

2026 Q2 Website-to-Campaign Speed Report

Published 2026-07-01 · Revised 2026-07-26 · A KAYANDA LLC product

Q2 2026 Foundational Benchmark — based on publicly documented sources, transparent test methodology, and clearly labeled simulated or demonstration datasets. This edition does not represent independently verified survey results, customer performance data, or measured market samples.

Executive Summary

This report tracks the workflow from entering a public website to producing a review-ready campaign: profile creation, offer generation, page generation, and channel-specific asset generation.

'Campaign ready' is defined precisely in this report as a complete, internally consistent set of drafted assets awaiting human review and approval — not as published or launched content.

Figures in this Q2 2026 foundational edition are modeled demonstration timings for a representative workflow, not measured production timings from a logged customer run.

Key Findings

- In the modeled workflow, page generation is the single longest stage, followed by business-profile creation and offer generation.
- Combined channel-asset generation (social, email, lead form) takes less modeled time than page generation alone, suggesting page assembly is the primary throughput constraint in this workflow shape.
- "Campaign ready" in this report always means review-ready, not published — no modeled or future measured figure in this report should be read as publication time, since publication depends on a separate, confirmed connector action.

Charts and Tables

Category	Score	Bar	Dataset
Website reading	38s		Demonstration data
Business profile creation	52s		Demonstration data
Offer generation	41s		Demonstration data
Page generation	64s		Demonstration data
Social post generation	22s		Demonstration data
Email generation	27s		Demonstration data
Lead form generation	18s		Demonstration data

Methodology

Total time to review-ready campaign

The sum of website-reading time through lead-form generation time, ending at the point a human reviewer receives a complete draft set.

Human editing time / approval rate / failed-run rate

Tracked separately from generation time; this foundational edition discloses these as categories to be measured, without populating unverified figures for them.

Model and infrastructure cost

Tracked where measurable from actual API and infrastructure usage; not estimated or modeled in this foundational edition.

"Campaign ready" definition

A run is counted as campaign ready only when every listed asset type (profile, offer, page, and requested channel assets) is present and internally consistent, awaiting human review.

Publication labeling

No run is labeled published in this report or any NexusOX report unless publication occurred through a confirmed, logged connector action.

Recommended Actions

1. Treat page-generation time as the primary target for workflow optimization before optimizing channel-asset generation.
2. Track human editing time and approval rate internally even before publishing them, since they determine real time-to-launch more than generation time alone.
3. Never report or imply a publication event without a confirmed connector log entry.

Definitions

Campaign ready — A complete, internally consistent set of drafted assets (profile, offer, page, and requested channel assets) awaiting human review and approval.

Failed-run rate — The share of workflow runs that do not reach campaign-ready status.

Published — An asset that has gone live through a confirmed, logged connector action, as distinct from a drafted or review-ready asset.

Limitations

- Stage timings in this edition are modeled demonstration figures for a representative workflow shape, not measured timings from logged production runs.
- Human editing time, approval rate, and failed-run rate are defined but not yet populated with verified figures in this foundational edition.

- Model and infrastructure cost are not estimated in this edition; they will be reported only once measured directly from usage.

Data Labeling

NexusOX Research distinguishes six categories of information in every report: Public-source data, NexusOX product-test data, User-submitted data, Modeled estimate, Demonstration data, Verified measured result. This Q2 2026 foundational edition uses modeled and demonstration data only, labeled on every chart and table above, and contains no independently verified survey results, customer performance data, or measured market samples.

Citation

NexusOX Research. "2026 Q2 Website-to-Campaign Speed Report." Q2 2026, NexusOX, <https://www.nexusox.com/research/website-to-campaign-speed-report-q2-2026>.

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