app
 - Update original photos
- Best CBD Oils for Sleep
 - Targeting “relaxation” and “calm” as secondary keywords
 - Add price per mg of CBD/ organic
- Best CBD Gummies for Sleep
 - Adding initial testing thoughts on taste/ original photos

Samples:

- **Top Needs of 1/23:**
 - Massage Gun Tab: Cont
 - Feb Video:
 - Saatva
 - Nest
 - Awara
 - Purple Carrot
- **Confirmed:**
 - Regain
 - Lumens
 - Dylan Bertalli Any other samples secured that we should note?

Rate Negotiations & Link Swaps:

- Dating Apps:
 - Silver Singles/ Zoosk/ etc.
 - Once approved, can Dylan create an Asana task & update those links?
- [Ranking no.1: Best CBD Gummies for Sex](#) -> new brands with products targeted to sex;
 - House of Wise
 - Penguin
 - Otterspace
- CBD:
 - NuLeaf -> appearing Trackonomics, so Dylan can update
 - FABCBD -> not appearing in Trackonomics still

Promo Code Requests:

- Can we continue to update the first page of the sheet to read “approved” with the promo code + add to the designated tab:
https://docs.google.com/spreadsheets/d/1uMooLvbyJCjSy2DAFSI7yMDO01C4w9_VOqyowES0lDU/edit#gid=857270202
 - Reviews set this week:

- Green Chef
- Everlywell

Top URLs for Sales To Flag:

- N/A

Sales:

- Sun Home Saunas:
 - Infrared Sauna Review:
 - Can we ask Sun Home Saunas if they want HMA's availability first or if they want to ask the space and then send us the free times (ideally on a weekend) - DONE
 - Blanket:
 - On the calendar for Wednesday—Danielle is actually taking a stab at writing out grafs rather than the interview process, so it pushed this back slightly. Trying to build out more time when we mention dates moving forward.

Action items:

- Headspace One-Off
-

1/17

Agenda

- Pacing
- Priorities

Pacing

We are starting the month strong, pacing ahead of goal. We've delivered \$84,775.63 from 1/1-1/17. This puts us at 65.54% to goal vs 54.84% of the month complete. To hit the January goal, we need to deliver ~\$3.1k/ day to stay on pace but should aim to increase our daily goal to at least ~\$5k/ day by EOM.

Priorities

Content Updates (Per [Affiliate Weekly Wrap-Up](#)):

- Best Compression Boots:
- Best Compact Treadmill:
- Best CBD Gummies for Sleep: **Done**
- Best Dating Sites for Serious Relationships: **Done**

Samples:

- **Top Needs of 1/17:**
 - Massage Gun Tab
- **Offered:**
 - Whoop
 - May take request depending on Devon vs. Affiliate Writer

Rate Negotiations & Link Swaps:

- Best Weightlifting Shoes ([asana task](#))
 - Ranking No. 1
- Best Online Workout Programs ([asana task](#))
 - Ranking No. 2
- Best CBD Massage Oils ([asana task](#))

Promo Code Requests:

- Can we continue to update the first page of the sheet to read “approved” with the promo code + add to the designated tab:
https://docs.google.com/spreadsheets/d/1uMoolvbyJCjSy2DAFSI7yMDO01C4w9_VOqyowES0IDU/edit#gid=857270202
 - Ex: Talkspace
- Saatva Promo Code:
 - Can we request for our Saatva Latex Hybrid Review
- Any updates on [Meal Delivery](#)?

Repromo + Review Requests:

- Any requests?

Top URLs for Sales To Flag:

- N/A

Sales:

- Rapid REGEN Boots
 - Want a credit card on file for the sample request
 - Confirm with Tracy that we can use the card

Sales:

- Talkspace
 - We’ve had a review planned, but Dylan flagged that there’s a sales deal happening. Can we align?
- Whoop:
 - What do you need from an affiliate standpoint?
 - Note: If we’re writing, should we also have our writer get a sample to test out to help with the review.

Action items:

- Plunge 10%
- CBD massage + more going live
- Headspace vs calm
 - Promo for both
- Saatva see if we can get promo

1/9

Agenda

- Pacing
- Priorities

Pacing

We are starting the month strong, pacing ahead of goal. We've delivered \$40,035.12 from 1/1-1/9. This puts us at 30.95% to goal vs 25.81% of the month complete. To hit the January goal, we need to deliver ~\$4.3k/ day to stay on pace but should aim to increase daily goal to ~\$4.9k/ day by EOM.

