



PRIMEDIA NETWORK

July 2026 Email Performance Report

Root-cause analysis, lead attribution, wins, key learnings, and the August action plan

Sources: Mailchimp campaign export, Jul 1–30, 2026 (89 campaigns, opens MPP-excluded) · Leads master, Jul 1–31, 2026

Prepared by Digital Marketing · Justin Welack

The month in four numbers

332,194

emails delivered

89 campaigns across blasts, market
market sequences, and resends

15.5%

open rate (MPP excluded)

opens fell every week — 23.5% in
week 1 to 12.0% in week 5

19

email-attributed leads

from 18 companies — steady at 4–7
4–7 per week even as opens fell

0.077%

unsubscribe rate

well under the 0.3% complaint danger
danger line — the list is tuning out,
out, not opting out

The one-line story: targeted sends earned 2× the open rate of the 18K mass list, lead flow held steady while opens collapsed — and the leads master shows clicks flattered some sends far more than others.

Segment scorecard — outcomes, not averages

Segment	Sends	Emails	Open rate	Click rate	CTOR
Market visual ads (8 DMAs)	8	3,128	34.5%	2.75%	8.0%
Local market rep sequences	51	19,025	23.8%	2.00%	8.4%
Other targeted	2	8,521	19.8%	3.18%	16.1%
Medical vertical	3	4,132	19.1%	1.79%	9.4%
Mass blasts (18K list)	13	236,799	16.1%	2.38%	14.8%
Resends to non-openers	12	60,589	8.8%	0.16%	1.8%

Read it top to bottom: the smaller and more targeted the audience, the better it performed. The 18K mass list carried 71% of all volume at half the open volume at half the open rate of the market sequences — and resends added 18% of volume for 1.5% of clicks.

Source: Mailchimp, Jul 1–30, 2026. CTOR = clicks ÷ opens.

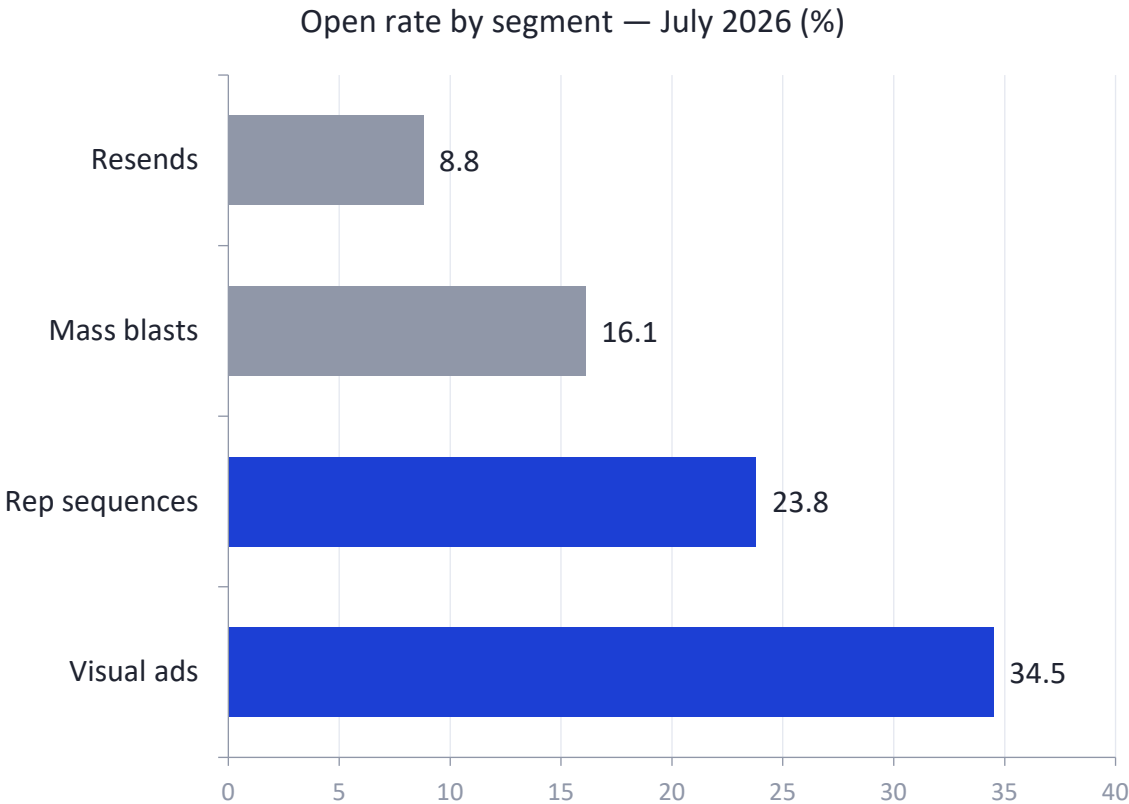
Targeting beat volume — decisively

The eight market visual ads (Jul 20) and the six-email local market rep sequences were the best-performing work of the month.

