

Campaign Stats 1

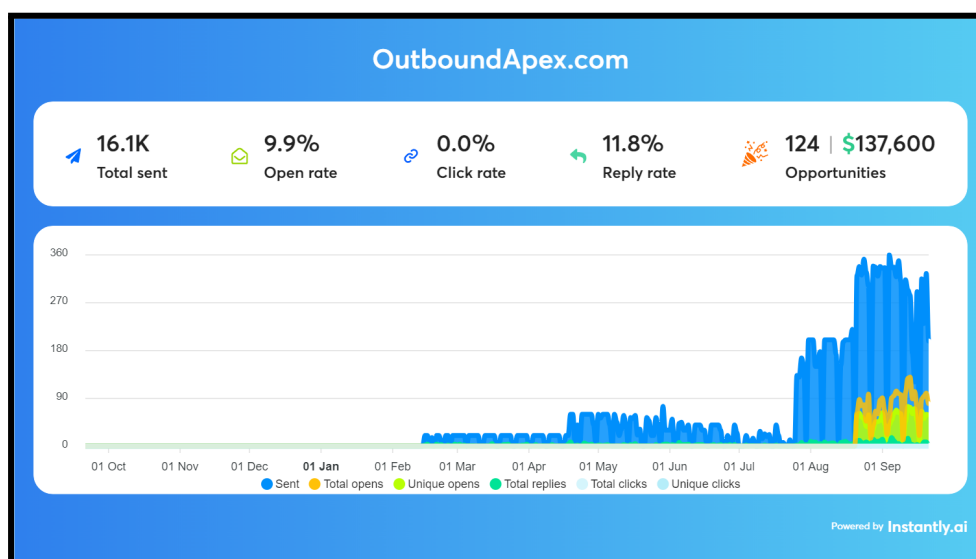
3,381 ✉ Sent	NA ⓘ ✉ Opened	NA ⓘ ⚡ Clicked	42 3.04% ✉ Replied	12 28.57% 💰 Positive Reply
4,801 ✉ Sent	NA ⓘ ✉ Opened	NA ⓘ ⚡ Clicked	61 2.59% ✉ Replied	24 39.34% 💰 Positive Reply
4,056 ✉ Sent	NA ⓘ ✉ Opened	NA ⓘ ⚡ Clicked	64 4.53% ✉ Replied	24 37.50% 💰 Positive Reply
12,708 ✉ Sent	NA ⓘ ✉ Opened	NA ⓘ ⚡ Clicked	157 3.42% ✉ Replied	40 25.48% 💰 Positive Reply
15,197 ✉ Sent	NA ⓘ ✉ Opened	NA ⓘ ⚡ Clicked	215 3.71% ✉ Replied	19 8.84% 💰 Positive Reply

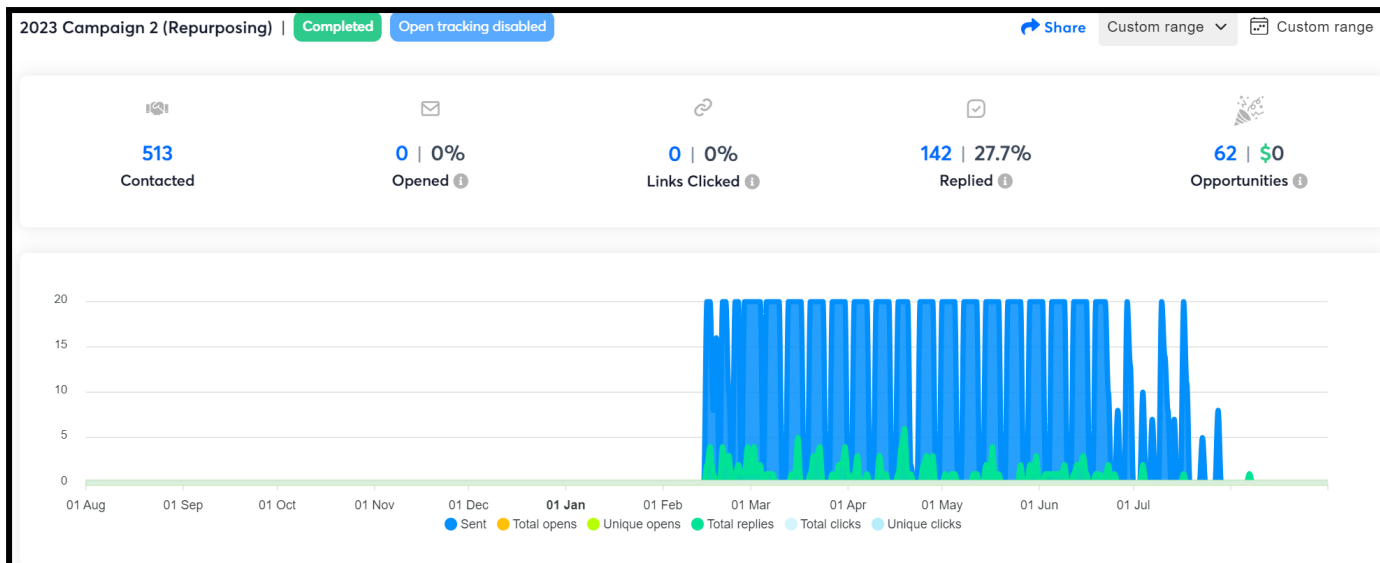
39.34% Positive Reply rate means that nearly every second person who replies to an email that we sent is interested in the offer or wants to get more information.

