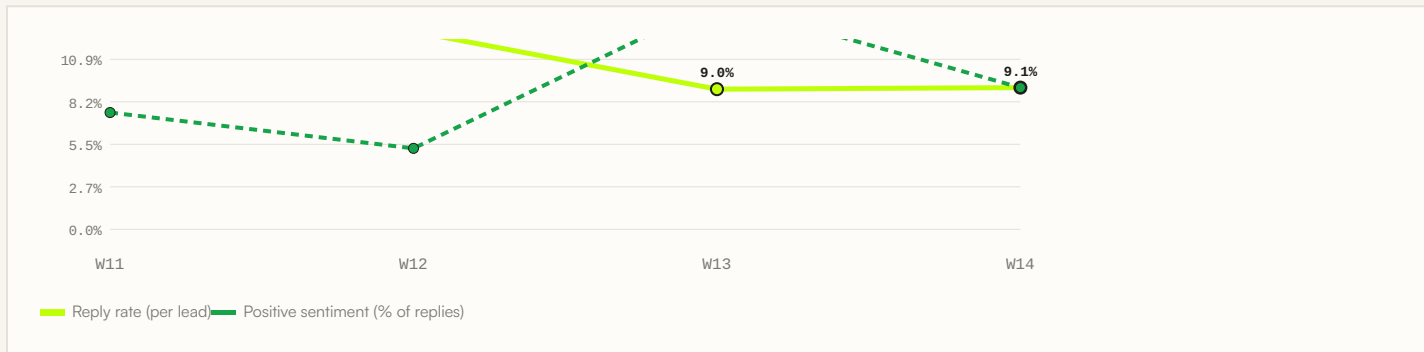


| | | | |
|---|--|---|---|
| <p>EMAILS SENT</p> <p>2,505</p> <p>deze week</p> | <p>REPLIES</p> <p>77</p> <p>-5 vs vorige week</p> | <p>POSITIVES</p> <p>7</p> <p>2 campaigns</p> | <p>SENTIMENT</p> <p>9.1%</p> <p>-5.54%</p> |
|---|--|---|---|

Alle KPI's zijn deze week. Sentiment = % van replies dat positief is.

Trend (4 weken)



| | | | |
|---|--|---|---|
| <p>W14</p> <p>77</p> <p>replies</p> <p>7 pos</p> | <p>W13</p> <p>82</p> <p>replies</p> <p>12 pos</p> | <p>W12</p> <p>77</p> <p>replies</p> <p>4 pos</p> | <p>W11</p> <p>80</p> <p>replies</p> <p>6 pos</p> |
|---|--|---|---|

Campaign Details (cumulative)

| CAMPAIGN | LEADS | REPLIES | REPLY % | POSITIVES | SENTIMENT |
|--------------------------------|-------|---------|-------------|-----------|-------------|
| Google Remarketing | 2,604 | 252 | 9.7% +0.07% | 22 | 8.7% +0.64% |
| Spanje - Zonnepanelen - No-Ads | 339 | 16 | 4.7% -0.50% | 1 | 6.2% -0.89% |

This Week per Campaign

| CAMPAIGN | EMAILS | REPLIES | REPLY % | POSITIVES | SENTIMENT |
|--------------------------------|------------|---------|-------------|-----------|-------------|
| Google Remarketing | 2,299 +216 | 75 | 3.3% -0.48% | 7 | 9.3% -6.05% |
| Spanje - Zonnepanelen - No-Ads | 206 -22 | 2 | 1.0% -0.78% | 0 | 0.0% - |

Reply % deze week is per email (incl. follow-ups). Sentiment = % van replies dat positief is.

AI Insights

- Google Remarketing is performing exceptionally well with 9.7% reply rate - scale this campaign by increasing daily send volume and replicate its targeting approach for new campaigns.
- Spanje - Zonnepanelen - No-Ads is underperforming with only 4.7% reply rate and 0 positives this week - pause this campaign and A/B test new subject lines and value propositions before resuming.
- With 9.1% positive sentiment, focus on faster response times to positive replies from Google Remarketing to convert more of the 75 weekly responses into qualified opportunities.