San Francisco email #2: 40.5% open, 10.7% click.

Baltimore #2 hit 9.8%, Detroit #2 hit 7.7%, Chicago #2 hit 7.0% — the offer-forward second touch out-clicked every mass blast of the month.

Why it worked: a named local rep, a specific DMA, and one clear ask. Specific beats generic — in the inbox, same as on air.



Source: Mailchimp, Jul 1–30, 2026

One creative broke through the fatigue

“We Can Take You Higher Pt. 1”

1,090

clicks in a single send — a 5.9% click rate on the full 18K list, sent Jul 22 in week 4, after list fatigue had already set in.

Highest-clicked email of the month, any segment, any size.

What this tells us

Even a tired list responds when the message earns it. Its 14.3% open was mid-pack — but 36.8% of openers clicked, and the concept produced four attributed leads.

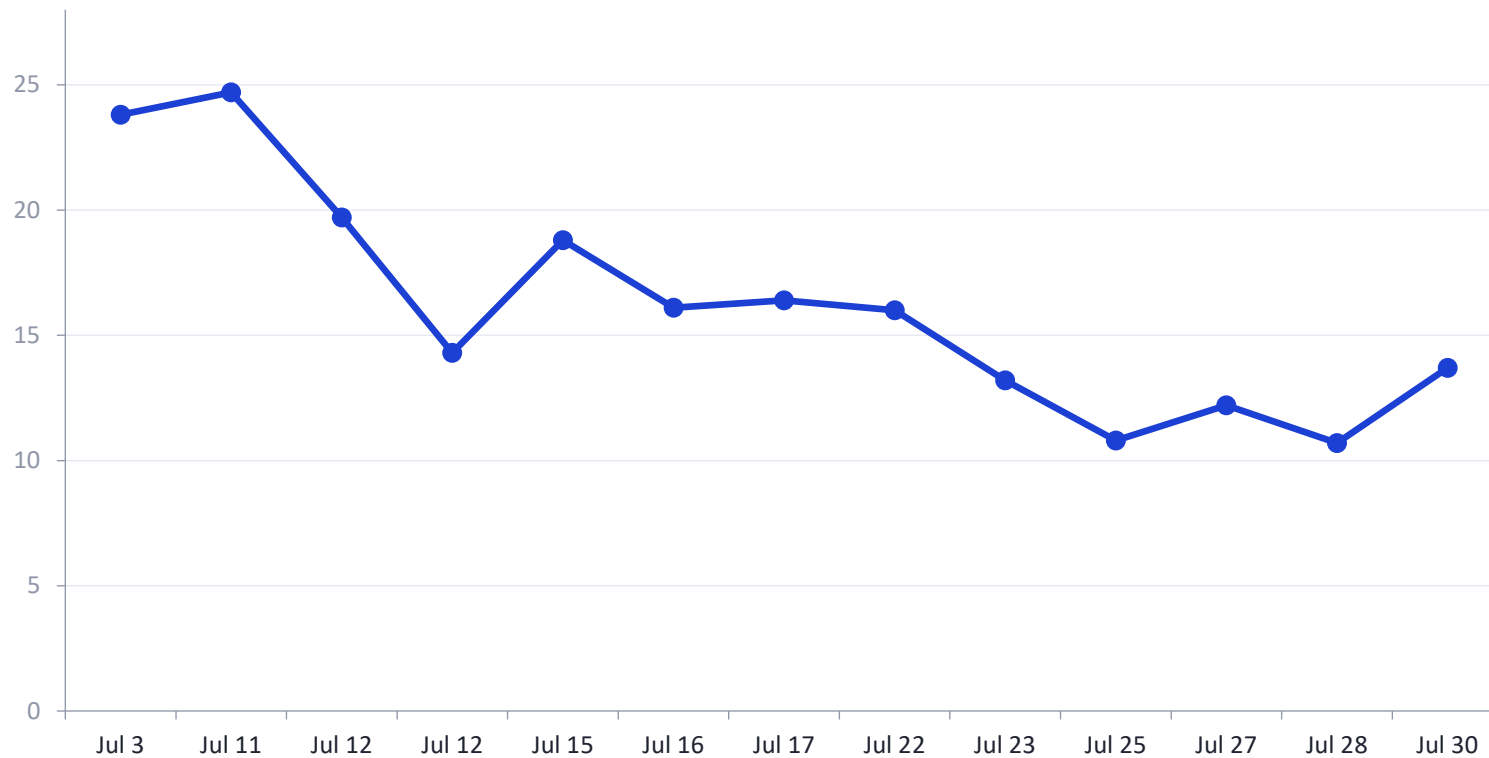
One caution before crowning it: Fox Network produced five leads on a third of the clicks. Part of the click spike is likely security-scanner traffic, not humans — the lead attribution slide has the full picture.

