THREADWORKERS

Reddit Marketing & Community Growth · Monthly Performance Report

Sample monthly report

This is the exact format every Threadworkers client receives monthly. The client name and numbers below are a labelled sample, included so you can judge the reporting before you ever sign. Real reports carry your brand's real links and numbers.

Sample client: a B2B SaaS company (illustrative) Plan: Growth Review period: one calendar month, live status checked on the agreed review date.

Summary numbers

Relevant discussions monitored	64
Contributions submitted	74
Contributions live at review date	61
Contributions removed	13 - each listed in the full report with its link and the community's reason, where given
Brand mentions found	22 (9 positive, 8 neutral questions, 5 critical)
Competitor mentions tracked	3 competitors, counts and example threads included

What the full report contains

- **Every submitted contribution,** with its live link and community.
- **Live status** for each contribution at the review date.
- **Removed contributions** in their own section - never hidden inside the totals.
- **Engagement** on live contributions.
- **Sentiment summary:** how buyers described the brand this month, in their words.
- **Competitor movement:** where rivals were recommended, and why.
- **Next month's plan,** adjusted by what the data showed.

Why we report this way

Reddit work is easy to fake in a report - screenshots of the best threads, totals with no links. Our format makes the work verifiable: you can click every number back to a real thread, and the removals are printed in the same document as the wins. That is what transparent reporting means in practice.

Make every conversation count.

Book a strategy call at threadworkers.com/contact