Note: Refersion data is not pulling into our Trackonomics account. It's been flagged to their team and should be resolved shortly.

Priorities

Content Updates (Per [Affiliate Weekly Wrap-Up](#)):

- Best Dating Apps:
 - **Done:** <https://www.mindbodygreen.com/articles/best-dating-apps>
- Original Testing for Dating Apps:
 - Carleigh working on review page
 - Braelyn coordinating with Kelly to expand approach for more testing
- Best Adjustable Mattress
- Best Microcurrent Device
- Best Red Light Therapy Device

Samples:

- **Top Needs of 1/9:**
 - Goal: Clear out Weekly Priorities
 - Top Needs:
 - Talkspace Code
 - Regain Code (part of Talkspace/Betterhelp)
 - LifePro Infrared Sauna - check with Amanda if she's had contact, if not we need to find a contact

- Bed Frame:
 - Casper
 - **Nectar - Sending sample**
 - Floyd
 - **Birch - Sending Sample**
 - Thuma:
 - Note in contact with brand from the editorial side and I'm trying to gauge their interest on offering a sample for the video.
 - PT ADD: Avocado Mattress
- **Offered:**
 - If you can add any new sample offers here?
 - Amanda Quadrini - True botanicals, U beauty
-

Rate Negotiations:

- Updates on FabCBD & NuLeaf?
- Amerisleep
 - 30% Rate offered
- Massage Oil CBD:
 - Lazarus Naturals
 - Vegout Organics
 - Empower
- Daily Dose - Carliegh interested in doing a standalone review, negotiate higher rate higher

Promo Code Requests:

- Meal Delivery:
 - https://docs.google.com/spreadsheets/d/1uMooLvbyJCjSy2DAFSi7yMDO01C4w9_VOqyowES0IDU/edit#gid=857270202
 - Status Update: Dylan to start working through this week

Repromo + Review Requests:

- Care/Of
 - Update: BW working with AJF to identify opportunities this week
- Sun Home Sauna Blanket review live by end of week

Top URLs for Sales To Flag:

-

Sales:

- Clear out the Weekly Priorities doc with request
- Bed Frame for Video Shoot

Action items:

-

1/4

Agenda

- Pacing
- Priorities

Pacing

We are starting the month strong, pacing ahead of goal. We've delivered \$14,160 from 1/1-1/3. This puts us at TK% to goal vs Tk% of the month complete. To hit the goal, we need to deliver at least ~\$4.2k/ day to stay on pace.

Priorities

Content Updates (Per [Affiliate Weekly Wrap-Up](#)):

-

Samples:

- **Top Needs of 1/4:**
 - Flagging as Week's Priority:
 - Lumen Metabolism Tracker
 - Peloton Treadmill - Pete to reach out to brand team
 - Regain Code
 - Video:
 - Best Mattress for Side Sleepers: **NEED BY 1/26 In Office**
 - Birch Natural Mattress:
 - <https://birchliving.com/products/birch-natural-organic-mattress>
 - Avocado Green Mattress:
 - <https://www.avocadogreenmattress.com/collections/mattresses/products/green-natural-organic-mattress>
 - Winkbed Luxury Firm:
 - <https://www.winkbeds.com/pages/shop-winkbed>
 - Compression Boots: **NEED BY 2/1 @ Andreas office**
 - Therabody RecoveryAir Prime
 - Therabody RecoveryAir Jet Boots
 - FitKing Leg & Compression Manager

- Rapid Reboot REGEN
- Note: Extract Labs
 - Have we made contact with this brand yet? - We have but they've since ghosted us, we can get them back
- **Offered:**
 - If you can add any new sample offers here?
 - Cariuma
 - Did we get the issue resolved with 60% on Narrativ vs. 20% direct?
 - She's checking with the team, I followed up yesterday and will check in again tomorrow am
 - True Botanicals
 - ILIA
 - Vegamour - best gray hair serum

Rate Negotiations:

- Saatva
 - 20% Peter Trombino Is there a task to reorder this?
- Edit Requests:
 - [Best Workout Mirrors](#)
 - Any updates on Tonal specifically?
 - Shoes:
 - Zappos
 - Nordstrom
 - Both run through Skimlinks, and we're seeing drastic upticks in traffic. With Amazon rates now declining, I'd love to find a way to partner better with these retailers.

