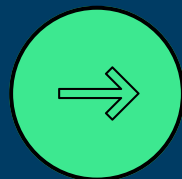


Six Months in Review Performance Report



DECEMBER 2025

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Executive Summary

Over the past six months, your thought-leadership presence accelerated dramatically. Impressions grew more than ninety-fold, reach expanded to over 128,000 targeted professionals, and your audience doubled through consistent, high-performing content. Engagement rose sharply across posts, signalling a strong foundation for long-term influence, commercial visibility, and continued momentum into 2026.

Engagement

3,880

(June - Dec total)

3,880

Engagements

▲ 9,138.1% vs. prior 171 days

Impressions

289,797

(June - Dec total)

289,797

Impressions

▲ 9,251.4% vs. prior 171 days

New Followers

1,643

(June - Dec total)

3,240 ?

Total followers

▲ 104.1% vs. prior 203 days

Reach

128,501

(June - Dec total)

128,501

Members reached

▲ 17,599.9% vs. prior 171 days

Our Strategic Approach

Strategic Recommendations (What we set out to do)



Establish a consistent, high-impact presence across LinkedIn



Expand visibility through targeted podcast placements and ICP engagement



Create foundational IP (book) to cement Sumner's authority in the pricing category

Our Goals

Goal 1: Elevate Sumner's profile as a trusted voice in his space

Reach sustained visibility on LinkedIn through consistent posting and high-performing content.

Goal 2: Accelerate audience growth and engagement

Achieve a **+5%** MoM follower growth

Goal 3: Strengthen authority through flagship assets

Complete book outline + draft chapter and launch podcast appearances to broaden credibility.

Top Performing Posts

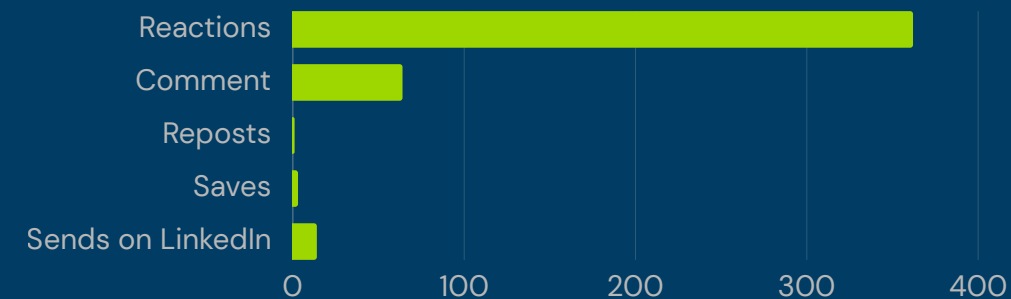
By Engagement



Top Posts:

Paternity Leave

♥ 362 ● 64 ➦ 1 🚩 3 ➤ 14



Content Types Analysis:

Personal
Story

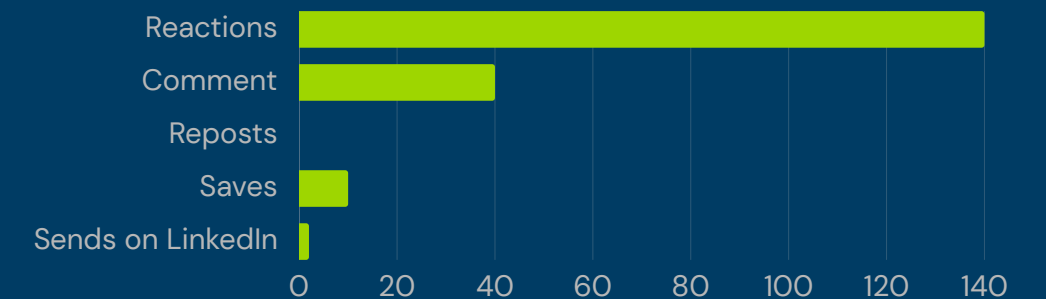
444

Engagements

Top Posts:

The LinkedIn guy

♥ 140 ● 40 ➦ 0 🚩 10 ➤ 2



Content Types Analysis:

LinkedIn

206

Engagements

Top Performing Posts

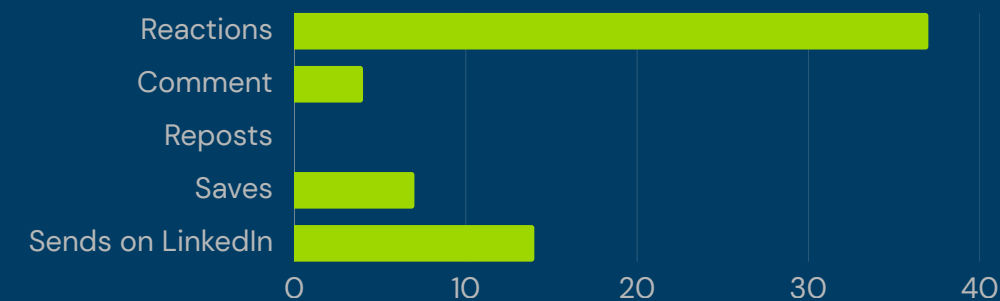
By Qualified Meetings Booked

Top Post:

Dynamic Pricing

♥ 38 ● 4 ➦ 1 📌 7 ➤ 14

Note: A high proportion of saves for the amount of likes/impressions



Content Type Analysis:

Education **1776**
Impressions

Sumner Makin • You
Partner at Bain & UK AI Lead | Supercharging AI & Pricing | Cam...
[Visit my website](#)
4mo • Edited • 🌐

Customers Hate AI Dynamic Pricing - How to Win Trust (and Profit) Every Time ...more



Kushla Gopal and 37 others 4 comments

Like Comment Repost Send

1,776 impressions [View analytics](#)

Meeting booked

Ismar Matagic • 1st
Chief Information Officer at Vue
AUG 18, 2025

Ismar Matagic • 2:55 PM
Hi Sumner,

It's been a while! Hope all is well with you. I saw your recent post on dynamic pricing and shared it with some of my exec colleagues.

We were wondering if you'd be open to meeting with us to discuss Vue's pricing and related AI plans?

It would be a meeting with me, Otto, Chief Commercial Officer, Jacob, Group Pricing Director and probably Ramneet, Chief Strategy Officer.

