

WEEKLY REPORT

Week 2 Performance Report

Thursday 9 July to Monday 13 July 2026. The email campaign launched on 9 July off the fresh inboxes, one day behind the 8 July estimate in the last report, and 1,750 emails went out in the first two send days. Six replies came back, one of them a clear yes from Lennox. Five interested prospects are now in play across both channels, three of them have opened their personalised reports, and zero calls are booked yet. That last number is the one this report is built around.

1,750

EMAILS SENT

6

REPLIES THIS WEEK

5

INTERESTED IN PLAY

3

REPORTS OPENED

OVERVIEW

What This Covers

Email is live, and the funnel now has a visible shape

The Week 1 report promised the fresh inboxes would be send-ready around 8 July. They cleared warm-up and the campaign launched on **Thursday 9 July**, with 750 emails on day one and 1,000 on day two across the verified importer and customs-broker lists. The first weekend then passed with the sequence in market. This report covers those first five days of live email plus the LinkedIn work running alongside it.

What came back: **six replies, one clear yes, one referral pointer, one unclear, and three opt-outs**. The yes is worth naming early because of who it is: Jeff Spengler at **Lennox**, a major US HVAC manufacturer, asked for the scan and offered to carve out time, four days into a brand-new campaign. That is the exact shape of response the engine is built to produce.

The honest number is at the other end of the funnel: **five people have said yes to the scan and none of them is on a calendar yet**. Three have opened their reports, one has asked for the methodology, and the conversion of that warmth into booked fit-

check calls is the constraint this fortnight. The plan section below is built around exactly that step, not around more volume.

PERFORMANCE

The Numbers

Cold Email

First live sends went out Thursday 9 and Friday 10 July. Open tracking is deliberately switched off on all your campaigns, because open-tracking pixels hurt deliverability, so there is no open rate to report and there will not be while we send this way. Replies below are to the first touch only; the follow-up steps of the sequence have not landed yet, and most cold-email replies arrive on the follow-ups.

METRIC	RESULT	READ
Emails sent	1,750	First two send days of the launch, 9 and 10 July
Replies received	5	To first touches that have been in market four days
Clear yes	1	Jeff Spengler, Lennox, full card below
Bounces	58	2.7% of cumulative sends, inside tolerance, monitored daily
Campaigns live	3	Verified importers, verified brokers, and a recycle pass

Cumulative since the campaign began: **2,170 emails and 6 replies**. The volume steps up through this week as the follow-up sequence starts landing on everyone contacted so far.

LinkedIn

The first-pass sequence to 325 brokers and importers finished its run. Both accounts moved onto a hand-picked, highest-fit shortlist of 34 prospects each, and the warm follow-up campaign that connects with email responders and hands them their report on LinkedIn went live alongside it.

METRIC	RESULT	READ
Connection requests this week	50	The cream shortlist on both accounts
Connections accepted this week	7	Recent sends, still maturing
Requests sent to date	363	Across both accounts since 23 June
Accepted to date	70	A 19% acceptance rate, healthy for cold outreach
Replies to date	13	Including the yeses in the pipeline section below

THE FUNNEL TO DATE, MEASURED AGAINST THE PLATFORMS

Since outreach began: **2,170 emails and 363 connection requests** have produced **19 replies**, which have produced **5 active yeses**, of which **3 have opened their personalised report** and **0 have booked a call**. Every stage of that funnel is now flowing except the last one. That is where the effort goes this fortnight, and it is a far better problem to have than silence at the top.

WHAT THIS TELLS US

The scan hook works on both channels: it pulled a warm yes out of Lennox on email within four days, and it produced the LinkedIn yeses that are now reading their reports. What has not happened yet is a single booked fit-check call, and the pattern in the replies says why: every yes so far has been given the report and a soft next step, not a direct ask with concrete times. From this week every interested prospect gets two proposed time slots in the same message as their report follow-up, so saying yes to a call is as easy as saying yes to the scan was.

PIPELINE

Who Said Yes & Who Is In Play

Zero calls have been held or booked so far, so there is nothing to invoice and nothing to dispute. What exists is the layer just before that: **five prospects who said yes** to the exposure scan and are still active, and a working tier of open conversations behind them. Every card carries direct links so you can open anything live. For completeness: this week also brought three opt-outs (Airways Freight, Piatek Customs, Lynden Logistics), all removed and added to the do-not-contact list the same day.

