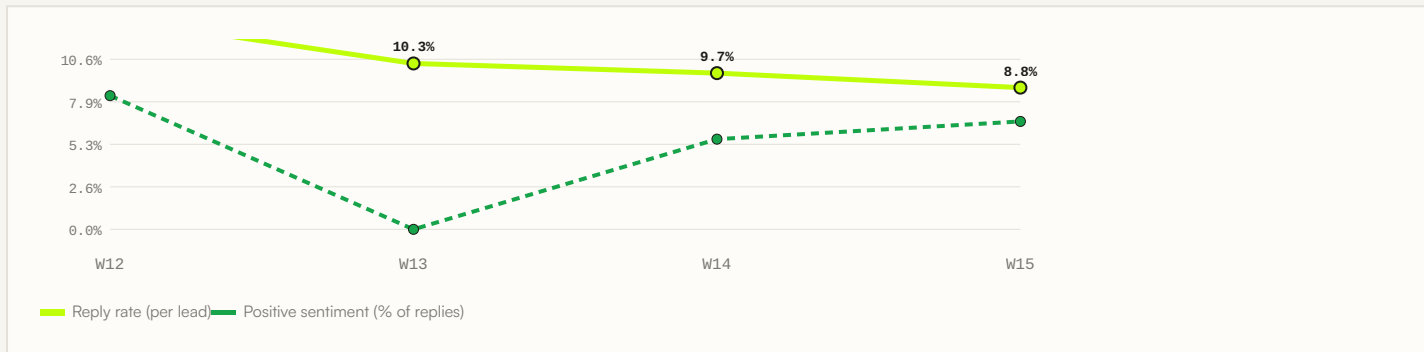


<p>EMAILS SENT</p> <p>631</p> <p>deze week</p>	<p>REPLIES</p> <p>15</p> <p>-3 vs vorige week</p>	<p>POSITIVES</p> <p>1</p> <p>1 campaigns</p>	<p>SENTIMENT</p> <p>6.7%</p> <p>+1.11%</p>
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Alle KPI's zijn deze week. Sentiment = % van replies dat positief is.

Trend (4 weken)



<p>W15</p> <p>15</p> <p>replies</p> <p>1 pos</p>	<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>
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Campaign Details (cumulative)

CAMPAIGN	LEADS	REPLIES	REPLY %	POSITIVES	SENTIMENT
A-Leads & Builtwith	1,878	165	8.8% -0.87%	6	3.6% +0.31%

This Week per Campaign

CAMPAIGN	EMAILS	REPLIES	REPLY %	POSITIVES	SENTIMENT
A-Leads & Builtwith	631 -193	15	2.4% +0.20%	1	6.7% +1.11%

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

AI Insights

- 1 The A-Leads & Builtwith campaign has extremely low positive conversion (0.32%) despite decent reply rates - test new value propositions or messaging angles to improve response quality.
- 2 With only 6.7% positive sentiment this week, the current messaging is generating mostly negative responses - consider A/B testing softer, more consultative copy approaches.
- 3 The campaign is generating consistent reply volume (8.8% overall rate) but needs better lead qualification - narrow your targeting criteria to focus on higher-intent prospects.