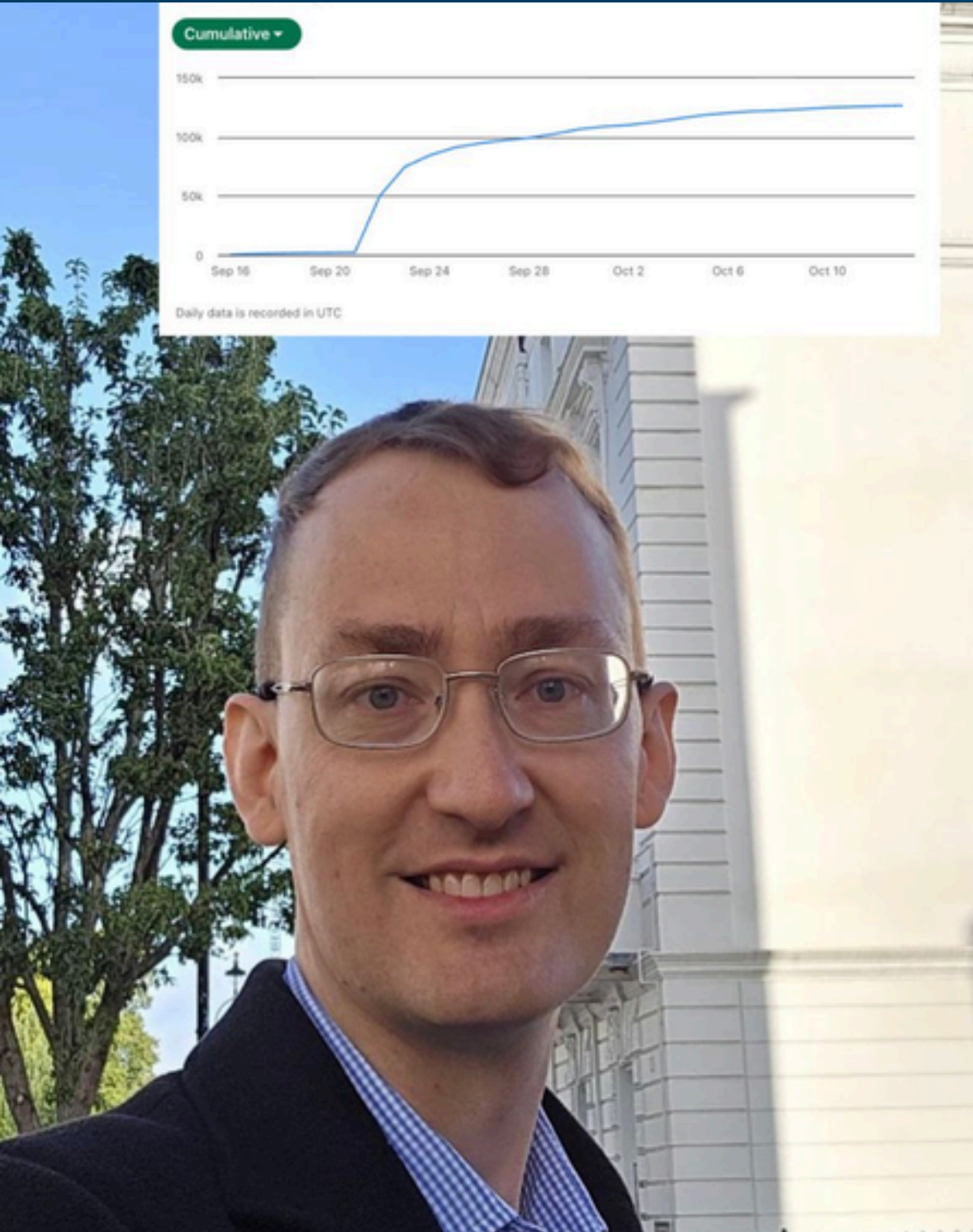
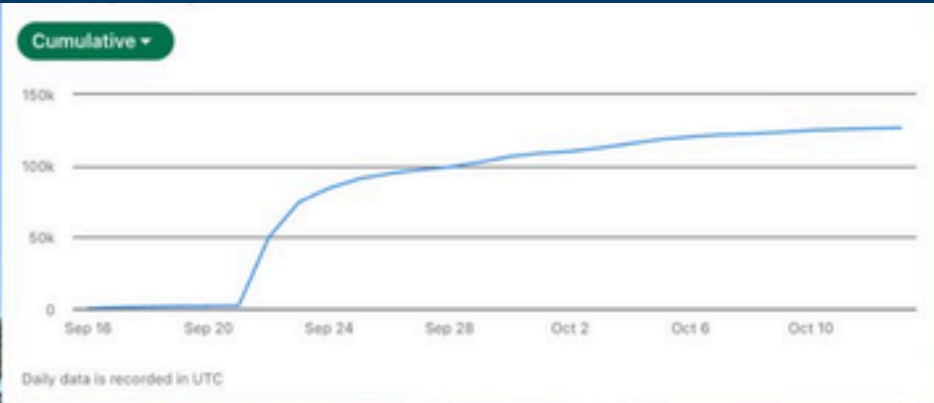
Let me know?

If you drop me a note on ismar.matagic@vuemail.com I can get one of the EAs to co-ordinate the date.

We can have a call ahead of time and I can give you some context if useful.

cheers,
Izy

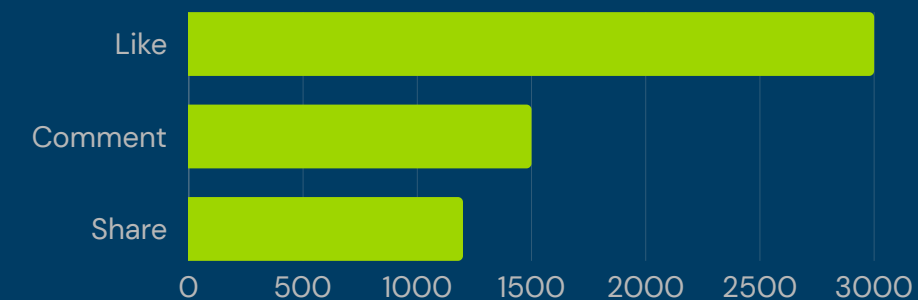
Top Performing Posts By Impressions



Top Posts:

Paternity Leave

♥ 362 ● 64 ➦ 1 📌 3 ➤ 14



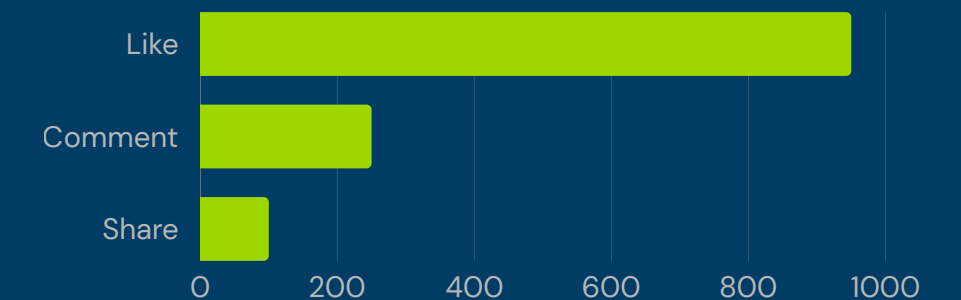
Content Types Analysis:

Personal Story **100,913**
Impressions

Top Posts:

Liquid Death

♥ 140 ● 40 ➦ 0 📌 10 ➤ 2



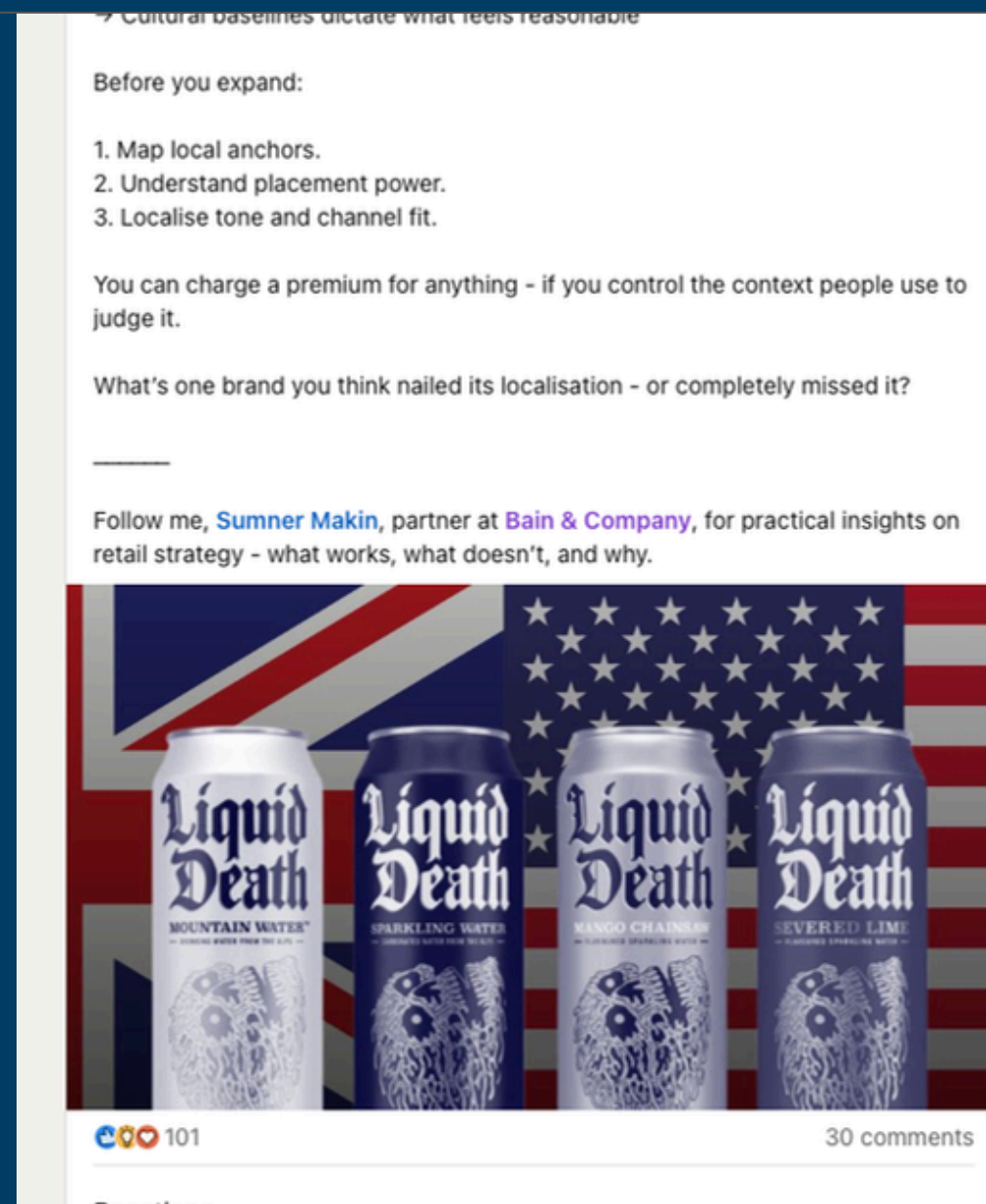
Content Types Analysis:

Pricing **26,366**
Impressions

Top Performing Posts

By New followers

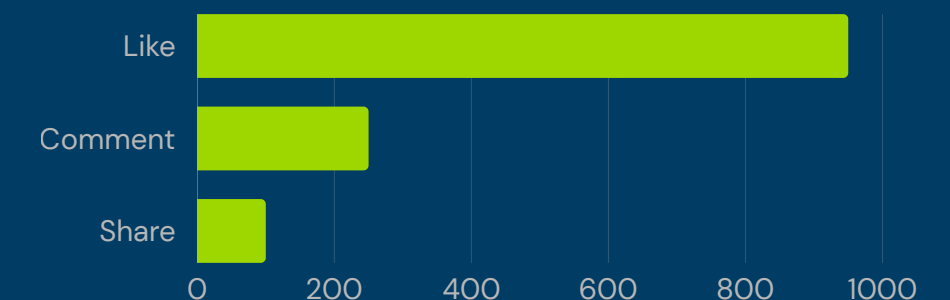
Profile activity 	
Profile viewers from this post	90
Followers gained from this post	28
Link engagement 	
 Premium custom button interactions	6



Top Posts:

Liquid Death

♥ 140 💬 40 ➦ 0 📌 10 ➤ 2

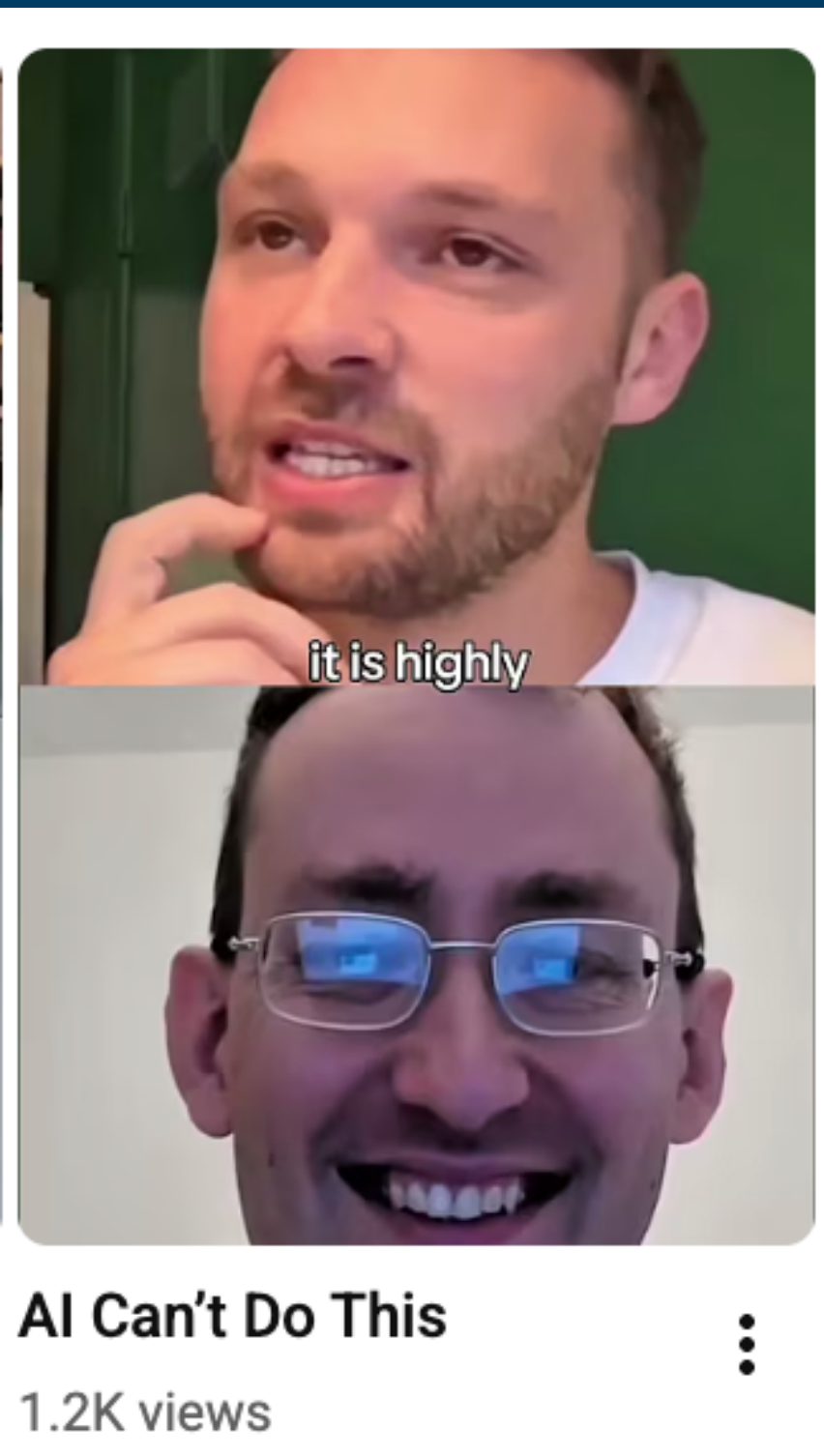


Content Types Analysis:

Pricing

26,366
Impressions

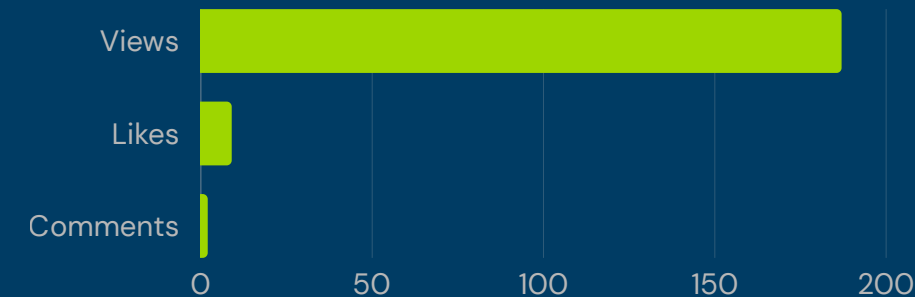
Top Performing Episodes By Impressions



Top Episode:

Ex Government Official

👁 187 ❤ 9 💬 2



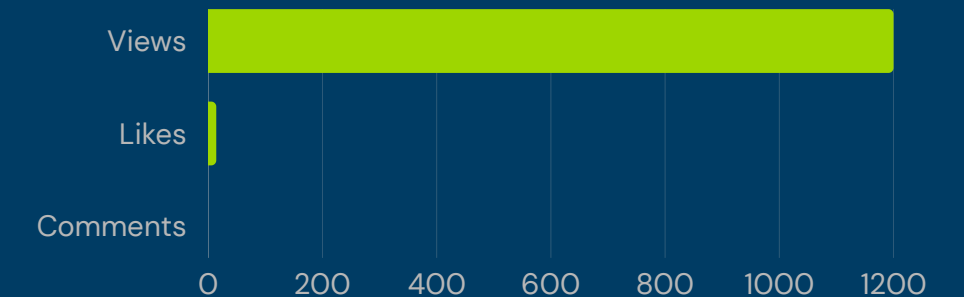
Content Types Analysis:

AI & Human Behaviour **187**
Views

Top Youtube Short:

AI can't do this

👁 1.2K ❤ 14 💬 0



Content Types Analysis:

Creative limitations of AI **1.2k**
Views

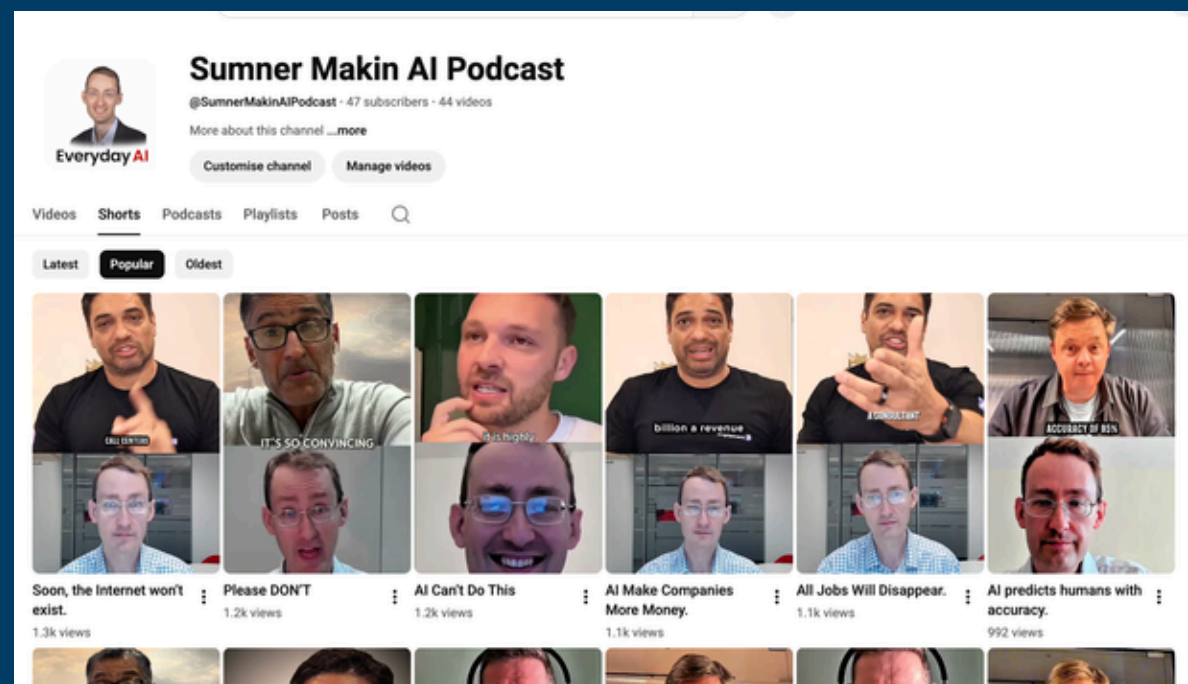
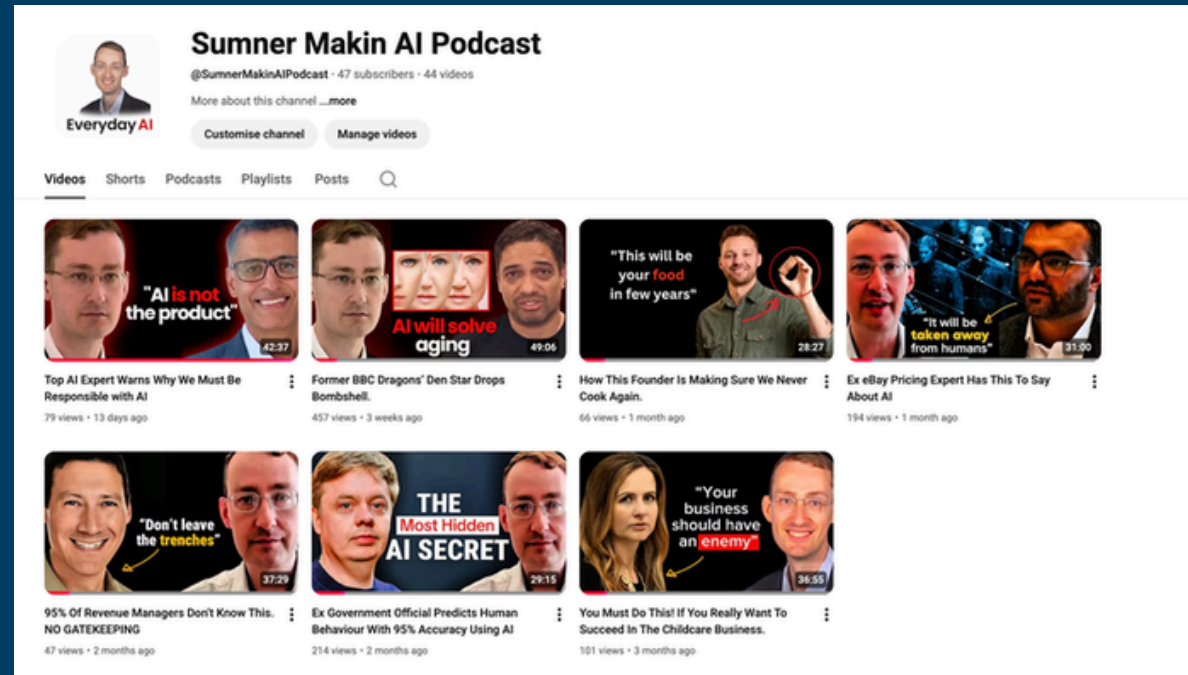
Overall Podcast Performance

