

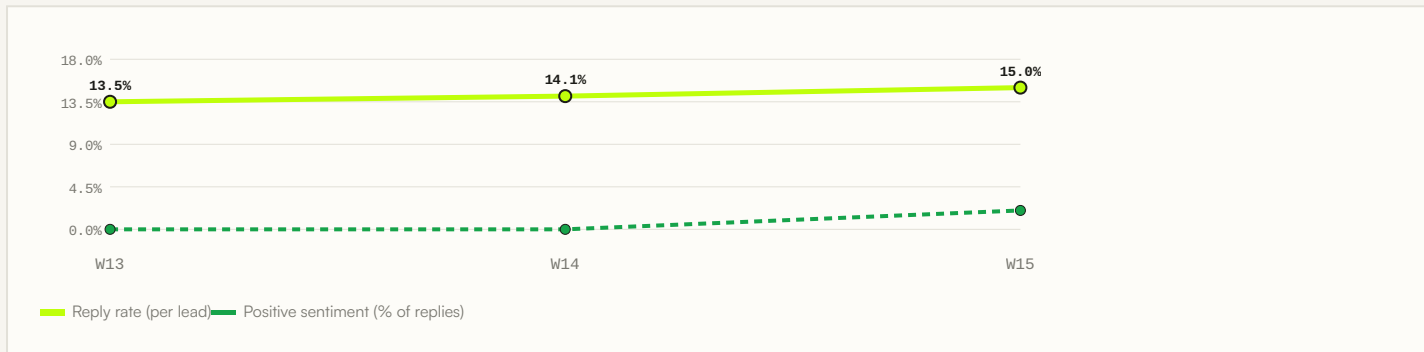
# Forward Marketing

2026-04-06 - 2026-04-12

<p>EMAILS SENT</p> <p><b>629</b></p> <p>deze week</p>	<p>REPLIES</p> <p><b>50</b></p> <p>-13 vs vorige week</p>	<p>POSITIVES</p> <p><b>1</b></p> <p>2 campaigns</p>	<p>SENTIMENT</p> <p><b>2.0%</b></p> <p>+2.00%</p>
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Alle KPI's zijn deze week. Sentiment = % van replies dat positief is.

## Trend (3 weken)



<p>W15</p> <p><b>50</b></p> <p>replies</p> <p>1 pos</p>	<p>W14</p> <p><b>63</b></p> <p>replies</p> <p>0 pos</p>	<p>W13</p> <p><b>13</b></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...	952	115	12.1% +0.65%	3	2.6% -0.52%
Forward Marketing - Eenzame Marketee...	874	159	18.2% +1.15%	5	3.1% +0.80%

## This Week per Campaign

CAMPAIGN	EMAILS	REPLIES	REPLY %	POSITIVES	SENTIMENT
Forward Marketing - Directeuren - 11...	321 -12	19	5.9% -0.99%	0	0.0% -
Forward Marketing - Eenzame Marketee...	308 -1	31	10.1% -2.88%	1	3.2% +3.23%

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

### AI Insights

- The 'Eenzame Marketeer' campaign is significantly outperforming 'Directeuren - 11k' with 18.2% vs 12.1% reply rates - reallocate more volume to this higher-converting audience and analyze what messaging resonates better.
- With only 2% positive sentiment across both campaigns, immediately A/B test new email copy focusing on value proposition rather than pitch-heavy content to improve conversion quality.
- The 'Directeuren - 11k' campaign generated zero positives this week despite 19 replies - pause this campaign and either narrow the targeting or completely rewrite the messaging before resuming.