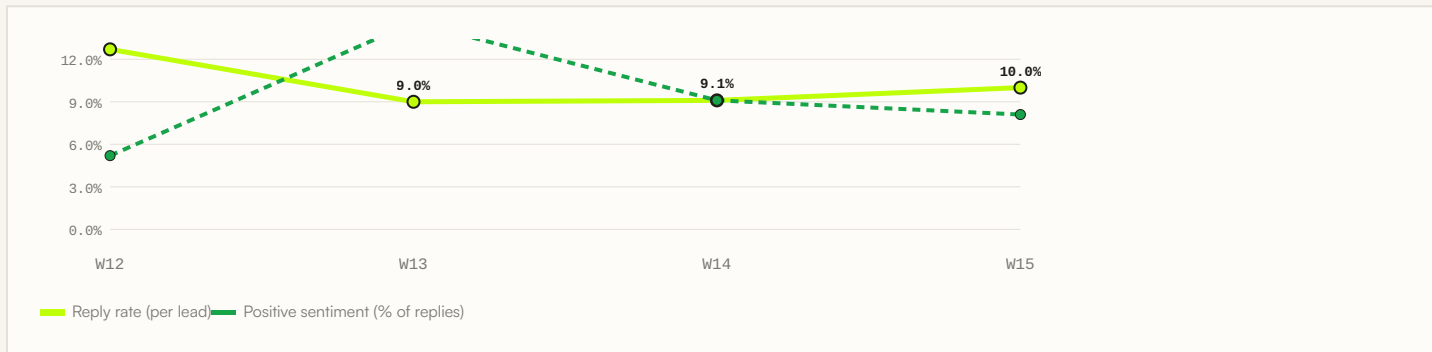


| | | | |
|---|--|---|---|
| <p>EMAILS SENT</p> <p>1,939</p> <p>deze week</p> | <p>REPLIES</p> <p>86</p> <p>+9 vs vorige week</p> | <p>POSITIVES</p> <p>7</p> <p>2 campaigns</p> | <p>SENTIMENT</p> <p>8.1%</p> <p>-0.95%</p> |
|---|--|---|---|

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

Trend (4 weken)



| | | | |
|---|---|--|---|
| <p>W15</p> <p>86</p> <p>replies</p> <p>7 pos</p> | <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> |
|---|---|--|---|

Campaign Details (cumulative)

| CAMPAIGN | LEADS | REPLIES | REPLY % | POSITIVES | SENTIMENT |
|--------------------------------|-------|---------|--------------|-----------|-------------|
| Google Remarketing | 3,152 | 338 | 10.7% +1.04% | 31 | 9.2% +0.44% |
| Spanje - Zonnepanelen - No-Ads | 405 | 17 | 4.2% -0.52% | 1 | 5.9% -0.37% |

This Week per Campaign

| CAMPAIGN | EMAILS | REPLIES | REPLY % | POSITIVES | SENTIMENT |
|--------------------------------|------------|---------|-------------|-----------|-------------|
| Google Remarketing | 1,744 -555 | 85 | 4.9% +1.61% | 7 | 8.2% -1.09% |
| Spanje - Zonnepanelen - No-Ads | 195 -11 | 1 | 0.5% -0.46% | 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 10.7% reply rate and strong sentiment - scale this campaign by increasing daily send volume or expanding to similar audience segments.
- Spanje - Zonnepanelen - No-Ads is severely underperforming with only 4.2% reply rate and 0.25% positive rate - pause this campaign and test new subject lines or completely rewrite the email copy.
- With 86 total replies but only 7 positives (8.1% sentiment), focus on improving email copy to be more value-focused and less sales-heavy to convert more replies into positive responses.