Action: rerun both concepts on a rested list in August and judge on leads.

ROOT CAUSE NO. 1

13 blasts in 27 days wore the 18K list down

Mass blast open rate by send — July 2026 (%)



Source: Mailchimp, Jul 1–30, 2026. Opens MPP-excluded.

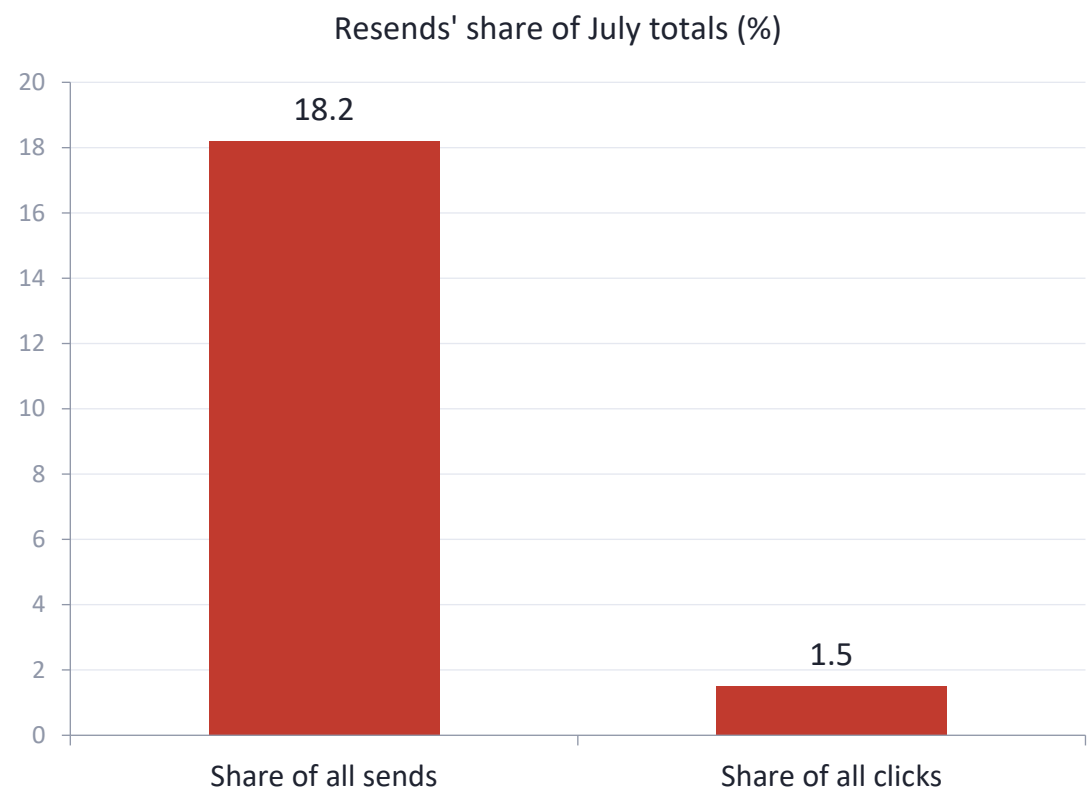
-55%

open-rate decline, first blast to last
(23.8% → 10.7%)

Same list. Same domain. Only the frequency changed — gaps between blasts shrank to 1–2 days.