Early proof of demand established; clear upside from scaling output

- 22,457 views, 158 hours watch time, +47 subscribers achieved in the initial launch phase, validating audience demand despite limited content volume
- Breakout-driven growth in December indicates algorithmic amplification when content resonates, suggesting performance is content-constrained rather than demand-constrained
- High-intent, senior audience engagement around pragmatic AI perspectives positions the channel as a scalable thought-leadership and distribution asset

Strong external credibility, evidenced by senior, high-profile guest participation

- Including ex-Dragons' Den investors, ex-No.10 digital advisors, established authors, innovative startup founders, UK-recognised experts, and senior global pricing and revenue leaders with experience at Mars, Waitrose, and eBay, reaching a combined following of 140k+



The engine behind high-performing content

1. Activated Relevant Network

- Encouraged Bain colleagues with their own paternity-leave posts to engage early, signalling relevance to LinkedIn's algorithm.
- Tailored wording to resonate specifically with Bain & Company alumni and colleagues

2. Targeted Strategic Individuals to Boost Credibility Signals

- Prompted high-authority professionals, including Goldman Sachs contacts, to like and engage.
- Reached out to BBC journalists to spark potential media interest and high-credibility engagement.

3. Engineered Comment Momentum

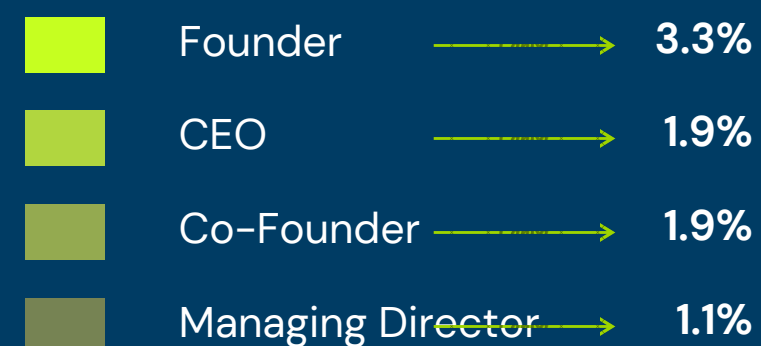
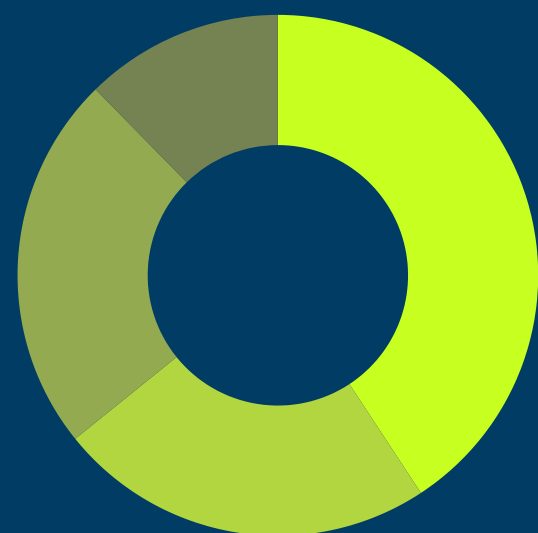
- Ensured Sumner commented meaningfully on peers' posts ahead of publishing, increasing the likelihood they reciprocated at exactly the right time.

4. Optimised the Post for Distribution, Not Just Content

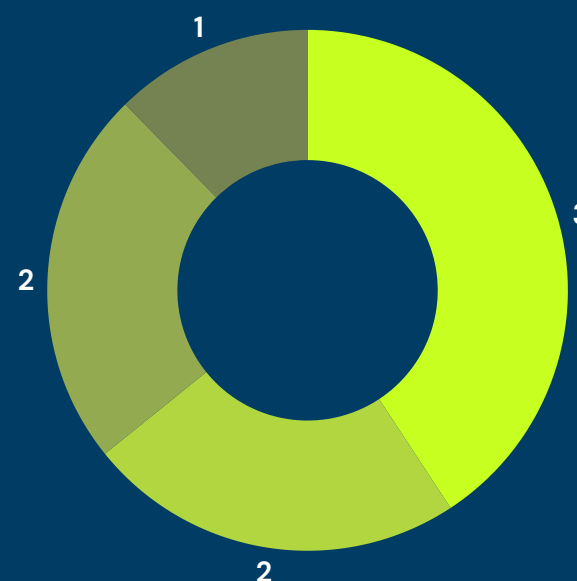
- Structured the post to encourage long comments, not short reactions.

