

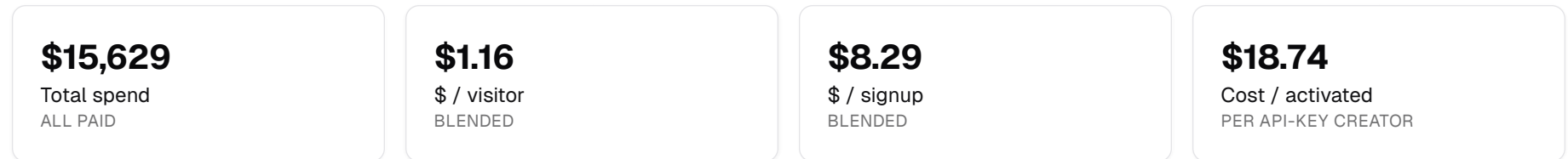
# Campaign Performance

Mozilla-internal

What each marketing effort drove. Live from GA4, PostHog, and ad platforms.

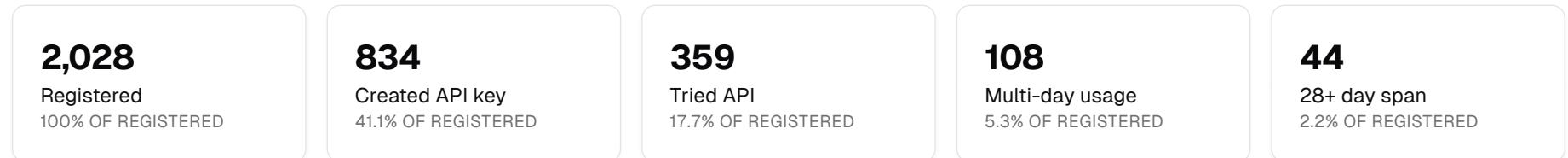
## MARKETING ROI

UPDATED JUL 6, 2026

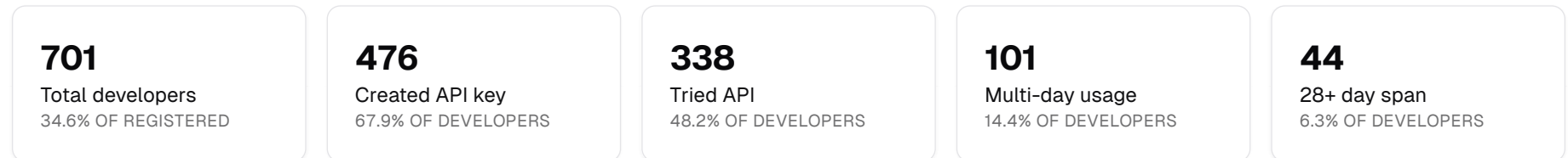


## ACTIVATION FUNNEL — ALL USERS

UPDATED JUL 6, 2026

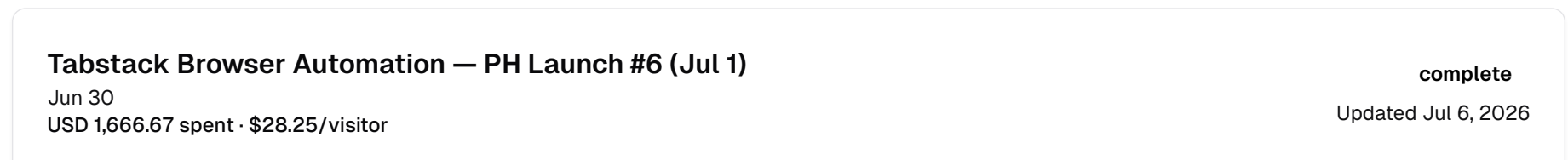


## ACTIVATION FUNNEL — DEVELOPER-ALIGNED (OUR AUDIENCE)



## Launches

6 campaigns · \$10,000.02 spent · 236 visitors



Livestream Automating the web — all platforms (Jul 1) · livestream

Jun 30–Jun 30

**247** **213** **92**  
views viewers minutes\_watched

Email automate-launch-email · resend

Jun 30–Jun 30

**24** **817** **16** **4** **4** **9**  
bounced delivered suppressed unsubscribed landed\_visitors landed\_pageviews

Product Hunt producthunt.com → /browser-automation · supermetrics\_ga4

Jun 30–Jul 6

**59** **91**  
visitors pageviews

Signups all sources · manual

Jun 30–Jul 1

**71** **37**  
signups launch-day signups

### Schema Source by Tabstack — PH Launch #5 (Jun 28)

Jun 27  
USD 1,666.67 spent

**complete**

Updated Jul 6, 2026

Product Hunt schema.tabstack.ai · separate GA/PostHog property (no access) · supermetrics\_ga4

Jun 27–Jul 6

Signups all sources · manual

Jun 27–Jun 28

**29** **16**  
signups launch-day signups

## Tabstack Dev Tools — PH Launch #4 (Jun 18)

Jun 17

USD 1,666.67 spent · \$30.30/visitor

complete

Updated Jul 6, 2026

Livestream Why Our DX — all platforms (Jun 18) · livestream

Jun 17–Jun 17

<b>305</b>	<b>506</b>	<b>8</b>	<b>397</b>
views	viewers	comments	minutes_watched

Product Hunt producthunt.com → /resources · supermetrics\_ga4

Jun 17–Jul 6

<b>55</b>	<b>119</b>
visitors	pageviews

Signups all sources · manual

Jun 17–Jun 18

<b>49</b>	<b>23</b>
signups	launch-day signups

## Tabstack Structured Extraction — PH Launch #3 (Jun 11)

Jun 10