The Reply Rates are tracked without accounting for out of office or other automated responses, showing only the actual replies that people wrote.

We don't track open rates unless specifically requested, as that reduces deliverability in itself. The way we track the health and deliverability of inboxes is through inbox placement, blacklist and scoring tests.

Campaign Stats 2





Campaign Stats 3



Our best performing campaign ever which led to more positive responses than negative in total, every 2nd person showing interest or asking for more info, and around a ¼ conversion ratio into a meeting.

Meetings Booked With Industry Giants

All of these meetings, while with highly valued enterprise leads (over \$300b in total company value), were booked solely through cold email.

Even though the usual strategy is to create an ABM-type approach for these kinds of accounts, we believe that a relevant and simple cold email has more utility for the effort and costs it requires compared to what it would take to run an omnichannel system.

This also highly depends on the size of your target market. For these examples, the target market was around 100k+ prospects, making this strategy ideal.

If the target market had <5k prospects, an ABM approach would be more valuable and healthy over the long term, as otherwise you could burn out the list.

The strategy taken for this was a value-based approach, handing out free sales collateral that is highly valuable and tailored to the prospect's industry, standing out from the competition.

A2A

[redacted]@a2a.it>
To: Markas Urbonavicius
Cc: [redacted]@a2a.it>; [redacted]@a2a.it>

Hi Markas,

does tomorrow at 3 pm CEST work for you? Sorry but can't open your calendar.
Thanks
[redacted]

Nestle

[redacted]@nestle.com> 😊 ↩ Reply ↩ Reply all → Forward 🔗 📅 ...
To: Markas Urbonavicius Wed 2/28/2024 4:11 PM

Hi Markas,

Thanks for reaching out and sorry I missed your call earlier today. I could do a 30min call next Friday afternoon (March 8) at some point mid- to late morning? We're not in the market to replace our current services right now, but I am always curious what is out there. If that timing works for you, just send me a Zoom/Teams/Google invite for anywhere between 10.00 and 11.30 CET.

Best,
[redacted]

Eni

[redacted]@eni.com> 😊 ↩ Reply ↩ Reply all → Forward 🔗 📅 ...
To: [redacted] Thu 5/2/2024 3:24 PM

Hi [redacted]

your work looks promising and in line with our activities. One thing is not clear to me however: what kind of data are included in your platform? (social media -> then which one?; media online -> what kind of data provider are you relying on?; something else?)

I am happy to schedule a 30-min call next week (Tuesday 4pm CET; Thursday 12am CET), but please prepare your presentation in order to clarify what is the added value of your solution as compared to other [redacted]

Best
[redacted]

Galp

[redacted]@galp.com> 😊 ↩ Reply ↩ Reply all → Forward 🔗 📅 ...
To: [redacted] Mon 5/20/2024 4:57 PM

Internal Use

Tomorrow afternoon is not so good for me.
I'm very flexible in the mornings of Thursday and Friday.

Send over a meeting request and I'll move around any conflicting stuff on my agenda.

Would that work?

Thank you.
[redacted]

NFU Mutual

@nfumutual.co.uk>

☺

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↩ Reply all

➡ Forward

🔗

📧

⋮

Thu 6/6/2024 12:15 PM

To: Markas Urbonavicius

Classification: Public

Thanks Markas, I'm around Monday afternoon or Tuesday morning, if you want to send an invite?

Best wishes,

Senior Press Officer
NFU Mutual
Mobile: [@nfumutual.co.uk](tel:)
Email: [@nfumutual.co.uk](mailto:)
Media centre: <https://www.nfumutual.co.uk/media-centre>
NFU Mutual, Tiddington Road, Stratford-upon-Avon, Warwickshire, CV37 7BJ.

Trimble

@trimble.com>

☺

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➡ Forward

🔗

📧

⋮

Fri 4/26/2024 12:03 PM

To: [@trimble.com](mailto:)

Cc: [@trimble.com](mailto:)

Hi, Next week Wednesday or Thursday in the morning would work well.

Best,

Seaway7

@seaway7.com>

To: [@seaway7.com](mailto:)

Hi

sorry for not coming back earlier. Busy times lately.

Feel free to schedule a quick call, Tue, Wed or Thu at 10:00 CEST next week.