Audience Insights

Job Title



Industry



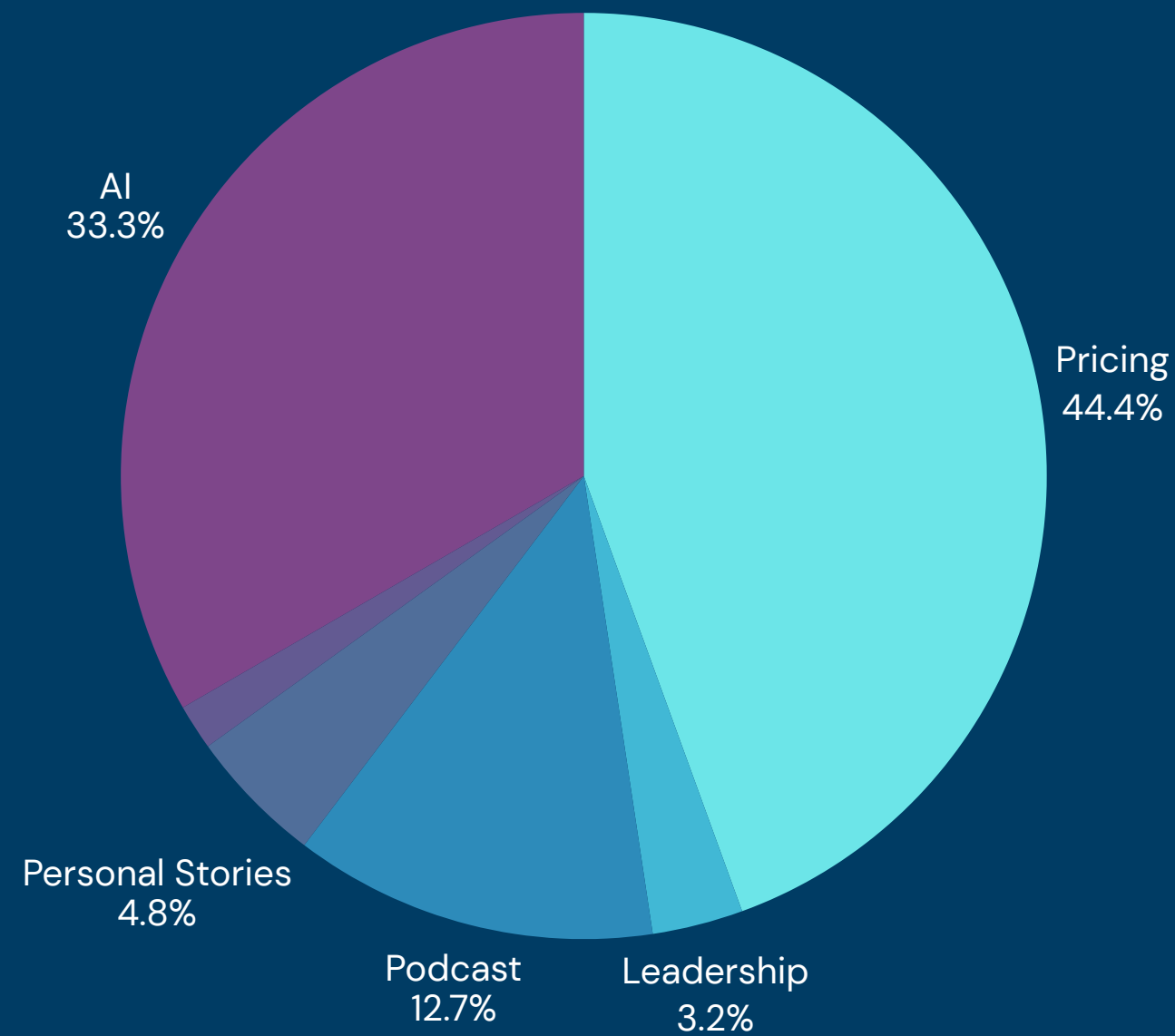
Location

London	37.3%
New York	3.5%
San Francisco	2.6%
Boston	2%

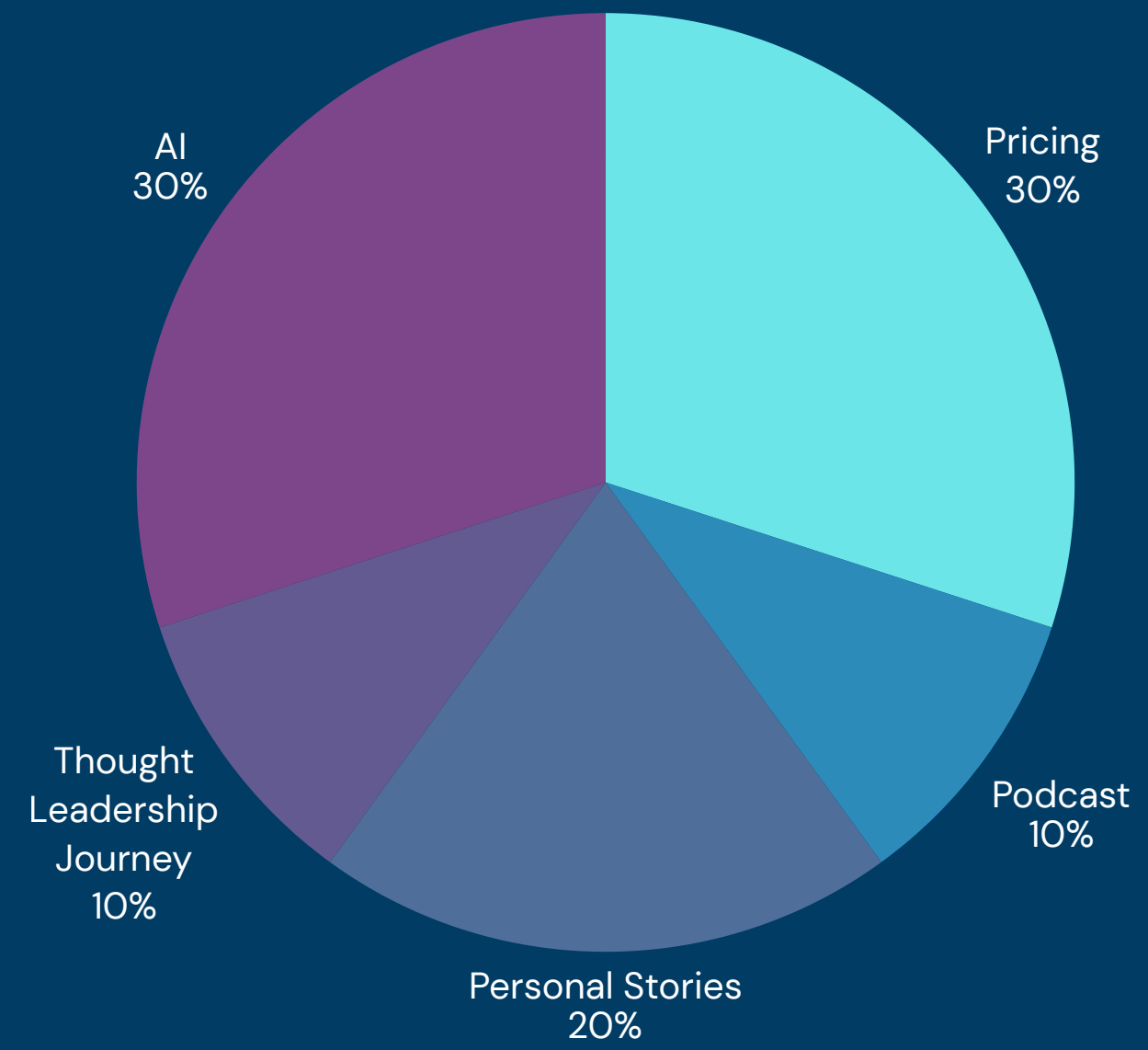
Preferred Content

**Personal Stories,
Pricing**

Content Breakdown



All posts



Top 10 posts by Engagement

Engagement from ICPs and other persons of interest



CHIEF INFORMATION OFFICER, VUE

"I saw your recent post on dynamic pricing and shared it with some of my exec colleagues ...would you be open to meeting with us to discuss Vue's pricing and related AI plans?"



HEAD OF ADVANCED ANALYTICS & AI, COPPEL

[Eduardo has sent you a connection request]



Rt Hon JOHN GLEN MP

[John has reposted your post]



BOARD MEMBER, PREV EVP WALMART

[Has viewed your profile]



DIRECTOR, OF PRICING STRATEGY, RITE AID

[Temba has sent you a connection request]



SENIOR MANAGER, BAIN & COMPANY

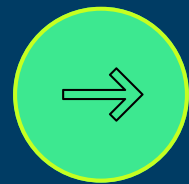
"Hey Sumner. Loving your LinkedIn posts! Both insightful and funny. "



DIRECTOR, ALIX PARTNERS

"Hey Sumner. Hope you are doing great. Loving reading your articles/write ups on LinkedIn. Let's catch up sometime if it works for you. "

Monthly Performance Review



June – July

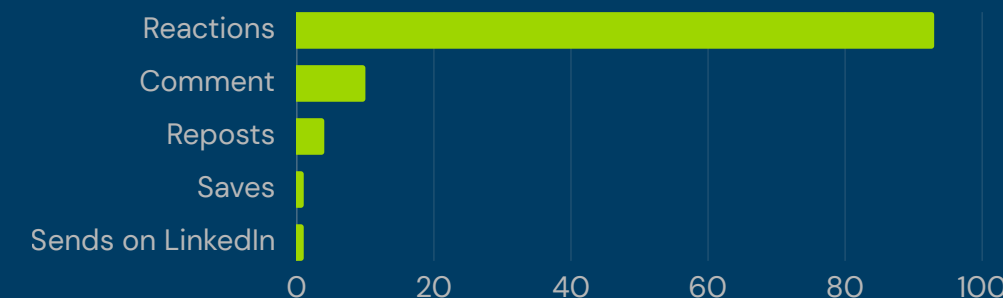
Insight: Cultural pricing stories transform niche expertise into highly shareable content.



Top Post:

Beyonce's pricing

♥ 93 ● 10 ➦ 4 📌 1 ➤ 1



Content Types Analysis:

Pricing

109

Engagements

3293

Impressions

Notable highlights

Comments	10
Reposts	4

Content insights

- **Cultural hooks amplify reach:** tying pricing to Beyoncé's tour turned a technical topic into something instantly relatable and shareable.
