Monthly Performance Report

Hearthline Bakery July 2026

Clips shipped:	26
Clip views:	312,400 (+38% vs. June)
Hook CTR:	14.2% (+3.1 pts)
Platform mix:	TikTok 142,300 (46%) Reels 98,000 (31%) Shorts 72,100 (23%)
Follower delta:	+4,820 (+6.4% MoM)
Top-performing post:	I almost closed the bakery last spring. 37,200 views 18.1% hook CTR 1,420 profile taps. TikTok January 17, 2026.
Recommended next month:	Double down on cold-open pain-line hooks: the top 3 performers this month all opened with a negative or contrarian one-liner. Prototype 6 more in the same lane for August before testing a different opening style.

Each metric maps to a lever in next months cut plan. Hook CTR tells us if the cold-open is doing its job. Follower delta tells us if the clips are converting viewers into subscribers, not just entertaining them. The top post becomes the template for the next round of cuts.