Promo Code Requests:

- Meal Delivery:
 - https://docs.google.com/spreadsheets/d/1uMooLvbyJCjSy2DAFSI7yMDO01C4w9_VOqyowES0IDU/edit#gid=857270202
 - Status Update:
- Puffy:
 - Did the brand end up sending over promo?

Repromo + Review Requests:

- Care/Of
 - Update: AJF is OOO; we'll touch base when she returns
- Amanda Quadrini Peter Trombino Any new requests?
 - Infrared Sauna Blanket is on the agenda
 - HMA going to test out sauna in person

Top URLs for Sales To Flag:

- **Viome:**
 - <https://www.mindbodygreen.com/articles/viome-test-review>
- **Splendid Spoon:**
 - <https://www.mindbodygreen.com/articles/splendid-spoon-review-2023>

Sales:

- Review priorities for samples / editorial
- Best Compression Boots URL
 - Therabody: 20% on Skimlinks, vs. 5% on Impact
 - Discounts:
 - Hyperice - 20% code coming through in Awin
 - Therabody

Sale Search Trends:

- +
 - Meal Delivery
 - Fitness Gear
 - Treadmills
 - Dumbbells
 - Elliptical
 - Workout Mirror
 - Workout Program
 - Fitness Trackers
 - Mattress:
 - Search decline during December but picking back up
 - Sauna
 - Cold Plunge Tub (on the rise all of December)
 - Household Essentials:
 - Air Purifiers
 - Humidifiers
- -
 - Heaters

Action items:

-

12/27

Agenda

- Pacing

- Priorities

Pacing

We are still pacing ahead of goal this month. From 12/1-12/27 we've delivered \$106,724.17. This puts us at 88.8% to goal vs 83.87% of the month complete. To hit the goal, we need to deliver at least \$2.6k every day through EOM.

Priorities

Content:

- Update best dating apps:
 - We saw a 4% increase in commission, however our rank dropped last week. Our totally impressions decrease by nearly 4.8% last week due to a .05 dip in our position for the top query "best dating apps" after CNET published a competitive piece. We're actively updating the URL today.
- Update best infrared sauna blanket:
 - We saw a 387% decrease in commission WoW with the infrared sauna blanket. Although our average position for all related queries improved WoW, we saw a 16% dip in overall impressions as we dipped for the query "best sauna blanket." We plan to update today.
- Best Dating Apps Improvements:
 - Peter Trombino I wanted to share that we saw an increase in ranking + commission for all URLs updated with the promo code including best dating apps for men, serious relationships, single moms, etc. We can flag to eHarmony.

Samples:

- **Top Needs of 12/27:**
 - Flagging as Week's Priority:
 - Lumen Metabolism Tracker
 - Note: Tracy Rosecrans Is confirming keywords with J&C, so we'll want to make sure this one is approved before we call in.
 - Peloton Treadmill
 - Pete to
 - Best Mattress for Side Sleepers:
 - Birch Natural Mattress:
 - <https://birchliving.com/products/birch-natural-organic-mattress>
 - Avocado Green Mattress:
 - <https://www.avocadogreenmattress.com/collections/mattresses/products/green-natural-organic-mattress>
 - Winkbed Luxury Firm:
 - <https://www.winkbeds.com/pages/shop-winkbed>
- **Offered:**

- Amanda Quadrini If you can add any new sample offers here?
-

Rate Negotiations:

- Edit Requests:
 - [Best Workout Mirrors](#)
 - [Best Online Workout Programs](#)

Promo Code Requests:

- New Document for Dylan to work through:
 - https://docs.google.com/spreadsheets/d/1uMooLvbyJCjSy2DAFSI7yMDO01C4w9_VOqyowES0IDU/edit#gid=857270202
 - Key Focus: Meal Delivery

Repromo + Review Requests:

- Care/Of
 - MindBodyGreen joined Care/Of's program on ShareASale on 11/16. Performance on our end has yet to show any performance (conversions or clicks). Can you shed some more insight on this? The brand is skeptical regarding the high commission and is looking to change it moving forward.
 - Peter Trombino We can touch base with AJF on this one;