USD 1,666.67 spent · \$49.02/visitor

complete

Updated Jul 6, 2026

Livestream Ditch Your Scraper — all platforms (Jun 11) · livestream

Jun 10–Jun 10

<b>268</b>	<b>720</b>	<b>17</b>	<b>234</b>
views	viewers	comments	minutes_watched

Product Hunt producthunt.com → /structured-extraction · supermetrics\_ga4

Jun 10–Jul 6

**34** **70**

visitors pageviews

Signups all sources · manual

Jun 10–Jun 11

**46** **23**

signups launch-day signups

### Tabstack Web Research — PH Launch #2 (Jun 1)

May 31

USD 1,666.67 spent · \$59.52/visitor

**complete**

Updated Jul 6, 2026

Product Hunt producthunt.com → /web-research · supermetrics\_ga4

May 31–Jul 6

**28** **83**

visitors pageviews

Signups all sources · manual

May 31–Jun 1

**32** **19**

signups launch-day signups

### Tabstack by Mozilla — PH Launch #1 (Apr 30)

Apr 29

USD 1,666.67 spent · \$27.78/visitor

**complete**

Updated Jul 6, 2026

Email ph-launch-email · resend

Apr 29–Apr 29

**16**   **842**   **10**   **28**  
bounced   delivered   suppressed   unsubscribed

Product Hunt producthunt.com → / (homepage) · supermetrics\_ga4

Apr 29–Jul 6

**60**   **477**  
visitors   pageviews

Signups all sources · manual

Apr 29–Apr 30

**63**   **32**  
signups   launch-day signups

## Paid

5 campaigns · \$5,629.2 spent · 1,377 visitors

### bytes.dev Newsletter (June 2026)

Jun 30  
USD 1,710 spent · \$13.15/visitor

**complete**

Updated Jul 6, 2026

Newsletter bytes-2026-06-30 · supermetrics\_ga4

Mar 31–Jul 6

**130**   **150**   **6.2%**  
visitors   pageviews   bounce\_rate

### TLDR Newsletter (paid)

Jun 10  
USD 2,500 spent · \$2.16/visitor

**complete**

Updated Jul 7, 2026

Newsletter tldrdev · tldr

Jun 10–Jun 10

<b>0.001</b>	<b>\$2,500</b>	<b>211,821</b>	<b>481,816</b>	<b>614</b>	<b>0.44</b>	<b>0.003</b>
ctr	cost	opens	sends	clicks	open_rate	click_to_open

