



DIGITAL MARKETING · MONTHLY REPORT

July 2026 email performance

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 Justin Welhack

EXECUTIVE SUMMARY

The month in four numbers

332,194

emails delivered

89 campaigns across blasts, market sequences, and resends

15.5%

open rate (MPP excluded)

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 per week even as opens fell

0.077%

unsubscribe rate

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

THE ONE-LINE STORY

Targeted sends earned 2x 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. Need new list or new content to refill top of funnel, this list is tired.

WHERE THE VOLUME WENT

Segment scorecard — outcomes, not averages

Bars show open rate against a 40% ceiling

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) 71% OF VOLUME	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 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.

WIN NO. 1 JUL 20 VISUAL ADS · SIX-EMAIL REP SEQUENCES

Targeting beat volume — decisively

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

SAN FRANCISCO EMAIL #2

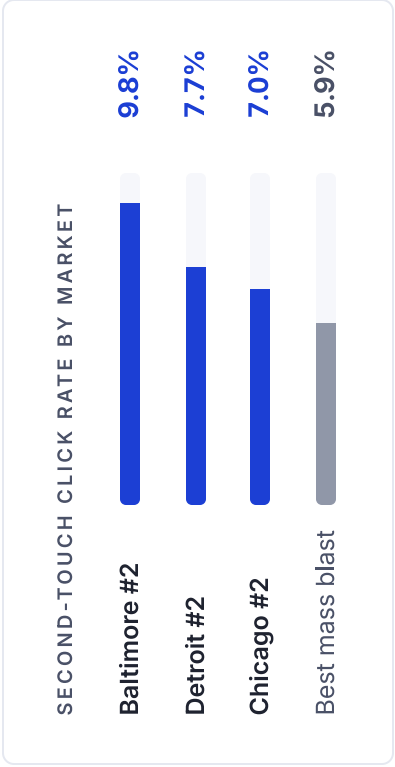
40.5%

open rate

10.7%

click rate

The best single email of July, in any segment, at any size.



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

WIN NO. 2 — CREATIVE

One creative broke through the fatigue

“We Can Take You Higher Pt. 1”

1,090 clicks in a single send

A 5.4% 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.

14.3%

open rate — mid-pack

36.8%

of openers clicked

4

attributed leads

WHAT THIS TELLS US

Even a tired list responds when the message earns it. The concept, not the cadence, did the work here.

ONE CAUTION BEFORE CROWNING IT

Fox Network produced five leads on a third of the clicks. Part of this click spike is likely security-scanner traffic, not humans — the attribution slide has the full picture.

ACTION

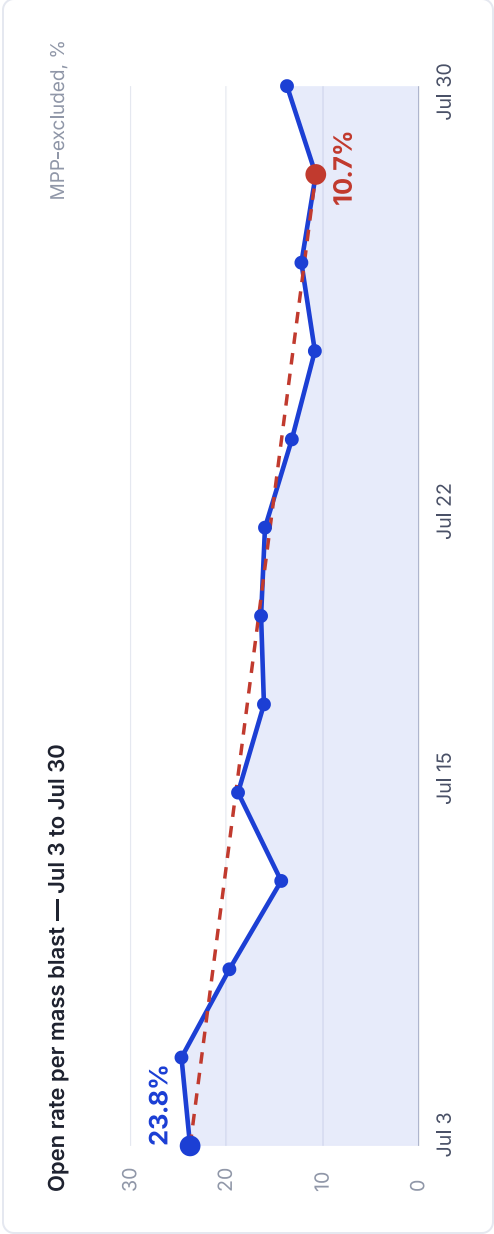
Rerun both concepts on a rested list in August and judge on leads.