Top URLs for Sales To Flag:

-

Sales:

- Review priorities for samples / editorial
- Best Compression Boots URL
 - Therabody: 20% on Skimlinks, vs. 5% on Impact
 - Discounts:
 - Hyperice
 - Therabody

Sale Search Trends:

- +
 -
- -
 -

Action items:

- Dylan onboarding document
 - Braelyn request Tim access

Agenda

- Pacing
- Priorities

Pacing

We are still pacing ahead of goal this month. From 12/1-12/19 we've delivered \$81,461.86. This puts us at 67% to goal vs 61% of the month complete.

Priorities

Content:

- Best infrared sauna blanket, best microcurrent device, best senior dating sites, best hair growth serum
- Criteria Pages for:
 - Mental Health
 - Dating & Relationships

Samples:

- **Top Needs of 12/20:**
 - Flagging as Week's Priority:
 - Tempurpedic Sample
 - Can we gauge the brand's willingness to send an adjustable base? Queen size
 - Factor - requested, waiting for confirmation
 - WalkingPad - send to andreas
 - NordicTrack - send to andreas
 - Echelon - send to andreas
 - Best CBD Gummies
 - Any updates: Amanda Quadrini If you can be prepared to share any updates here?
 - Talkspace - followed up with team requesting code, shared Betterhelp example for full funnel as well
 - Need 3x codes for logins
 - Everlywell - DMI contact said that it's in the pipeline for the sample + code, followed up again to get an update
- **Offered:**
 - Amanda Quadrini If you can add any new sample offers here?
 - Greenroads CBD:
 - Hannah Margaret Allen 10785016
 - Jamie Schneider 10785017
 - Carleigh Ferrante 10785018

- Cariuma (working on 30% rate)
 -
- Cornbread CBD
 - Requested 1500mg gummies
- [Miraflores](#) - requesting to send to office, 25% rate

Rates:

- Amanda Quadrini Can you also flag any new rates here?
 - Relief Factor - \$30
 - Sleep product (\$10) - <https://www.relieffactor.com/products/sleep>
 - Sunday Scaries (\$50) - up from \$10
 - Meetup - \$40
 - Johnson fitness: 15% rate confirmed
 - Felix Gray: 15% rate confirmed ([need to update links](#))
 - Persona: 25% rate confirmed
 - MUD\WTR: 25% rate confirmed ([need to update links](#))
 - [FABCBD](#) - 50% rate and then 35% on renewals
 - NuLeaf - 50% rate and then 35% on renewals
 - Horizon Fitness - 12%
 - TribeTokes - 50%
 - Gisou - 30%
 - Rainbow Light - 50%
 - Renew Life - 50%
 - NeoCell - 50%
 - Natural Vitality - 50%
 - Cariuma - Will go back and ask for 40%
 - Cornbread - 100% on 30 day cookie

Repromo + Review Requests:

- Ice Barrel Holiday Sale:
 - URL:
 - <https://www.mindbodygreen.com/articles/black-friday-sale-cold-pluge-tub-ice-barrel>
 - Update: Send Planned 12/21
- Meetup:
 - <https://www.mindbodygreen.com/articles/best-friend-finder-apps>
 - Update: Send Planned 12/22
- PT Add - Sun Home:
 - Is there any update on the sauna blanket review? We had also told them we would consider reviewing an at-home system at their NY city location
 - Update: This wouldn't be something we can tackle until 2023
- Care/Of

- MindBodyGreen joined Care/Of's program on ShareASale on 11/16. Performance on our end has yet to show any performance (conversions or clicks). Can you shed some more insight on this? The brand is skeptical regarding the high commission and is looking to change it moving forward.

Top URLs for Sales To Flag:

- <https://www.mindbodygreen.com/articles/hellofresh-review>
 - Peter Trombino Amanda Quadrini Let them know we're eager to get a promo code added to help with conversion!