Newsletter tldrdev · supermetrics\_ga4

May 31–Jul 6

<b>1,168</b>	<b>1,155</b>	<b>1,464</b>	<b>3.4%</b>
sessions	visitors	pageviews	bounce_rate

### EthicalAds Display

USD 713.22 spent · \$13.21/visitor

**active**

Updated Jul 6, 2026

Paid ethicalads · supermetrics\_ga4

Jun 29–Jul 6

<b>54</b>	<b>78</b>	<b>36.0%</b>
visitors	pageviews	bounce_rate

Paid ethicalads · ethicalads

Jun 29–Jul 6

<b>0.153</b>	<b>\$713.22</b>	<b>142,600</b>	<b>218</b>
ctr	cost	views	clicks

### Reddit Ads

USD 379.1 spent · \$10.25/visitor

**active**

Updated Jul 6, 2026

Paid reddit-ads · reddit\_ads

Jun 16–Jul 6

<b>0.84</b>	<b>\$379.1</b>	<b>382</b>	<b>0</b>	<b>45,252</b>
ctr	spend	clicks	signups	impressions

Paid reddit-traffic · supermetrics\_ga4

Mar 31–Jul 6

<b>37</b>	<b>59</b>	<b>50.0%</b>
visitors	pageviews	bounce_rate

### Kickbacks.ai Ads

USD 326.88 spent · \$326.88/visitor

**active**

Updated Jul 6, 2026

Paid kickbacks-ads · kickbacks

Jun 14–Jun 14

<b>\$326.88</b>	<b>0</b>	<b>39,168</b>	<b>1,614</b>
spend	clicks	impressions	unique_viewers

