

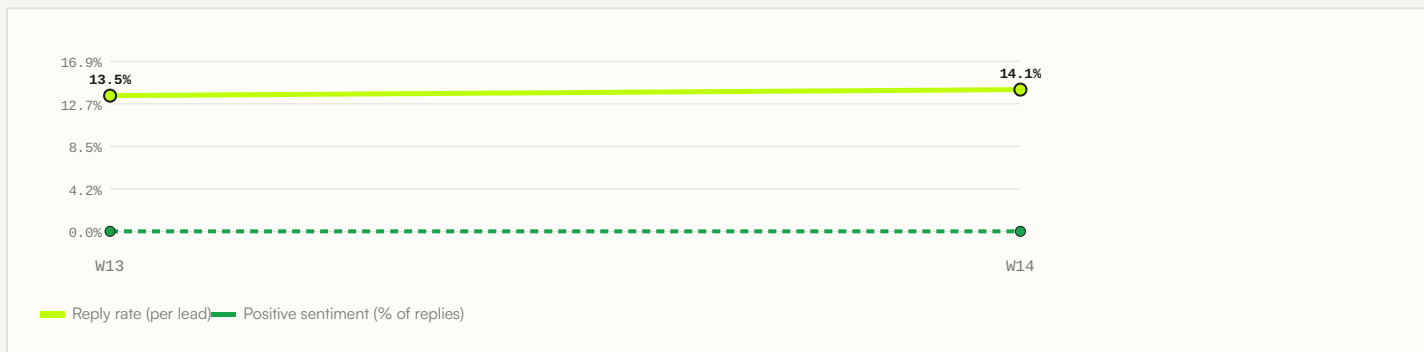
Forward Marketing

2026-03-30 - 2026-04-05

<p>EMAILS SENT</p> <p>642</p> <p>deze week</p>	<p>REPLIES</p> <p>63</p> <p>+50 vs vorige week</p>	<p>POSITIVES</p> <p>0</p> <p>2 campaigns</p>	<p>SENTIMENT</p> <p>0.0%</p> <p>-</p>
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Alle KPI's zijn deze week. Sentiment = % van replies dat positief is.

Trend (2 weken)



<p>W14</p> <p>63</p> <p>replies</p> <p>0 pos</p>	<p>W13</p> <p>13</p> <p>replies</p> <p>0 pos</p>
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Campaign Details (cumulative)

CAMPAIGN	LEADS	REPLIES	REPLY %	POSITIVES	SENTIMENT
Forward Marketing - Directeuren - 11...	840	96	11.4% +0.09%	3	3.1% -0.98%
Forward Marketing - Eenzame Marketee...	751	128	17.0% +1.01%	3	2.3% -1.07%

This Week per Campaign

CAMPAIGN	EMAILS	REPLIES	REPLY %	POSITIVES	SENTIMENT
Forward Marketing - Directeuren - 11...	333 +283	23	6.9% +0.91%	0	0.0% -
Forward Marketing - Eenzame Marketee...	309 +259	40	12.9% -7.06%	0	0.0% -

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

AI Insights

- Both campaigns have strong reply rates (11.4% and 17.0%) but zero positive responses this week - immediately A/B test new email copy with softer, more value-focused messaging to improve sentiment.
- The 'Eenzame Marketeer' campaign significantly outperforms 'Directeuren - 11k' with 17.0% vs 11.4% reply rate - shift more volume to this higher-performing audience and analyze what messaging resonates better.
- With 63 total replies but 0% positive sentiment, your targeting is working but your value proposition isn't - revise your call-to-action to be less sales-focused and more consultative.