

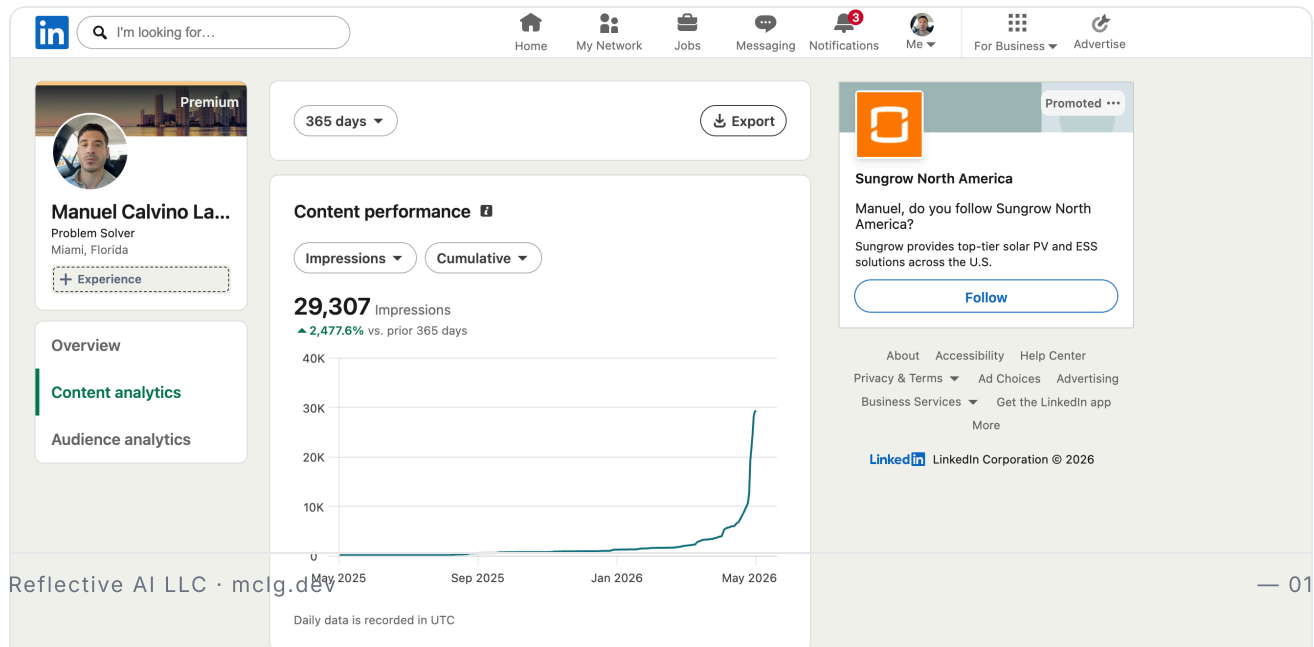
A GROWTH EXPERIMENT, RUN ON OUR OWN PROFILE

+2,477%
in 30 days.

How one Chrome extension changed what we measure on LinkedIn — and why the post stopped being the lever.

For 12 months we posted to a flat line. Then we shipped a small browser extension that turned every comment GIF into a tracked link. We pointed it at our own profile to see what would happen. This is what happened.

SUBJECT	SURFACE	WINDOW	LEVER
Manuel Calvino · Reflective AI	LinkedIn personal profile	May 2025 → May 2026	giffpop.com Chrome ext.



01 · THE THESIS

The growth lever isn't your post.

For about a year, we did what every "build in public" guide said: post consistently, reply to everything, write hooks that work. Impressions were flat. The number we cared about — strangers seeing the work — did not move.

We started watching what high-reach accounts on LinkedIn actually do, frame by frame. The pattern was not better posts. It was tighter *orbit* — the comments, the GIFs, the saved links, the inbound DMs. The platform was rewarding the activity layer that wraps a post, not the post itself.

**LinkedIn rewards the comment thread over the post.
Every commenter is a distribution vector you do not own.**

The interesting move, then, is to own a surface that *activates* when someone reacts to you — not when you publish. We picked the smallest such surface that hadn't been claimed: comment GIFs.

02 · THE BUILD

A Chrome extension that turns every comment GIF into a link you control.

We built **giffpop**: a browser extension that intercepts the GIF-picker inside LinkedIn comments. When someone uses it to drop a reaction GIF on a post, the GIF still plays — but it points back to a landing page *we* chose.

Install on Chrome. The extension sits inside the LinkedIn comment composer.

Drop a GIF on any comment, as usual. It looks and feels like LinkedIn's native picker.

Every viewer who clicks the GIF lands on a page you control — your project, your demo, your sign-up form.

Then we did the only experiment that actually validates a product: we used it on ourselves first, for one month, on the same posting cadence we had been on for a year. No paid promotion, no new content strategy.

03 · THE DATA

One month, four lines moving together.