Kind Regards,

Communications Advisor

Tel: [@seaway7.com](tel:)
Mobile: [@seaway7.com](tel:)
Website www.seaway7.com

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Zorlu Holdings

@zorlu.com>

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➡ Forward

🔗

📧

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Thu 6/6/2024 3:46 PM

To: Markas Urbonavicius; [@zorlu.com](mailto:)

Some content in this message has been blocked because the sender isn't in your Safe senders list. [Trust sender](#) [Show blocked content](#)

Dear Markus;

Indeed last week I tried to reserve a slot from the calendar link on your initial email but could not succeed.
We can meet next week Tuesday around 14:00 TR time if it is fine with you?

Best

[iOS için Outlook](#) uygulamasını edinin

[@zorlu.com](mailto:)

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Levent 199, Büyükdere Cad. No:199 - İSTANBUL - Turkey
T: +90 F: +90
zorlu.com.tr

Sennheiser

CV

To: Markas Urbonavicius

Wed 8/7/2024 4:37 AM

Outlook-ehzpxyvk
115 KB

Hi Markas,

Yes, you can talk to me regard to PR monitoring, may I ask if you guys also have Influencer monitoring tools?

Would be great if you can arrange a demo of your platform, and quotation of our needs afterwards too.

Best,

Sennheiser Headphones & Soundbars

 **SENNHEISER**

Sonova Consumer Hearing Hong Kong Limited
Unit 1109, 12/F reception, 133 Wai Yip Street,
Kwun Tong, Hong Kong
General: +852 2319 4540
www.sennheiser.com
www.sennheiser-hearing.com

LOT Airlines

BJ

To: Markas Urbonavicius

Cc: @lot.pl>

Tue 8/13/2024 2:06 PM

Hi Markas,

Thank you!

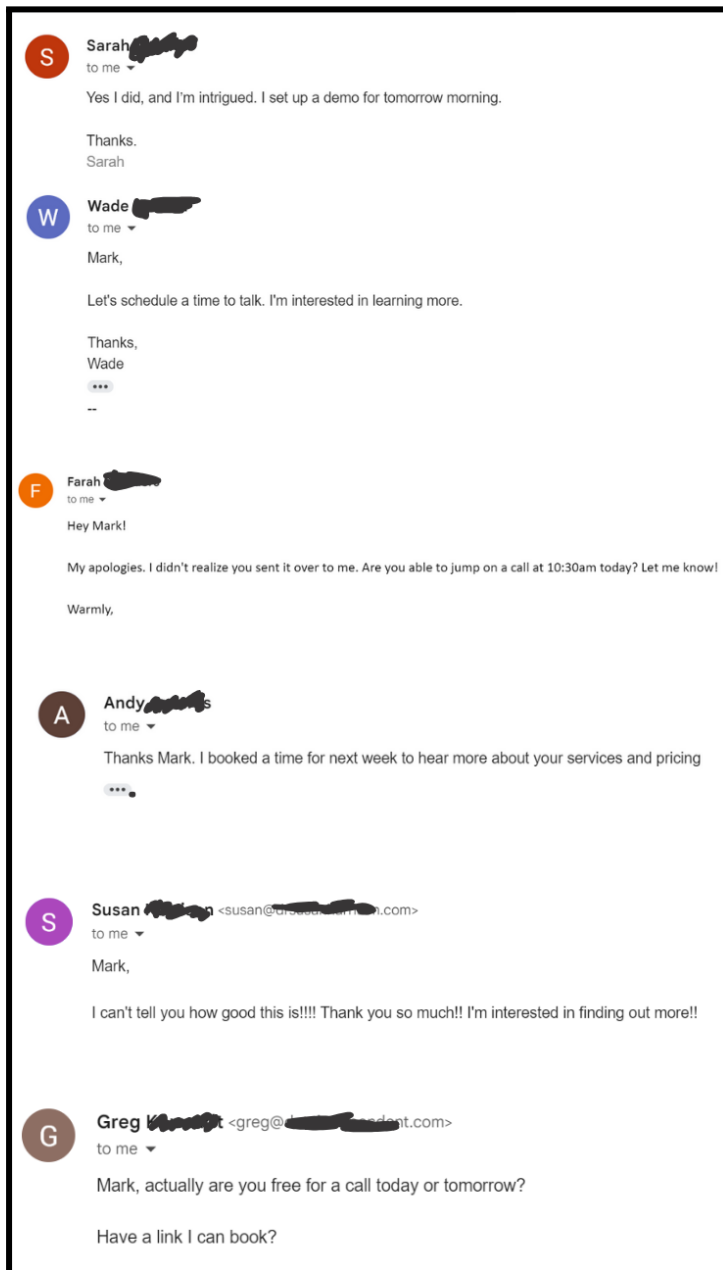
Unfortunately we won't be able to join on 19th and 20th.

Please find below our slots:

- 22.08 1pm WAW time
- 26.08 1pm.

Best regards

Types of responses we get from our cold emails



<https://calendly.com/outboundapex/15min>