

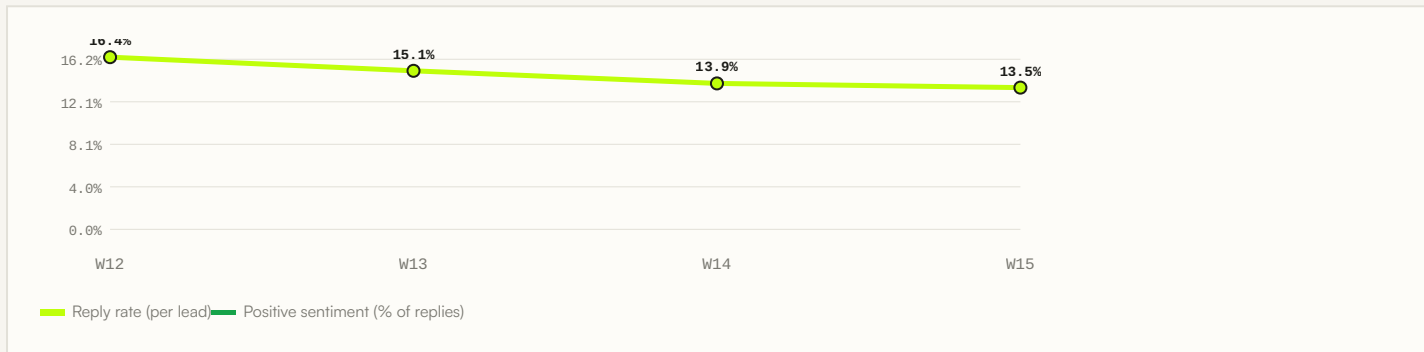
Coen - PMPFurniture

2026-04-06 - 2026-04-12

<p>EMAILS SENT</p> <p>2,350</p> <p>deze week</p>	<p>REPLIES</p> <p>95</p> <p>+4 vs vorige week</p>	<p>POSITIVES</p> <p>24</p> <p>6 campaigns</p>	<p>SENTIMENT</p> <p>25.3%</p> <p>-7.70%</p>
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Alle KPI's zijn deze week. Sentiment = % van replies dat positief is.

Trend (4 weken)



<p>W15</p> <p>95</p> <p>replies</p> <p>24 pos</p>	<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>
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Campaign Details (cumulative)

CAMPAIGN	LEADS	REPLIES	REPLY %	POSITIVES	SENTIMENT
hotel-independent-amsterdam	1,020	53	5.2% -0.13%	12	22.6% +0.76%
Frankrijk - Projecten - Designers	379	45	11.9% +2.32%	17	37.8% -4.33%
Frankrijk - Projecten - Inkoopers	547	75	13.7% +1.24%	21	28.0% -8.73%
coen_pmp_furnitures_horeca_hospitali...	792	116	14.7% +1.15%	24	20.7% -1.09%
coen_pmp_furnitures_projecten_inkope...	2,305	396	17.2% -0.37%	84	21.2% +0.74%
coen_pmp_furnitures_projecten_design...	2,060	274	13.3% -0.07%	102	37.2% -0.18%

This Week per Campaign

CAMPAIGN	EMAILS	REPLIES	REPLY %	POSITIVES	SENTIMENT
hotel-independent-amsterdam	618 -10	19	3.1% +0.52%	5	26.3% -4.93%
Frankrijk - Projecten - Designers	462 +294	25	5.4% -0.54%	8	32.0% -8.00%
Frankrijk - Projecten - Inkoopers	393 -25	26	6.6% -1.27%	3	11.5% -27.85%
coen_pmp_furnitures_horeca_hospitali...	378 -89	12	3.2% -0.90%	2	16.7% -4.38%
coen_pmp_furnitures_projecten_inkope...	300 -82	9	3.0% +0.64%	5	55.6% +33.34%
coen_pmp_furnitures_projecten_design...	199 -96	4	2.0% +0.65%	1	25.0% -25.00%

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

- 1 Pause or reduce volume on 'hotel-independent-amsterdam' campaign (5.2% reply rate, 22.6% sentiment) and reallocate budget to high-performing 'Frankrijk - Projecten - Designers' which shows 11.9% reply rate with 37.8% sentiment.
- 2 Scale up 'coen_pmp_furnitures_projecten_designers' campaign significantly as it has the highest positive conversion rate (4.95%) and excellent sentiment (37.2%) despite low current weekly volume of only 199 emails.
- 3 Test new email copy for 'coen_pmp_furnitures_horeca_hospitality_nl' campaign which shows declining performance with only 20.7% sentiment and 3.03% positive rate despite historically strong 14.7% reply rate.