● SAID YES TO THE SCAN

Jeff Spengler · Lennox

✓ NEW YES THIS WEEK

Director, Supply Chain & Logistics Optimization, Lennox Residential HVAC · replied to the "HTS Importers" email campaign (sent by Adrian's outreach inbox) · **Fri 10 July**

[Personal LinkedIn ↗](#)

[Website ↗](#)

Contacted via Email

Enterprise-scale importer

Offered to carve out time unprompted

WARMEST NEW LEAD

WE SENT

"Hey Jeff, Saw that Lennox brings product in across a range of HTS codes, so I figured it was worth reaching out. I'm Adrian, co-founder of Ripple, and we specialise in AI HTS classification for importers, usually for about half what a broker or an in-house team runs. We recently built an AI tool that reads your live HTS classifications and shows what classification spend slipping through is quietly costing the business. I ran Lennox through it, and a few things caught my eye that I think are worth a look. Want me to forward it through? There's no charge. P.S. Pentagon, a forwarder we work with, runs their HTS classification through us and cut customs fee 40 percent."

HE REPLIED

"Hi Adiran, Absolutely, send it over and we can carve out time, schedule permitting."

Next: his personalised exposure scan is being built and sent, with two proposed call times in the same thread. A manufacturer of this scale replying warm on the first touch is the strongest signal of the week.

Nikolay Pyagay · ACE, Alliance Cargo Express

✓ REPORT OPENED

Freight and cargo operator · replied to Jonny's LinkedIn campaign · **Wed 1 July**

[Personal LinkedIn ↗](#)

[His AI report ↗](#)

Contacted via LinkedIn

Opened his report

Asked how the numbers are built

ENGAGED, VERIFYING THE FINDINGS

WE SENT (AS JONNY)

"Nikolay, we ran an AI HTS exposure scan on ACE, it pulls public customs data and flags where money's leaking. Want me to send what it found?"

HE REPLIED

"Hi Jonny, Sure, I'd be interested in seeing the findings. Please send over the report together with a brief explanation of the methodology and the data sources used for the analysis. Thanks!"

Next: a prospect asking for methodology is doing his own due diligence, which is buying behaviour. He gets a direct answer on sources and the fit-check ask in the same message.

Boris Zimmermann · Caribtrans Logistics

✓ REPORT OPENED

Managing Director · logistics operator · replied to Adrian's LinkedIn campaign · **Fri 26 June** · the Week 1 yes, still the most engaged reader

[Personal LinkedIn ↗](#)

[His AI report ↗](#)

Contacted via LinkedIn

Opened his report more than once

Modelled leak \$3.8k to \$6.5k a month

READY FOR THE DIRECT ASK

WE SENT (AS ADRIAN)

"Boris, I ran an AI HTS exposure scan on Caribtrans Logistics, it flags the misclass risk and where money's leaking. Can I send it over?"

HE REPLIED

"Yes, of course"

Next: he has read a report that models a five-figure annual leak in his own business, more than once. This is the lead where the two-times ask goes out first.

Adrienne Braumiller · Braumiller Law Group

✓ REPORT OPENED

Founder · customs and trade law firm · replied to Adrian's LinkedIn campaign · **Thu 2 July** · call slots proposed, not yet confirmed

[Personal LinkedIn ↗](#)

[Her AI report ↗](#)

Contacted via LinkedIn

Opened her report

Law firm, partner-shaped rather than end user

CONFIRM THE ANGLE ON THE CALL

WE SENT (AS ADRIAN, FINAL FOLLOW-UP)

"Last one from me Adrienne. Can I send you the AI report? It's free"

SHE REPLIED

"Sure"

Next: slots were proposed and the thread went quiet, so a nudge goes out this week. Worth noting the shape here: a trade law firm may be worth more as a referral channel into its importer clients than as a direct user, which is exactly the referral partner funnel in the next section.

Jorge Medina Jr · AGOL Worldwide

REPORT SENT, NUDGED

Freight forwarder · replied to Adrian's LinkedIn campaign · **Thu 2 July** · nudged with the report

[Personal LinkedIn ↗](#)

[His AI report ↗](#)

Contacted via LinkedIn

Said yes to the scan

RE-ENGAGE THIS WEEK

WE SENT (AS ADRIAN)

"Jorge, I ran an AI HTS exposure scan on AGOL Worldwide, it flags the misclass risk and where money's leaking. Can I send it over?"

HE REPLIED

"Sure"

Next: the next touch lands this week with the report front and centre and the two-times ask attached.

