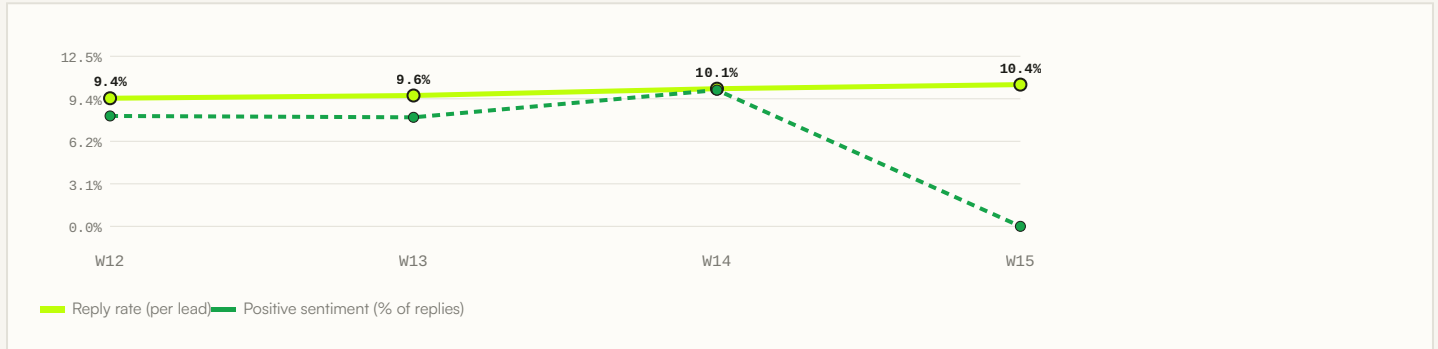


<p>EMAILS SENT</p> <p>269</p> <p>deze week</p>	<p>REPLIES</p> <p>12</p> <p>-28 vs vorige week</p>	<p>POSITIVES</p> <p>0</p> <p>1 campaigns</p>	<p>SENTIMENT</p> <p>0.0%</p> <p>-10.00%</p>
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Alle KPI's zijn deze week. Sentiment = % van replies dat positief is.

Trend (4 weken)



<p>W15</p> <p>12</p> <p>replies</p> <p>0 pos</p>	<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>
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Campaign Details (cumulative)

CAMPAIGN	LEADS	REPLIES	REPLY %	POSITIVES	SENTIMENT
Wordpress 6.1	4,704	489	10.4% +0.26%	53	10.8% -0.27%

This Week per Campaign

CAMPAIGN	EMAILS	REPLIES	REPLY %	POSITIVES	SENTIMENT
Wordpress 6.1	269 -795	12	4.5% +0.70%	0	0.0% -10.00%

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

AI Insights

- The Wordpress 6.1 campaign has a strong 10.4% overall reply rate but this week's 12 replies yielded zero positive responses - test new subject lines or opening hooks to improve engagement quality.
- With 4704 leads already contacted and declining positive sentiment, consider segmenting the remaining audience by company size or specific WordPress pain points to improve relevance.
- The campaign is showing signs of audience fatigue after 489 total replies - pause and A/B test completely new messaging angles or switch to a fresh lead list in the same vertical.