Paid kickbacks.ai · supermetrics\_ga4

Mar 31–Jul 6

<b>1</b>	<b>1</b>	<b>100.0%</b>
visitors	pageviews	bounce_rate

## Content

11 campaigns · 1,265 visitors

### Blog: Browsing infrastructure for AI agents

**active**

Updated Jul 6, 2026

Blog /blog/intro-browsing-infrastructure-ai-agents · supermetrics\_ga4

Dec 31–Jul 6

<b>977</b>	<b>1,255</b>	<b>61.5%</b>
visitors	pageviews	bounce_rate

## Blog: Research — verified answers

active

Updated Jul 6, 2026

Blog /blog/tabstack-research-verified-answers · supermetrics\_ga4

Dec 31–Jul 6

<b>71</b>	<b>103</b>	<b>38.4%</b>
visitors	pageviews	bounce_rate

## Blog: Pilo interactive mode

active

Updated Jul 6, 2026

Blog /blog/pilo-interactive-mode · supermetrics\_ga4

Dec 31–Jul 6

<b>50</b>	<b>105</b>	<b>18.5%</b>
visitors	pageviews	bounce_rate

## Blog: Introducing Schema Source

active

Updated Jul 6, 2026

Blog /blog/introducing-schema-source-web-data-extraction · supermetrics\_ga4

Dec 31–Jul 6

<b>42</b>	<b>100</b>	<b>27.7%</b>
visitors	pageviews	bounce_rate

## Blog: Securing AI agents (prompt injection)

active

Updated Jul 6, 2026

Blog /blog/securing-ai-agents-indirect-prompt-injection · supermetrics\_ga4

Dec 31–Jul 6

<b>32</b>	<b>51</b>	<b>7.9%</b>
visitors	pageviews	bounce_rate

### Blog: Updated pricing plans

**active**

Updated Jul 6, 2026

Blog /blog/updated-pricing-plans · supermetrics\_ga4

Dec 31–Jul 6

<b>30</b>	<b>45</b>	<b>20.5%</b>
visitors	pageviews	bounce_rate

### Blog: fetch effort parameter

**active**

Updated Jul 6, 2026

Blog /blog/fetch-effort-parameter · supermetrics\_ga4

Dec 31–Jul 6

<b>29</b>	<b>42</b>	<b>9.4%</b>
visitors	pageviews	bounce_rate

## Blog: Introducing Pilo browser automation

active

Updated Jul 6, 2026

Blog /blog/introducing-pilo-browser-automation · supermetrics\_ga4

Dec 31–Jul 6

<b>20</b>	<b>26</b>	<b>23.3%</b>
visitors	pageviews	bounce_rate

## Social

active

Updated Jul 6, 2026

Social pilo-oss · supermetrics\_ga4

Mar 31–Jul 6

<b>3</b>	<b>8</b>
visitors	pageviews

Social research-launch · supermetrics\_ga4

Mar 31–Jul 6

<b>11</b>	<b>35</b>
visitors	pageviews

Social effort-release · supermetrics\_ga4

Mar 31–Jul 6

<b>11</b>	<b>23</b>	<b>18.2%</b>
visitors	pageviews	bounce_rate

## JustSteveKing (GTM content)

active

Updated Jul 6, 2026

Creator juststeveking.com · supermetrics\_ga4

Mar 31–Jul 6

**3**

visitors

**5**

pageviews

**0.0%**

bounce\_rate

## YouTube Shorts (Tabstack channel)

**active**

Updated Jul 3, 2026

Short Tired of outdated info? (clip) · youtube

May 31–Jul 2

**62**

views

## Organic

2 campaigns · 22 visitors

### Directories (earned)

**active**

Updated Jul 6, 2026

Directory g2.com · supermetrics\_ga4

Mar 31–Jul 6

**1**

visitors

**1**

pageviews

Directory decohack.com · supermetrics\_ga4

Mar 31–Jul 6

**2**

visitors

**2**

pageviews

Directory ph.buzzing.cc · supermetrics\_ga4

Mar 31–Jul 6

**3**

visitors

**3**

pageviews

Directory aitoolnet.com · supermetrics\_ga4

Mar 31–Jul 6

**13**

visitors

**32**

pageviews

Directory huntscreens.com · supermetrics\_ga4

Mar 31–Jul 6

**3**

visitors

**6**

pageviews

Directory productwatch.io · supermetrics\_ga4

Mar 31–Jul 6

**1**

visitors

**11**

pageviews

Directory buzzing.cc · supermetrics\_ga4

Mar 31–Jul 6

**1**

visitors

**1**

pageviews

Directory moge.ai · supermetrics\_ga4

Mar 31–Jul 6

**1**

visitors

**1**

pageviews

**Earned Newsletters**

**active**

Updated Jul 6, 2026

Newsletter theneuron.ai · supermetrics\_ga4

Mar 31–Jul 6

**1**

visitors

**4**

pageviews

Newsletter ninjaaitools.beehiiv.com · supermetrics\_ga4

Mar 31–Jul 6

**1**

visitors

**2**

pageviews

Newsletter ai-and-marketing.beehiiv.com · supermetrics\_ga4

Mar 31–Jul 6

**1**

visitors

**1**

pageviews

Newsletter www.aifire.co · supermetrics\_ga4

Mar 31–Jul 6

**9**

visitors

**14**

pageviews

**50.0%**

bounce\_rate

Newsletter www.thesimplifiedai.com · supermetrics\_ga4

Mar 31–Jul 6

**6**

visitors

**7**

pageviews

**16.7%**

bounce\_rate

## Owned

1 campaign · 158 visitors

**Mozilla New Products Directory**

**active**

Updated Jul 6, 2026

Directory mozilla-new-products · supermetrics\_ga4

Dec 31–Jul 6

**158**

visitors

**707**

pageviews

**41.8%**

bounce\_rate

## Untracked

1 campaign · 926 visitors

### Untracked (likely cookie-consent rejected)

**active**

Updated Jul 6, 2026

Untracked website · supermetrics\_ga4

Mar 31–Jul 6

**926**

visitors

**5,675**

pageviews

Signed in as dev@mozilla.com · mozilla.com access