Qasim Shahbaz · NTMK Logistics

WARM RELATIONSHIP

NOT a campaign lead: Adrian's own contact, prior podcast guest, and Ripple nearly sold him a quoting solution before he went cold

[Personal LinkedIn ↗](#)

Where he stands: he accepted a connection request on 6 July, and we then deliberately pulled him out of the automated sequence before any mass message went out, because he would recognise it and it would cheapen the relationship. **Next:** a personal message from Adrian that references the podcast and picks up the quoting-solution thread, with his scan attached. The direct ask is in the actions below.

Dylan Dickman · Known

REPORT REQUESTED

Replied to Jonny's LinkedIn campaign · **Wed 1 July**

[Personal LinkedIn ↗](#)

[His AI report ↗](#)

WE SENT (AS JONNY)

"Dylan, I ran an AI HTS exposure scan on Known, it flags the misclass risk and where money's leaking. Can I send it over?"

HE REPLIED

"please do!"

Next: report goes out, then the fit-check ask follows in the same thread.

Leo Krenz · Krenz & Hannan International

QUESTION ASKED

Customs broker · replied to Adrian's LinkedIn campaign · **Tue 30 June**

[Personal LinkedIn ↗](#)

WE SENT (AS ADRIAN)

"Leo, I ran an AI HTS exposure scan on Krenz & Hannan International, it flags the misclass risk and where money's leaking. Can I send it over?"

HE REPLIED

"Where is the data coming from?"

Next: a straight answer on sources, public US customs import records and the live tariff schedule, then the offer to show him on his own numbers.

Deepak Yadav · Sharp Electronics USA

UNCLEAR, FOLLOWING UP

Replied to the "HTS Importers" email campaign, after the bump message · Fri 10 July

[Personal LinkedIn ↗](#)

WE SENT (OPENER, THEN THIS BUMP)

"Deepak, in case you missed this, can I send the HTS report?"

HE REPLIED

"ok"

Next: "ok" is thin but it is a yes to the report, so his scan goes out and the follow-up reads his real interest.

Bob Connor · referral into Mallory Alexander

REFERRAL TO WORK

Who he is: we targeted him as a Mallory Alexander International Logistics contact in Jonny's LinkedIn campaign. He has since left Mallory (now COO at Worldwide Logistics Group) and pointed us to the right person still there · replied **Thu 26 June**

[Bob Connor on LinkedIn ↗](#)

[Carmen Gerace on LinkedIn ↗](#)

WE SENT (AS JONNY)

"Bob, we ran an AI HTS exposure scan on Mallory Alexander Logistics, it pulls public customs data and flags where money's leaking. Want me to send what it found?"

HE REPLIED

"Thanks Jonny, but I am no longer with Mallory. Try Carmen Gerace, he's on Linked also."

Next: the referral target is Carmen Gerace, President and COO at Mallory Alexander. An intro that names Bob converts at a different rate to cold, and there is a direct ask for Adrian on this in the actions below.

Jeff Alfrey · referral into Axiom's Dallas import team

REFERRAL TO WORK

Who he is: Branch Manager at Axiom Worldwide Logistix, reached by the "HTS Brokers" email campaign. Wrong door, but he told us where the right one is · replied **Wed 9 July**

[Jeff Alfrey on LinkedIn](#) ↗

WE SENT

"Hello Jeff, I noticed Axiom Worldwide Logistix, Inc. runs a fair bit of client import volume, so I figured it was worth reaching out. I'm Adrian, co-founder of Ripple, and we specialise in AI HTS classification, usually at about half the spend and 99.8 percent accuracy, so clearances move faster and cleaner. We recently built an AI tool that reads your live HTS classifications and shows what classification time slipping away is quietly costing the business. I ran Axiom Worldwide Logistix, Inc. through it, and a few things stood out that I think are worth a look. Shall I send it across? There's no charge. P.S. Pentagon, a forwarder we work with, runs their HTS classification through us and cut customs fee 40 percent."

HE REPLIED

"Adrian, Our import department is located in Dallas. I have no interaction with them. Jeff Alfrey | Branch Manager | Axiom Worldwide Logistix, Inc."

Next: we source the Dallas import decision-maker at Axiom and open with the fact their own branch manager pointed us there.

NEW CHANNEL

The Referral Partner Funnel

Two signals this fortnight pointed at the same idea. Adrienne Braumiller, a customs law firm founder, read your scan with interest, and her real value is not as a buyer but as a door into her importer clients. And your own cold replies keep producing referrals unprompted. So we built the machine that turns that pattern into a channel, and we want your read on it on this call.

