Sequence status — 402 leads placed

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Weekly statement, channel by channel · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. This statement is produced without a single line being typed by hand: **it is read straight from the sending platform, the short-message gateway and the CRM.** That is what takes sequence tracking from **60 % to 8 %** of the sales administrator's time.

Where each lead stands

Step	Channel	Leads reached	Comment
D+0	Email	**402**	A different text for each lead
D+3	Short message	214	**The other 188 have no work number on file — no number is invented or inferred**
D+8	Email	289	Leads that left in the meantime do not receive it
D+15	Email	173	Closing message

Step	Channel	Leads reached	Comment
Exits on reply	—	**58**	**Exit within the second, handover to a named salesperson**
Opt-out requests	—	7	Applied within the second, permanent

The reply rate, compared on two levels

Benchmark	Value	Nature of the benchmark
Sequence in progress	**14.4 %**	Measurement
Spring manual campaign, comparable file	6.1 %	**Marnex's own history — the only benchmark that binds**
Written business-to-business outreach	5 to 10 %	**Indicative order of magnitude, not a promise**

The gap has a cause and owes nothing to luck: the messages quote the original enquiry word for word, which the spring mail-merge did not. *The reply rate is the share of people reached who write back, whatever the sense of their answer* — an opt-out request is a reply, and it is counted as one.

> **The most important rule of the whole set-up fits on one line:** nobody who replied receives the next message. **58 replies, 58 exits from the sequence within the second.** A follow-up sent after a reply is the one incident that discredits a sequence for good, and it cannot be taken back.

Segment on which to move the short message to D+2: _____

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