This is inbox-placement erosion: as engagement falls, Gmail routes more mail to Promotions and spam, which lowers engagement further. It compounds.

Resends: 18% of our volume, 1.5% of our clicks



Source: Mailchimp, Jul 1–30, 2026

60,589 resends to non-openers produced 99 clicks — a 0.16% click rate and 8.8% opens — and not one attributed lead in the master.

By late July, resend opens fell to 3–4%. These are the exact recipients who already signaled disinterest, and re-mailing them within 2–4 days feeds Gmail a concentrated negative-engagement signal on top of the blast cadence.

With primedianetwork.com still climbing out of “Low” reputation in Postmaster Tools, resends are the cheapest volume to cut and the most expensive to keep.

19 leads — and clicks were not the scorecard

Concept (Pt. 1 + Pt. 2)	Sends	Clicks	Leads	Click → lead	Sends per lead
Fox Network (Jul 11)	18,093	334	5	1.50%	3,619
Ready to Go	36,051	959	6	0.63%	6,008
We Can Take You Higher	36,851	1,529	4	0.26%	9,213
Shine	36,661	640	2	0.31%	18,330
Start the Day Right	18,104	245	1	0.41%	18,104
All other sends (incl. rep sequences + visual ads)	186,434	2,834	1*	—	—

Two findings. First, Fox Network converted clicks to leads at 6× the rate of “Take You Higher” — click counts are partly scanner traffic, and leads are the truer and leads are the truer scorecard. Second, the rep sequences and visual ads earned 466 clicks but recorded almost no leads: their replies go straight to reps go straight to reps and never reach the master. That is a capture gap, not a performance gap — and closing it is an August action item.

Sources: Leads master (Jul 1–31) × Mailchimp (Jul 1–30), 2026. Leads deduped by contact + campaign; excludes one internal test. *One lead carries a campaign tag with no matching July send.

Five things July proved

Frequency is the lever, not creative — Opens fell every week as blast gaps shrank to 1–2 days. The list did not unsubscribe (0.077%) — it disengaged. Cadence disengaged. Cadence discipline recovers this; new subject lines alone will not.

Small, specific lists out-earn the blast — Market sequences and visual ads ran 24–35% opens vs. 16% on the mass list. Segmentation is our highest-return move for August.

Touch #2 is the moneymaker — but its leads go uncounted — Email #2 of the rep sequence clicked at 6.6%, 5× the other touches, yet zero rep-sequence leads reached the master. The performance is real; the capture pipeline is the gap.

Clicks flattered; leads told the truth — Fox Network turned clicks into leads at 6× the rate of the month's biggest clicker. Scanner traffic inflates click counts — inflates click counts — August reports on leads per send.

Same-day stacking suppresses everything — On Jul 28 we sent a mass blast, a resend, and nine rep emails; the rep sequence's opens collapsed to 4–8% that day across every market, then recovered by Jul 30. One audience-facing send per day per domain.

August plan: cadence, targeting, attribution

Action	Detail	Owner	By
Cap the 18K list at one send per week	Two concept touches max for August. Watch weekly opens in Postmaster Tools; expect recovery toward 18–20% within 3–4 weeks.	Justin	Aug 3
Retire automatic resends	No resends to non-openers while the domain is in reputation recovery. Re-earn the second touch with a different concept to clickers only.	Justin	Aug 3
One audience-facing send per day per domain	Calendar rule in the monthly deliverables sheet — no same-day stacking of blast + resend + sequences.	Justin	Aug 3
Scale the rep-sequence model to 6 new DMAs — and capture its leads	Clone the six-email structure with the offer moved into touches 1–2; route rep replies and market form-fills into the leads master so their outcomes count.	Justin + reps	Aug 10
Wire lead attribution end to end	Campaign UTMs through to the leads master, one canonical campaign slug per send, and reconcile the one lead tagged to a campaign with no matching July send.	Justin + Manny	Aug 14
Rematch the top two concepts on a rested list	Fox Network vs. “Take You Higher” to the same segment, one week apart — judged on leads per send, not clicks.	Justin	Aug 17

The list is not burned. It is tired.

July proved the audience still responds when the message earns it — 19 attributed leads at a steady four to seven per week, even as opens fell. August trades raw volume for cadence discipline and market-level targeting, closes the rep-sequence capture gap, and scores every send on leads, not clicks.

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