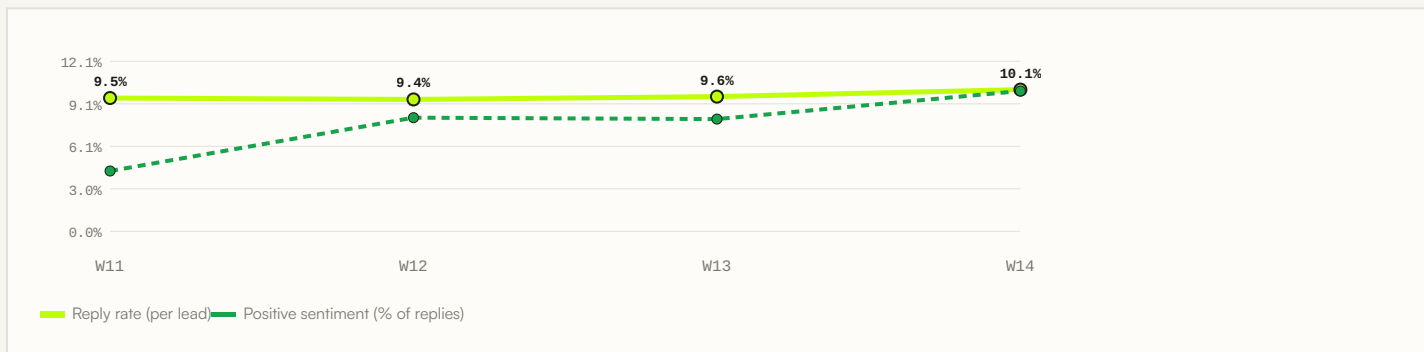


<p>EMAILS SENT</p> <p>1,064</p> <p>deze week</p>	<p>REPLIES</p> <p>40</p> <p>-10 vs vorige week</p>	<p>POSITIVES</p> <p>4</p> <p>1 campaigns</p>	<p>SENTIMENT</p> <p>10.0%</p> <p>+2.00%</p>
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Alle KPI's zijn deze week. Sentiment = % van replies dat positief is.

Trend (4 weken)



<p>W14</p> <p>40</p> <p>replies</p> <p>4 pos</p>	<p>W13</p> <p>50</p> <p>replies</p> <p>4 pos</p>	<p>W12</p> <p>37</p> <p>replies</p> <p>3 pos</p>	<p>W11</p> <p>47</p> <p>replies</p> <p>2 pos</p>
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Campaign Details (cumulative)

CAMPAIGN	LEADS	REPLIES	REPLY %	POSITIVES	SENTIMENT
Wordpress 6.1	4,704	477	10.1% +0.58%	53	11.1% -0.26%

This Week per Campaign

CAMPAIGN	EMAILS	REPLIES	REPLY %	POSITIVES	SENTIMENT
Wordpress 6.1	1,064 -227	40	3.8% -0.11%	4	10.0% +2.00%

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

AI Insights

- Your Wordpress 6.1 campaign is performing well with a 10.1% reply rate, but the 1.13% positive rate suggests your messaging isn't resonating - test new value propositions or case studies in your follow-up sequences.
- With 4704 leads already contacted and strong reply engagement, consider scaling by launching 2-3 additional campaigns targeting similar WordPress agencies or complementary audiences like WooCommerce developers.
- The 11.1% positive sentiment from replies indicates good audience fit - analyze the 53 positive responses to identify common pain points and incorporate those insights into new campaign copy.