One page a partner shares, and their network scans itself

The concept: a referral partner, a trade law firm, a freight association, a broker network, an adviser, shares one link with their contacts. Anyone who clicks lands on a Ripple-branded page, requests their own **free AI HTS & Tariff Exposure Scan** in under a minute, and books a fit-check call the moment their report is ready. Every

submission carries the partner's tag, so you always know which relationship produced which lead. We run this exact machine for another client of ours, fully automated end to end: form submission to personalised report to booked call, no manual work in the middle.

A working preview already exists in Ripple's brand. The form is in demo mode, nothing sends, but the page is real and you can click through it right now:

[Open the referral funnel preview ↗](#)

THE NATURAL PILOT: BRAUMILLER LAW GROUP

Adrienne's clients are importers with exactly the classification problem this scan surfaces. What we would send her is not a pitch, it is the funnel link: a free, co-branded tool her firm can put in front of its own clients. She gets to look generous to her book, and every client of hers who runs the scan lands in your pipeline. If you like the shape, say so on this call and we will write her follow-up that way.

TAKEAWAYS

What We Learned in Week Two

1 The scan hook converts on email, not just LinkedIn

Within four days of the first email send, before a single follow-up step landed, the campaign produced a warm yes from Lennox and a report request. Week 1 proved the hook on LinkedIn; this week proved it on email at a thousand sends a day. The offer does not need changing, it needs finishing.

2 Warm readers do not book themselves

Five yeses, three opened reports, zero booked calls. Every yes so far received the report and a soft close. From now the report follow-up carries two concrete proposed times, because the gap between "read the report twice" and "on the calendar" is an ask, not more nurturing.

3**The methodology questions are a feature of this market**

Two prospects, ACE and Krenz & Hannan, asked where the numbers come from before going further. Customs people are professionally sceptical, and both questions came from engaged readers, not dismissive ones. The answer, public import records plus the live tariff schedule, is a strength, so it now goes into the follow-up proactively instead of waiting to be asked.

4**Referrals are appearing without being asked for**

Two replies this fortnight ended with a pointer to the right person instead of a no: Carmen Gerace at Mallory Alexander and Axiom's Dallas import team. When wrong-door recipients redirect you voluntarily, the targeting is close and the message is landing. Both chains get worked this week.

THE PLAN FROM HERE

Convert the Warmth, Then Add Volume

The next fortnight is sequenced deliberately: the booked-call gap gets attacked first, because five warm prospects are worth more than five thousand cold sends, then the volume steps up behind it.

1. Every yes gets a direct ask with two proposed times

Caribtrans first, then Lennox as soon as his scan lands, then ACE, Braumiller and AGOL. Each message pairs the report with two concrete time slots for the 15-minute fit-check call. The first booked calls from this pipeline are the milestone for the next report, and we will name them individually.

2. Sends ramp as the follow-up sequence engages

The first 1,750 sends proved the fresh infrastructure delivers clean, with bounces inside tolerance. Daily volume steps up through the week across the importer and

broker campaigns, and the follow-up steps begin landing on everyone contacted so far, which is where cold email replies typically concentrate.

3. Referral chains and the warm relationship get personal touches

Carmen Gerace and the Axiom Dallas team get outreach that names their colleague. Qasim gets a personal re-opener from Adrian rather than a sequence step. These three conversations cost nothing in sending volume and carry the highest conversion odds in the pipeline.

⚠️ Where this leaves us.

Two weeks in: both channels live, the hook proven on each, a named pipeline of five yeses with three engaged readers, and referral chains forming on their own. Nothing in the machine needs rebuilding. The one missing number is booked calls, the ask is now built into every follow-up, and that is the number the Week 3 report will be judged on.

NEXT

Recommended Actions

- **Adrian: connect with Carmen Gerace this week.** Bob Connor pointed us to her directly. A one-line note from you lands better than anything we send: "Hey Carmen, Bob told me to reach out to you regarding Mallory. Just wanted to connect."
- **Adrian: send Qasim a personal re-opener.** You know him from the podcast and the earlier conversation. One personal message with his scan attached is the fastest potential booked call in the pipeline.
- **Tell us if any of the five yeses is a known account.** If you have history with Lennox, ACE, Caribtrans, Braumiller or AGOL that we should know about, flag it before the direct asks go out so the message matches the relationship.

- **Give us a yes or no on the referral partner funnel.** The preview page is built in your brand and linked in the section above. If you want it pursued, Braumiller is the natural pilot and her follow-up gets written as a partner offer instead of a sales nudge.