Sales:

- Review priorities for samples / editorial
- Best Compression Boots URL
 - Therabody: 20% on Skimlinks, vs. 5% on Impact
 - Discounts:
 - Hyperice
 - Therabody

Sale Search Trends:

- +
 - Best Compression Boots
 - Machine Guns
 - Hand Cream
 - Journal
- -
 - Best Datings Apps
 - Home Gym Equipment
 - Cold Therapy Machine

Action items:

- BW Adds

12/12

Agenda

- Pacing
- Priorities

Pacing

We are pacing ahead of goal so far this month. From 12/1-12/9 we've delivered \$41,521. This puts us at 35% to goal vs 29% of the month complete.

Priorities

Content:

- We should aim to get the newsletter published before end of year
 - Design is sending over two designs by EOW—so we should be okay to deploy next week as long as J&C approve
 - Peter Trombino Is Ice Barrel specifically looking for content or can we feature them in our shopping newsletter as one of the sale icons?
- Update best red light therapy and hair growth for men (email sent)
- Best Compact Treadmills;
 - There's more competition for the URLs, but we discussed working on video reviews of all products, too. However I think this is a valuable article for January. Should we begin to explore samples for this space.

Samples:

- **New Priority Document:**
 - https://docs.google.com/spreadsheets/d/1YcNWUdclyEz71dOeesvK2xSB_HKowxzOvgG9XrWGMV/edit#gid=1634046960
- **Top Needs:**
 - Flagging as Priority:
 - TalkSpace Code
 - LifePro Infrared Sauna
 - Freshly
 - Everlywell
 - Any updates?
 - Factor Meal Delivery
 - Fresh n' Lean
 - Green Chef Review
- **Offered:**
 - Kuru Footwear
 - Every Plate
 - Greenroads CBD

Rates:

- Greenroads - 50%
- Joy Organics
- HelloFresh
- GreenChef
- Factor
- Kuru
- Fresh n' Lean
- Athletic Greens
- Relief Factor
- Sunday Scaries 50%
- MeetUp
- Cornbread Hemp

Top URLs for Sales To Flag:

- <https://www.mindbodygreen.com/articles/keen-psyched-review>
 - Update: Confirm review with Keen
- <https://www.mindbodygreen.com/articles/hair-growth-products>
 - Update: Nutrafol with links
- <https://www.mindbodygreen.com/articles/best-dating-apps>
 - Update: eHarmony on co-branded page status
 - At EOD I can provide conversion info but I'd love to get in the #s from Sunday first in CJ because we normally see a spike over the weekend

Sales:

- Review priorities for samples / editorial
- We are ranking better for "Best Yoga Apps" - Sarva is a premium offering, connecting you with a 1:1 yoga teacher. I don't believe they are on affiliate platforms, but we should be able to command a good rate from them (similar to Calm).
- January is just around the corner. We have keywords included for the month (whoop review, oura ring, avocado, eight sleep) - are there any that we think we can achieve a higher rate for / that we should prioritize
 - *Are we okay with moving forward for these without branded opps?*
- We may want to explore a co-branded landing page with some of the CBD companies
 - Top Brands:
 - Cornbread Hemp
 - Charlotte's Web

Sale Search Trends:

- Sauna Conversions +
- Cold Plunge -

12/5

Agenda

- Pacing
- Priorities this week
 - Discuss sampling priorities for original reviews
 - Outstanding negotiations needed for roundups

Pacing

Evaluating 12/1-12/3, we've delivered 10,209K or 3400 daily. This puts us behind the goal of 120K. We are 8.5% to goal with 10% of the month complete. Important to note while the month

is longer, user behavior will likely change dramatically after the 26th so we should aim to pace hot.

Eharmony traffic:

- Best dating apps: down 5% MoM
- Best dating apps for single moms: down 10% MoM
- Best dating sites for over 50: sessions down 30%
- Best dating sites for serious relationship: up 92%

Actions: full original review for over 50 and single moms

Priorities:

- Work on roadmap to update content with more original reviews (inclusive of samples)
- Focus on first pass at video
- Launch newsletter

Comparing the first two days of December to the first two days in November:

- Best CBD gummies for sleep is showing 466% decline in orders and 174% decline in commission (sessions down 24%)
 - Next steps - need to re-write full review
 - Need to optimize conversion rate with new re-ordering
- Best sex toys for women is down 55%
 - Sessions are down 19%
 - Actions: since this is a sensitive topic, related queries are limited - we should evaluate content gaps via Clearscope to identify opportunities to update
- Best full spectrum CBD oil is down 42%
 - Traffic is up 16%. Did we change anything re: offer order?