- **Bridging pop culture and specialist expertise strengthens personal brand,** helping you appear as the translator who can explain big public moments through an AI pricing lens.
- **Strong visual image boosts scroll-stop rate**
- ⚠️ Cultural pricing stories perform well, but using them too often can dilute your positioning as a specialist in AI-driven pricing strategy.

Impressions: 11,046.4% MoM

Engagement: +39,000% MoM

Followers: +7.3% MoM

Linking AI pricing to Beyoncé's ticket fiasco made complex expertise feel relevant, dramatically increasing engagement, shares, and authority with target professionals.

July – August

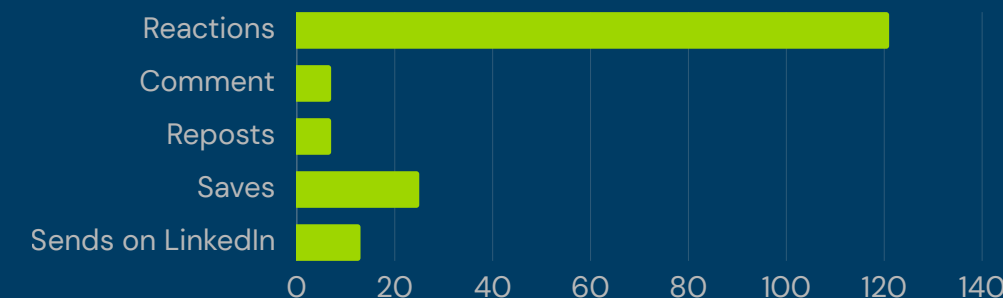
Insight: Real-world pain points drive engagement



Top Posts:

“What the CIA taught me...”

♥ 121 ● 7 ➦ 7 📌 25 ➤ 13



Content Types Analysis:

Pricing

173

Engagements

4990

Impressions

Notable highlights

Profile viewers from this post 142

Followers gained from this post 23

Content insights

- The responses weren't superficial (e.g. jokes or emojis), they contained reflections,, and personal experiences. This signals deep cognitive engagement, not vanity engagement.
- This post touches organisational friction, strongly relateable pain point
- ⚠️ Bold analogies can risk pulling focus away from the practical leadership insight if not well balanced

Impressions: +59.2% MoM

Engagement: +49.1% MoM

Followers: +13.8% MoM

The Beyoncé pricing post attracted outlier engagement and discussion, signalling that narrative-led breakdowns of pricing failures can be a repeatable growth engine.

August – September

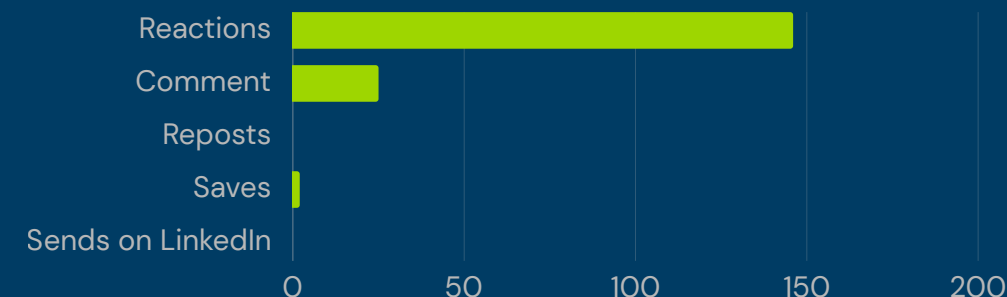
Insight: Colleague-centric content boosts internal visibility



Top Posts:

“Eight years at Bain...”