Source: Mailchimp, Jul 1-30, 2026

13

ROOT CAUSE NO. 1 18K MASS LIST · 13 BLASTS

13 blasts in 27 days wore the list down



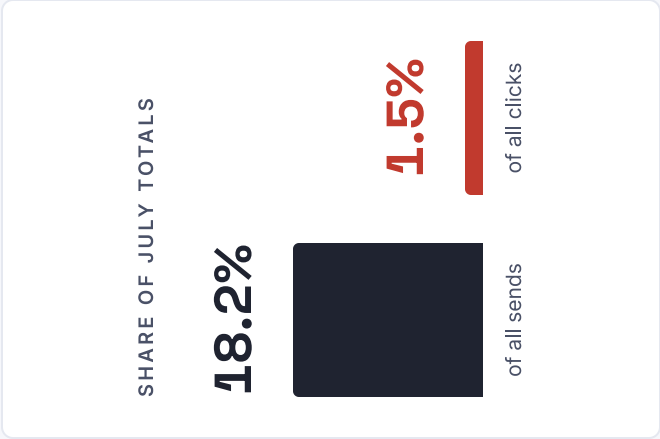
-55%
open-rate decline, first blast to last
23.8% → 10.7%. Same list. Same domain. Only the frequency changed — gaps between blasts shrank to 1-2 days.

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

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

ROOT CAUSE NO. 2 RESENDS TO NON-OPENERS

18% of our volume. 1.5% of our clicks.



A 0.16% click rate and 8.8% opens. 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.**

WHAT IT ALL PRODUCED

19 leads — and clicks were not the scorecard

6x

Fox Network's click→lead rate vs. the month's biggest clicker

CONCEPT (PT. 1 + PT. 2)	SENDS	CLICKS	LEADS	CLICK → LEAD	SENDS/LEAD
Fox Network (Jul 11) BEST CONVERTER	18,093	334	5	1.50%	3,619
Ready to Go	36,051	959	6	0.63%	6,008
We Can Take You Higher MOST CLICKS	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 (rep sequences + visual ads) CAPTURE GAP	186,434	2,834	1*	—	—

Finding one. Fox Network converted clicks to leads at 6x the rate of "Take You Higher." Click counts are partly scanner traffic — leads are the truer scorecard.

Finding two. Rep sequences and visual ads earned 466 clicks but almost no leads: replies go straight to reps and never reach the master. A capture gap, not a performance gap.

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.

KEY LEARNINGS

Five things July proved

1

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 discipline recovers this; new subject lines alone will not.

3

Touch #2 is the moneymaker — but its leads go uncounted

Email #2 of the rep sequence clicked at 6.6%, 5x the other touches, yet zero rep-sequence leads reached the master. The performance is real; the capture pipeline is the gap.

2

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.

4

Clicks flattered; leads told the truth

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

5

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 ACTION PLAN

Cadence, targeting, refill the funnel

ACTION	DETAIL	OWNER	BY
Cap the fatigued 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. Do not send same list twice in same day -- this includes resends.	Dean/Justin/Shani	Aug 3
Fatigue fight: Retire automatic resends temporarily	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/Shani	Aug 3
One audience-facing send per day per domain	Calendar rule in the monthly deliverables sheet — no same-day stacking of blast, resend, and sequences.	Dean	Aug 3
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
Refill Top Of Funnel	Research new list acquisition now that email infrastructure in place to send/track/report/optimize. New way to get influx of net new business.	Dean/Justin	Aug 7



The list is not burned.
It is tired.

Massive Media Reach. Unlimited Growth.

Primedia Network · 1900 E Golf Rd, Ste 625, Schaumburg, IL 60173
(800) 565-8232 · primedianetwork.com