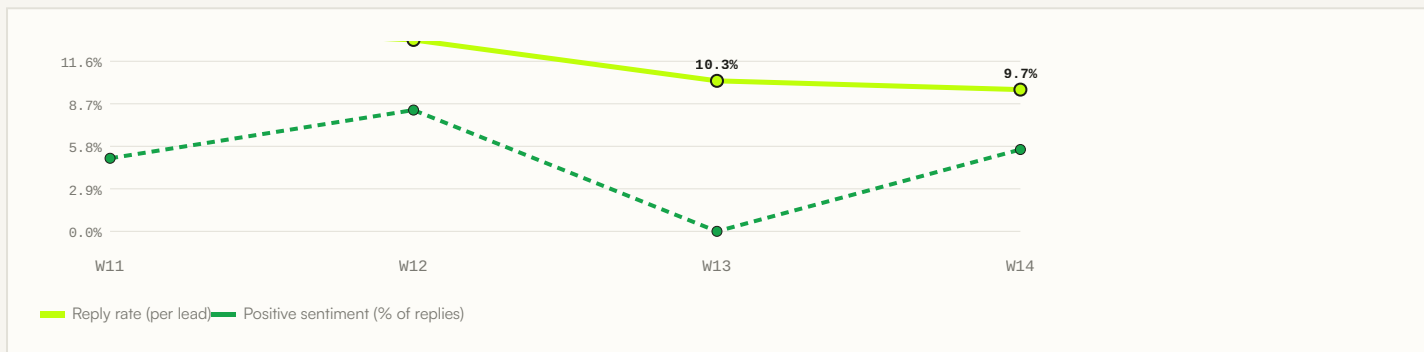


<p>EMAILS SENT</p> <p>824</p> <p>deze week</p>	<p>REPLIES</p> <p>18</p> <p>+2 vs vorige week</p>	<p>POSITIVES</p> <p>1</p> <p>1 campaigns</p>	<p>SENTIMENT</p> <p>5.6%</p> <p>+5.56%</p>
---	--	---	---

Alle KPI's zijn deze week. Sentiment = % van replies dat positief is.

Trend (4 weken)



<p>W14</p> <p>18</p> <p>replies</p> <p>1 pos</p>	<p>W13</p> <p>16</p> <p>replies</p> <p>0 pos</p>	<p>W12</p> <p>12</p> <p>replies</p> <p>1 pos</p>	<p>W11</p> <p>20</p> <p>replies</p> <p>1 pos</p>
---	---	---	---

Campaign Details (cumulative)

CAMPAIGN	LEADS	REPLIES	REPLY %	POSITIVES	SENTIMENT
A-Leads & Builtwith	1,552	150	9.7% -0.69%	5	3.3% +0.30%

This Week per Campaign

CAMPAIGN	EMAILS	REPLIES	REPLY %	POSITIVES	SENTIMENT
A-Leads & Builtwith	824 +43	18	2.2% +0.13%	1	5.6% +5.56%

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

AI Insights

- The A-Leads & Builtwith campaign shows declining performance with only 2.2% reply rate this week vs 9.7% overall - test new subject lines and opening hooks immediately.
- With just 5.6% positive sentiment and 1 positive reply from 18 responses, your messaging is generating interest but not resonating - revise your value proposition to be more specific to your target audience's pain points.
- At 1552 leads with low conversion efficiency, narrow your targeting within the A-Leads & Builtwith campaign to focus on the highest-intent prospects before scaling further.