



AUDIT DATED 21 SEPTEMBER 2026

**17,212 emails.
137 replies.**

My biggest campaign, not my best.



The biggest campaign

SENT

17,212

UNIQUE REPLIES

137

REPLY RATE

0.8 percent

Under one percent on my biggest list

137 divided by 17,212 is about 0.8 percent.



A smaller list did better

SENT

2,251

UNIQUE REPLIES

196

REPLY RATE

8.7 percent



About ten times the rate

Smaller and tighter beat bigger.



Across all 522 campaigns

CAMPAIGNS

522

SENDS

324,901

UNIQUE REPLIES

2,115

REPLIES PER 1,000 SENDS

6.51

Plan your list from the rate

- 01 Pick the reply count you want
- 02 Divide it by your real reply rate
- 03 At 0.8 percent, 100 emails gets about 1 reply
- 04 Measure your own rate, then plan again



Comment FLEET

I'll send the outreach numbers sheet