

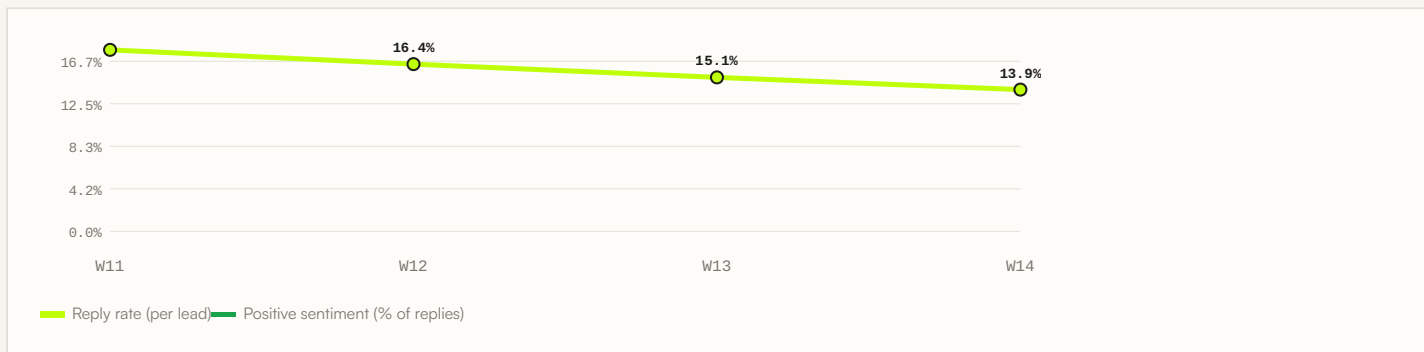
Coen - PMPFurniture

2026-03-30 - 2026-04-05

<p>EMAILS SENT</p> <p>2,358</p> <p>deze week</p>	<p>REPLIES</p> <p>91</p> <p>+9 vs vorige week</p>	<p>POSITIVES</p> <p>30</p> <p>6 campaigns</p>	<p>SENTIMENT</p> <p>33.0%</p> <p>-1.18%</p>
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Alle KPI's zijn deze week. Sentiment = % van replies dat positief is.

Trend (4 weken)



<p>W14</p> <p>91</p> <p>replies</p> <p>30 pos</p>	<p>W13</p> <p>82</p> <p>replies</p> <p>28 pos</p>	<p>W12</p> <p>27</p> <p>replies</p> <p>9 pos</p>	<p>W11</p> <p>24</p> <p>replies</p> <p>9 pos</p>
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Campaign Details (cumulative)

CAMPAIGN	LEADS	REPLIES	REPLY %	POSITIVES	SENTIMENT
hotel-independent-amsterdam	600	32	5.3% -0.27%	7	21.9% +7.59%
coen_pmp_furnitures_horeca_hospitali...	748	101	13.5% -2.18%	22	21.8% -0.17%
Frankrijk - Projecten - Inkoopers	393	49	12.5% +4.86%	18	36.7% +3.40%
coen_pmp_furnitures_projecten_inkope...	2,200	386	17.6% -0.67%	79	20.5% +0.05%
coen_pmp_furnitures_projecten_design...	2,020	270	13.4% -0.46%	101	37.4% +0.19%
Frankrijk - Projecten - Designers	199	19	9.6% +0.98%	8	42.1% -2.33%

This Week per Campaign

CAMPAIGN	EMAILS	REPLIES	REPLY %	POSITIVES	SENTIMENT
hotel-independent-amsterdam	628 +302	16	2.5% -1.13%	5	31.2% +14.58%
coen_pmp_furnitures_horeca_hospitali...	467 +175	19	4.1% -6.55%	4	21.1% -11.21%
Frankrijk - Projecten - Inkoopers	418 +146	33	7.9% +2.74%	13	39.4% +3.68%
coen_pmp_furnitures_projecten_inkope...	382 -122	9	2.4% +0.97%	2	22.2% -20.64%
coen_pmp_furnitures_projecten_design...	295 -96	4	1.4% -1.20%	2	50.0% +10.00%
Frankrijk - Projecten - Designers	168 +68	10	6.0% -2.05%	4	40.0% -10.00%

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

- 1 Scale up 'Frankrijk - Projecten - Inkopers' immediately as it's delivering 7.9% reply rate and 36.7% sentiment this week - increase daily send volume by 50% while the momentum is strong.
- 2 Pause 'coen_pmp_furnitures_projecten_inkopers' and 'coen_pmp_furnitures_projecten_designers' to rewrite copy - both campaigns have massive lead pools (2200+ leads) but are severely underperforming this week with <2.4% reply rates.
- 3 Test the winning copy from 'Frankrijk - Projecten - Designers' (42.1% sentiment) on your underperforming Dutch designer campaign since the audience is similar but performance gap is significant.