11/29

Agenda

- Pacing
- Priorities this week

Pacing

We crushed our goal of 104, coming in at 140K for the month. Nice work team!! For the month of December, we need to pace at 3,870K per day. Buyer behavior is likely to drop significantly after the 26th, so we should be aiming to pace closer to 4,300 per day

Priorities this week:

- Work on roadmap to update content with more original reviews

- Focus on first pass at video
- Launch newsletter

Review sales priorities

- Any content holds?
 - Primary focus - meal delivery
 - Lifepro for infrared sauna blanket
 - Best cold therapy machines, at home testing and some CBD categories.
 - Shoes: Credo Beauty, brooks
- Status of Calm?

11/21

Agenda

- Pacing
- Priorities this week
- Dating brainstorm / timeline / next steps

Pacing:

Through the 19th, we've delivered 71,225, bringing us 68% to goal vs 66% of the month complete, so overall we are pacing ahead. To hit the monthly goal, we need to deliver an average of 2,979 per day for the remainder of the month. With the holiday week, we will see an overall decline in search volume which could impact revenue, depending on how well we convert for Black Friday specials.

Priorities:

Updates:

<https://www.mindbodygreen.com/articles/best-dating-apps>

<https://www.mindbodygreen.com/articles/best-shoes-plantar-fasciitis>

–add a section on best shoe inserts to modify existing shoes

<https://www.mindbodygreen.com/articles/best-compact-treadmills>

- [Replace budget with “under 500”](#)
- [Add “for running” category \(modify existing or](#)

Sales:

- Discounts - especially for top mattress URLs
- We rank #1 for best hrv monitors:
<https://www.mindbodygreen.com/articles/best-hrv-monitor> - look for direct deals with these players
- Review current priority list together
 - Mattress codes
 - Saatva - rate
 - Solawave
 - Footwear brands based on merchant report
 - Vegamour -
 - Coyuchi
 - Joy organics -

Action items:

- Amanda to reach out to list from 11/7
- Braelyn and Carleigh to look at the platforms for deals to feature in mentioned URLs

11/14

Agenda

- Pacing
- Review open BD items needed for publishing
 - Hydrotherapy hot tubs
 - Braelyn to publish
 - Amanda already reached out - not a ton of traction yet.
 - Cold therapy machine
 - Amanda to prioritize this week
 - Iron deficiency
 - Mylabs has never done affiliate
- Sample process
 - Sheet is easier to manager than Asana
- Discuss upcoming video shoot
 - Braelyn to share open action items

Pacing

As of 11/12, we've delivered 43.8K or 42% vs 40% of the month being complete, so we are slightly ahead of our goal at this point.

Updates & sales priorities same as last week +

<https://www.mindbodygreen.com/articles/best-keto-meal-delivery>

11/7

Agenda

- Pacing and priorities
- Process with J&C reviews - whoop and oura ring
 - Avocado - we should go ahead and move forward -
 - beneficial for the partnership - add this one back
 - Oura ring - none this year
 - Whoop - direct hasn't been in touch - reach back out
 - Eight sleep - Pete to check on Amanda
- Status of calm app
 - Shared standard impact deal - waiting for them to circle back
 - Start to move forward with the meditation apps updates

In looking at pacing the first five days of November, we've delivered 14,918, putting us at 14% to goal vs 17% of the month complete.

Compared to the first five days of October:

- URLs that are delivering higher commissions: keto delivery, mattresses for athletes, full spectrum CBD oil, (despite lower clicks, net commissions up on hair growth serums), solawave wond,
- URLs that are down: Walking shoes for women, shoes for plantar fasciitis, orthopedic shoes, sex toys for men (check brands featured here for direct opportunities)

URLs showing big improvements in traffic (lets prioritize direct opportunities with these):

- Best compression boots:
<https://www.mindbodygreen.com/articles/best-compression-boots>
- <https://www.mindbodygreen.com/articles/best-hrv-monitor>
- www.mindbodygreen.com/articles/best-microcurrent-facial-device
- <https://www.mindbodygreen.com/articles/best-sleep-trackers>
- Sex toys for men

Key areas of focus this week:

With BFCM and neth new coupon feature this week, we should prioritize finding discounts for the top three featured products on the below URLs:

- www.mindbodygreen.com/articles/best-adjustable-mattress
- www.mindbodygreen.com/articles/best-flippable-mattress
- www.mindbodygreen.com/articles/best-cbd-gummies-for-sleep

- <https://www.mindbodygreen.com/articles/best-extra-firm-mattress>
- <https://www.mindbodygreen.com/articles/best-gel-mattress>
- <https://www.mindbodygreen.com/articles/best-mattress-for-murphy-bed>
- <https://www.mindbodygreen.com/articles/best-thin-mattress>

Also, once the feature is live, we should prioritize updating existing URLs with discount codes to reflect the new design

Priority URLs to publish

- Dating apps over 40
- Eharmony vs match
- Best online therapy
- Betterhelp

Priority updates:

- www.mindbodygreen.com/articles/best-cbd-gummies-for-sleep (traffic down 13% WoW) - Amanda / pete how close are we to a deal with Mendi? Ideally we add Mendi and reframe the article to be product we've tested
- www.mindbodygreen.com/articles/best-red-light-therapy (down 7% Wow)
- <https://www.mindbodygreen.com/articles/best-cbd-oil> (down 17% WoW) - original photo and quote

10/31

We are going to close October hitting our overall goal. The goal for November is 104K, ~10% increase MoM. In order to hit this goal, we need to pace at about 3466 per day. We closed October pacing ~3K per day, so we will enter Nov slightly behind.

Notable rev changes MOM (Sept to October):

- Plunge drove 50% less units
- Sleep: Tempurpedic up 30%, Avocado up 50%, Bear mattress up 100%, nectar up 100%
- CBD: Cornbread hemp up 166% in commissions net / 30% increase in orders, BATCH up 100% (\$700)
- Beauty: Vegamour, orders down 50% MoM due to declines from best hair growth products and best hair growth serums

Key priorities to achieve this month's goals include:

New priority publishes:

- Best online therapy
- Dating sites for over 40

- Eharmony vs match
- CBD keywords

Priority updates:

- <https://www.mindbodygreen.com/articles/best-keto-meal-delivery> (should be doing closer to 7K per month)
- <https://www.mindbodygreen.com/articles/online-therapy-for-teens>
- <https://www.mindbodygreen.com/articles/best-online-psychiatry-services>
- <https://www.mindbodygreen.com/articles/best-cbd-oil> (need samples for this one)
- <https://www.mindbodygreen.com/articles/best-mattress-for-lower-back-pain>

Revenue optimizations

- CBD Drinks
- CBD for dogs

Other:

- Aiming for a video shoot on Nov 9th

10/21

Agenda:

- Process around proactive negotiations
- Pacing

Looking at pacing through the 17th, we've delivered 49.3K, from the 18th through the 31st we need to deliver 44.3K in revenue or 3.2K daily average. In order to improve performance in this last 10, edit priorities include:

- <https://www.mindbodygreen.com/articles/best-hair-growth-serum>
 - Competitors pushing experts and "that actually work" in page title
 - We feature mbg Collagen in this round up (5 total orders all time, 800 traffic to pdp)
 - Test removing collagen product, get reviewed by a dermatologist
- <https://www.mindbodygreen.com/articles/best-sneakers-for-standing-all-day> -
 - add shoes to listing, aim to get medically reviewed
- <https://www.mindbodygreen.com/articles/best-infrared-saunas> -
 - add detail on low emf options
- Check for partner optimizations on this URL (traffic is significantly up / as high as lotions for creepy skins which earns well):
<https://www.mindbodygreen.com/articles/natural-nontoxic-and-organic-hand-cream-to-try-for-dry-hands>
- Get drivers live for keen on spirituality content

Wins this week (outside of the sales success!):

- Best cbd gummies for sleep showing a 50% improvement (comparing Weds to last weds - just showing a spike)
- Best yoga apps up 100% since updates (now ranking above coso and reviewed)
- Updates complete for best hair growth, best dating sites
- Rank improvements for “best organic meal delivery”

Red flags

- Conversion rates on mattress content are low (~1%)
 - Need more special deals
 - Testing new treatment for the “quick wins” - similar to <https://www.goodhousekeeping.com/home-products/a28449532/best-adjustable-bed-mattresses/>

10/17

Looking through the 13th, we’ve delivered 36.9K, from the 14th forward, we need to deliver 57K in month, or 3166 daily for the remainder of the month. We are making good progress, with the 10th, 11th, and 12th coming in at 3.2, 3.3, and 3.9K respectively. The 13th dropped back to 2.4K and the 14th to 2750, but we saw a big spike over the weekend with “best dating apps for men” that brought us back up to 4100 for the 15th.