+2,477%

YOY IMPRESSIONS
vs. prior 365-day window

29,307

TOTAL IMPRESSIONS
trailing 365 days

15,834

MEMBERS REACHED
unique humans on LinkedIn

183

SOCIAL ENGAGEMENTS
99 reactions · 68 comments · 14 saves

Two things mattered more than the headline number.

First: the **15,834 members reached** figure is a unique-human count — these are not impressions from one noisy follower refreshing. They are 15,834 distinct LinkedIn members.

Second: **14 saves and 20 link engagements** is what builders care about. Saves are a soft buy-signal; link clicks start the attribution trail. The dashboard hides them under "Engagement" — they are the only line that converts.

THE 365-DAY WINDOW CORRECTLY FLATTERS THE YOY BASE — THE LIFT COMPRESSES INTO THE FINAL MONTH. THE POINT IS THE INFLECTION, NOT THE ABSOLUTE.

Discovery

29,307 Impressions

15,834 Members reached

Engagement

183 Social engagements

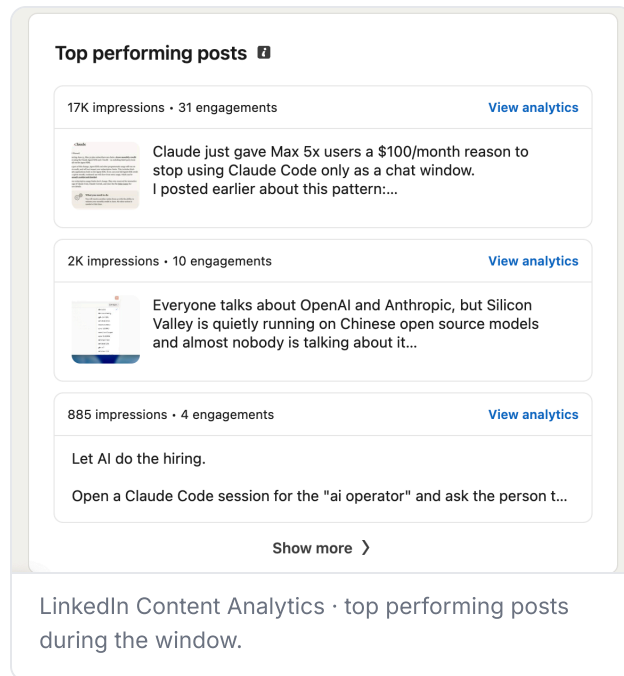
👍 Reactions	99
💬 Comments	68
🔄 Reposts	0
🔖 Saves	14
➤ Sends on LinkedIn	2
20 Link engagements	
📌 Premium custom button engagements	12
🔗 Visits to links in all posts	8

LinkedIn Content Analytics · trailing 365 days · engagement decomposition. Comment-to-reaction ratio 68 / 99 ≈ 0.69 — high comment share signals the audience is engaging, not lurking.

04 · THE POST MIX

The extension didn't make the posts better. It made the right ones travel.

A useful failure mode of distribution tools is that they amplify your worst content. Our experience was the opposite — posts with a sharp builder thesis pulled the line; memoir / vague posts stayed soft.



REACH

WHY IT TRAVELED

17K

Claude Code economics. Specific dollar number, named audience, contrarian framing on a vendor announcement.

2K

Chinese-OSS stack. Names Cursor / Kimi, Shopify / Qwen. Memetic, repeatable thesis. Survived translation to X.

885

AI hiring agent. Specific workflow, useful even without engagement.

WHAT THE DATA IS ACTUALLY SAYING

A post hits when the **thesis is sharp**. A profile compounds when each hit installs a **trackable surface** in the comments it earns.

05 · PATTERNS TO STEAL

Three things you can run on your own profile this week.

- 01 Pick the orbit, not the object.** Audit your last 10 posts. For each one, count the comments that generated a new reader. That's your real distribution layer — invest there before you invest in another posting calendar.
- 02 Own a surface that activates on reaction.** A tracked GIF, a custom Premium button, a reply-template DM. Anything that fires when someone moves *toward* you, not when you publish.
- 03 Run the engine on yourself first.** Whatever lever you build for clients, point it at your own profile for a measurable window. The proof you can sell is the line you already moved.

The bar for a builder's case study is not "did it grow." It's: "did the line move on a surface I controlled, with a lever I could ship to someone else."

06 · WHAT WE SHIP NEXT

We are opening early access to giffpop for builders who want to run the same experiment on their LinkedIn. Free to install; the analytics layer is the paid surface.

GET THE TOOL

giffpop.com

Chrome extension. Turns every comment GIF into a tracked link back to a page you control.

FOLLOW THE BUILD

mclg.dev

Manuel Calvino — building AI products in public. Behind giffpop and the open-source Signals project.

SOURCES · LinkedIn Content Analytics, profile *manuel-calvino-laguardia*, 365-day cumulative window, captured 2026-05-20. Screenshots unedited.