♥ 146 ● 25 ➦ 0 📌 2 ➤ 0



Content Types Analysis:

Career

173

Engagements

5985

Impressions

Notable highlights

Social engagement ⓘ

Reactions	146
Comments	25

Content insights

- Tagging colleagues encourages reactions and comments from extended teams and helps boost their profile and contributions
- Many commenters are Bain colleagues/alumni and help to strengthen internal reputation
- ⚠️ Posts like this drive high engagement but skew heavily toward internal audiences, so they boost visibility but not necessarily ICP reach.

Impressions: –14.1% MoM

Engagement: –6.9% MoM

Followers: +13.3% MoM

This milestone post sparked high-quality engagement because it celebrated relationships, spotlighted colleagues, and revealed personal gratitude

September – October

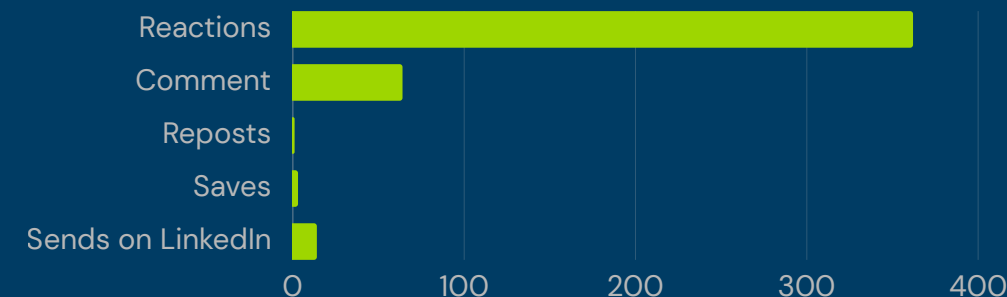
Insight: Life milestone posts spark deep engagement and strengthen relational capital



Top Posts:

“Paternity leave – officially back ”

♥ 362 ● 64 ➦ 1 📌 3 ➤ 14



Content Types Analysis:

Personal story

444

Engagements

100,927

Impressions

Notable highlights

Profile activity ⓘ

Profile viewers from this post 1,251

Followers gained from this post 32

Content insights

- **Authentic vulnerability strengthens audience connection:** Talking openly about fatherhood and personal growth increases relatability, deepens trust, and shows leadership beyond technical expertise.
- Gratitude + public acknowledgment creates reciprocal engagement
- ⚠️ High engagement here is valuable for brand warmth, but the audience skews internal. This type of content tends to work when used sparingly.

Impressions: +452.8% MoM

Engagement: +132.0% MoM

Followers: +25.5% MoM

This post exploded in reach because authentic family moments and gratitude triggered strong emotional resonance, activating unusually deep engagement

October – November

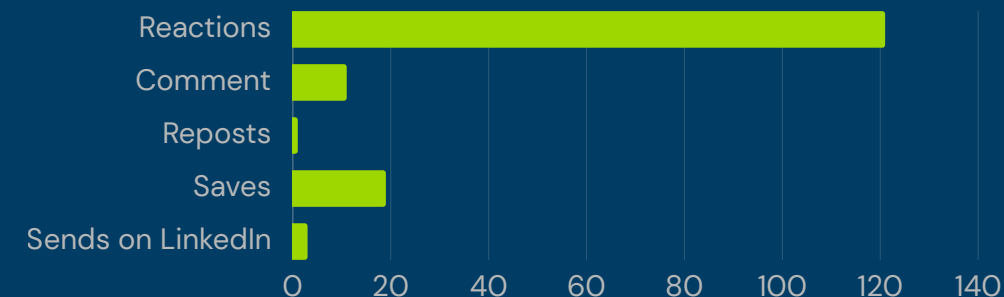
Insight: Life milestone posts spark deep engagement and strengthen relational capital



Top Posts:

"My best book on AI transformation..."

♥ 121 ● 11 ➦ 1 📌 19 ➤ 3



Content Types Analysis:

Leadership **164** Engagements **11,701** Impressions

Notable highlights

Saves	19
Sends on LinkedIn	3

Content insights

- **Book-based thought leadership signals credibility**
Referencing a well-known transformation playbook elevates perceived authority and attracts thoughtful, senior-level comments.
- **Actionable takeaways outperform abstract strategy posts:** Providing clear, simple principles encourages saves and longer comment threads
- **Light humour + baby visual boosts emotional resonance**
- ⚠️ Personal imagery boosts reach, but can overshadow the strategic message if used too often

Impressions: –54.9% MoM

Engagement: –30.3% MoM

Followers: +16.4% MoM

This post gained traction because reframing AI transformation around people and culture ignited richer dialogue and positioned you as a leadership-focused expert.

November – December

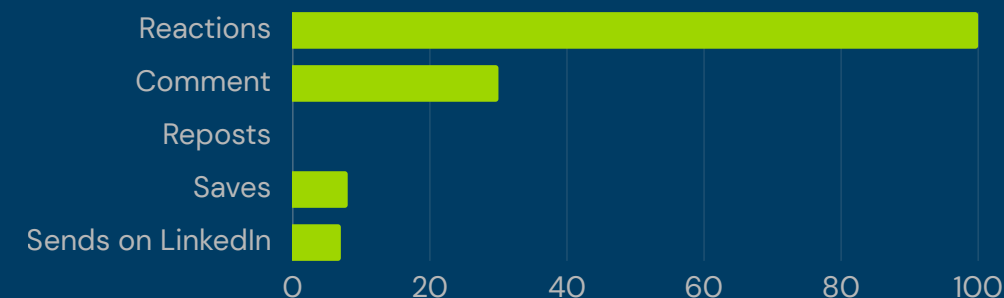
Insight: Cultural pricing stories spark debate and deliver strong ICP engagement



Top Posts:

“Liquid death hit \$1.4B selling water...”

♥ 100 ● 30 ➦ 0 📌 8 ➤ 7



Content Types Analysis:

Pricing

145

Engagements

4,576

Impressions

Notable highlights

Reactions	100
Comments	30

Content insights

- **Real world brand case studies drive high engagement and debate:** Analysing a recognisable brand (Liquid Death) sparks strong interest because the audience already has context and opinions.
- **Posts that reframe pricing as culture and psychology outperform technical posts:** People engage more deeply when pricing is explained through human behaviour and context rather than models or numbers.
- **Clear, actionable frameworks increase saves and thoughtful comments:**
- ⚠️ Too many brand-failure posts risk positioning you as a critic rather than a pricing strategist, so this format should be used selectively

Impressions: -78.71% MoM

Engagement: -74.5% MoM

Followers: +0.34% MoM

This post resonated because it blended cultural insight with pricing science, driving high-quality, ICP-aligned engagement.

Recommendations & Next Steps

Upcoming Goals

Goal 1

Reach **20,000** (*look at this number*)
Monthly Impressions

Goal 2

Achieve a **+4.5%** Engagement Rate

Goal 3

Grow audience to **5000+** Followers

Strategic Recommendations



Double down on on Proven Content Engines



Launch a Consistent Podcast → LinkedIn Flywheel



Strengthen ICP Visibility Through Targeted Outreach & Commenting