Priority pubs this week:

Best dating sites for serious relationship

Priority updates this week:

- Best dating sites over 50
- Best hair growth products
- <https://www.mindbodygreen.com/articles/best-keto-meal-delivery> -
 - test more direct commentary from a nutritionist, rating each meal delivery service for overall nutritional value
- www.mindbodygreen.com/articles/best-flippable-mattress
 - Add for side sleepers
 - Add “for back pain”
 - Try adding section “who this is best for”
- <https://www.mindbodygreen.com/articles/do-i-have-inflammation-tests>
 - Update affiliate links
 - Add detail on
 - Inflammatory markers list
 - Does inflammation always show up in tests / how accurate are at home tests?
- <https://www.mindbodygreen.com/articles/best-cbd-gummies-for-sleep>
 - Add new photos

- Include Cost per serving and one that is best overall value

Priority partners:

(see below)

Other items:

- Process for partner negotiations

10/13

Daily run rate has picked back up as of the 10th, coming in at 3,191 (up from an average of ~2400 over the past week). A big driver of the uptick is the optimizations made to improve traffic on existing content and publishing new content (dating and shoes are seeing strong improvements). CBD is seeing steady improvements in traffic and yield as well.

In order for us to hit our goal for the month, we need run rate to jump up to \$3,350

Meal Delivery (comparing Oct 9-12 with 18th - 21st)

As a category, down 35%

Weight loss:

Down 23%

Organic meal delivery

Down 48%

→ up 100% WoW since the updates were made. Still has opportunity to recover

Plant based

Down 37%

→ up 84% WoW since updates made. Moving in the right direction, but still hasn't recovered fully. Keep a close eye on performance

Healthy meal delivery - down 68%

→ healthline made an update earlier this month.

We should update healthy meal delivery and weight loss

<https://www.mindbodygreen.com/articles/healthy-meal-delivery>

<https://www.mindbodygreen.com/articles/meal-delivery-for-weight-loss>

These are all up:

- Mediterranean
- Diabetic
- Frozen
- whole 30

Cold plunge - up 47%

Mattresses - sessions up 54%

These two important to watch - may need to update next month:

→ adjustable mattress down 5%

→ Best flippable mattress down 42%

Dating apps

- Best dating apps overall - up 6%
- Best dating apps for single moms - up 11%

Hair growth

- Hair growth serum - down 15%
- Hair growth products - down 45% - these are the most important to update to impact revenue performance

Treadmills

- Compact treadmill - up 13%
- Nordic treadmill - down 40%

CBD WoW

- Cbd gummies for sleep up 10% WoW
- Best cbd oil up 26% WoW
- Best full spectrum up 7%
- Best cheap cbd oil - down 26% WoW

- Strongest CBD oil - down 64% WoW

Other:

<https://www.mindbodygreen.com/articles/do-i-have-inflammation-tests> - this URL drove sales for everlywell / it is older. We should update with proper affiliate tracking and quickly touch up.

Priority Partnerships

- Headspace
- Calm
- Closing deal with match group in the US
- <https://www.mindbodygreen.com/articles/best-compact-treadmills>
 - Echelon treadmill
- <https://www.mindbodygreen.com/articles/air-purifier-for-allergies>
 - Coway airmega
- Sprinly (meal delivery)
 - Current rate is \$15 - we should be able to get \$70
- Tribetokes
 - Current payout is ~10%, we should aim for 30%
- <https://www.mindbodygreen.com/articles/best-extra-firm-mattress>
 - Zinus mattress
- Trifecta - we've been driving good volume for them over the past 6 weeks. Currently have a direct deal for 40, we should push for 60
- Everlywell
- Letsgetchecked
- Make sure we have deals with all of these brands:
 - <https://www.mindbodygreen.com/articles/best-mattress-for-murphy-bed>