PolishLead

EXAMPLE WITH FICTIONAL DATA

Monthly campaign report

November 2026 · Test campaign · Sample company

Summary

Companies in the campaign	Reply rate	Positive replies	Meetings booked
155	26.5%	9	5

Results by list

List	Companies	Replies	Rate	Positive	Meetings
Warehouse investments 2027	40	12	30%	2	1
Logistics companies – Lower Silesia	60	16	27%	4	2
Machinery manufacturers – Greater Poland	55	13	24%	3	2
Total	**155**	**41**	**26.5%**	**9**	**5**

Types of replies

Positive – want to talk	9
Not now – follow up later	14
Passed on to the right person	7
Not interested	8
Asked to be removed	3

Funnel

Companies in the campaign	155
Replies	41
Positive	9
Meetings	5
Proposals	2

Who we write to and who replies

One contact person per company, sorted by reply rate.

Role	Contacts	Replies	Reply rate	Positive
Operations director	38	14	37%	4
Logistics manager	25	7	28%	1
CEO / owner	32	8	25%	2
Sales director	45	9	20%	2
Purchasing manager	15	3	20%	0

Which email the replies come after



Company size

Employees	Companies	Replies	Rate
10–49	50	9	18%
50–249	70	23	33%
250+	35	9	26%

Conclusions

- The highest reply rate (30%) comes from the “Warehouse investments 2027” list – a specific reason to get in touch works: the company’s new investment.
- Operations directors reply most often (37%), sales directors much less often (20%). In December we write to operations first in manufacturing companies.
- 63% of replies came only after the follow-ups. Without them the campaign would have brought 15 replies instead of 41.
- Companies with 50–249 employees reply most often (33%), the smallest ones least often (18%), so the next lists focus on them.
- 14 people asked to be contacted later – reminders are scheduled in the CRM for January.

Plan for December

- Add another 40 companies to the warehouse investments list.
- Test a second version of the subject line on the machinery manufacturers list.
- Prepare a short summary for 2 companies after the meetings.