

WEEKLY REPORT

Week 5 Performance Report

Monday 27 July to Sunday 2 August 2026. The biggest sending week of the engagement by a distance: three new segments went live on 27 July, 5,786 emails reached 3,097 new people, and 32 replies came back. One call was booked with Dylan Dickman, CEO of Known, and one CEO wrote back asking for a call outright.

5,786

EMAILS SENT

3,097

NEW PEOPLE REACHED

32

REPLIES

1

CALL BOOKED

OVERVIEW

What This Covers

Volume arrived, and it brought the first booked call with it

Three new segments launched on Monday 27 July: **classifier decision makers** (the people who own classification inside an importer or broker), an **internal champion** angle, and a **job signal** list built from companies actively hiring for a customs desk. Between them they reached 3,097 new people in seven days, against 547 the week before. That is close to a six-fold step up, and the infrastructure carried it cleanly.

The result at the top of the funnel: **32 replies**. The result at the bottom: **one booked call** with Dylan Dickman, CEO of Known, and **one CEO asking for a call in writing** without being pushed, Qasim Shahbaz at NTMK Logistics. Both are named with their full exchanges below.

Two things in this report are uncomfortable and are stated plainly rather than buried. First, the calendar invite for Dylan's call **did not land in Adrian's diary**, which Adrian flagged on 30 July, and there is a section on exactly what changes so it cannot happen again. Second, **every one of the 32 replies came from one of the three new**

segments. The other two produced nothing, and the reason is in the copy rather than the list.

PERFORMANCE

The Numbers

Cold Email

Open tracking stays switched off on all your campaigns, because open-tracking pixels hurt deliverability, so there is no open rate here and there will not be while we send this way. Replies below exclude automatic out-of-office bounces, of which there were 82 on the main segment alone.

METRIC	RESULT	READ
Emails sent	5,786	Across three new segments plus follow-ups on the July lists
New people reached	3,097	Up from 547 the week before, see the Week 4 report
Replies received	32	1.03% of people reached, all from one segment
Calls booked	1	Dylan Dickman, CEO of Known, full card below
Direct meeting requests not yet booked	1	Qasim Shahbaz, CEO of NTMK Logistics
Bounces	47	1.52% of people reached, comfortably inside the 2% action line

The three segments, side by side

This is the most useful table in the report, because it shows the whole week's result sitting inside one of the three lanes.

SEGMENT	PEOPLE REACHED	REPLIES	REPLY RATE	VERDICT
A. Classifier decision makers	2,687	32	1.19%	The only lane producing conversations. Sequence now 94% complete, so this is close to its final number.
B. Internal champion	381	0	0%	Silent. Too small a sample to condemn, but nothing to build on yet.
C. Job signal	29	0	0%	Barely started. Needs volume before it can be judged at all.

Cumulative since outbound began: **10,759 emails to 5,919 people, producing 45 replies**. Just over two thirds of every reply this engagement has ever produced arrived in the last seven days.

LinkedIn

LinkedIn has run out of road. Every campaign on both accounts has finished its sequence, which means **no new connection requests went out at all this week**. The channel is not broken, it is empty, and it needs a fresh shortlist loaded.

METRIC	THIS WEEK	TO DATE
Connection requests sent	0	418
Connections accepted	2	107, a 26% acceptance rate
Messages sent	12	152
Replies	3	25

A 26% acceptance rate is strong for cold LinkedIn, so the profiles and the targeting are working. The fix is supply, not approach, and reloading it is the second item in the plan below.

THE FUNNEL THIS WEEK, END TO END

3,097 people reached produced **32 replies**, which produced **5 live conversations**, which produced **1 booked call and 1 direct request for one**. Every stage of that funnel is now moving, including the last one, which is the stage that had never moved before this week.

WHAT THIS TELLS US

The question that opens segment A, asking how a company gets HTS classification done and whether that is in house or paid per line to a broker, works on the people who buy classification. Sent to the people who sell classification, it reads as an insult, and three brokers said so in blunt terms this week. The list is right, the audience split inside it is not, and the fix is a rewrite of the broker lane rather than a change of targeting.

PIPELINE

Who Is In Play

Five conversations came out of this week that are worth Adrian's time. They are ordered by how close each one is to a call. Every quote below is the prospect's own words, copied from the thread, and every card names the channel it arrived on, the inbox it landed in, the date and time in UK hours, and links straight to the person and their company. All five came in on cold email, in segment A, the classifier decision maker campaign.

● ASKED FOR A CALL, NOT YET ON A CALENDAR

Qasim Shahbaz · NTMK Logistics, Austin TX

✓ ASKED FOR A CALL

CEO and Co-Founder · cold email, segment A · landed in adrian@rippleedge.co on **Friday 31 July, 9:49pm UK** · subject line "question"

[Qasim on LinkedIn ↗](#)

[ntmklogistics.com ↗](https://ntmklogistics.com)

qasim@ntmklogistics.com

[+1 210 866 5171](tel:+12108665171)

CEO, decides alone

US customs and freight

Known to Adrian already

Cold email

HE REPLIED, FRIDAY 9:49PM

"Hi Adrian, Let's have call next week. Thanks. Qasim Shahbaz, CEO & Co-Founder, NTMK Logistics LLC."

WE REPLIED FROM ADRIAN'S INBOX

"Hi Qasim, Great, let's do it. Either tomorrow (Tuesday) or Wednesday work well on our end. Grab whichever time suits you here: [\[booking link\]](#). Adrian"

THE FASTEST CALL IN THE PIPELINE

Next: the ball is with Qasim to pick a slot. He said yes to a call unprompted, he is the CEO so there is nobody for him to check with, and Adrian already has history with him. If nothing is booked by Tuesday evening he gets a short personal nudge from Adrian rather than another sequence step, because a warm CEO who has already said yes should not be chased by software.

● BOOKED

Dylan Dickman · Known, Dallas

✓ CALL BOOKED

CEO · requested the AI HTS scan in early July, opened it on 27 July, booked by phone on 28 July for **Thursday 30 July, 11:30 CDT**

[Full dossier ↗](#)

[Dylan on LinkedIn ↗](#)

Own CBP filer code

No head of trade compliance

Oil and gas client base

Six offices, five countries

HIGHEST FIT IN THE PIPELINE

Next: Known files its own customs entries, and the whole licence sits with one person who is also the company Controller. Their customs page sells HTS classification as human expert work with nothing automated behind it. The angle is that they run the classifier for their clients and their clients pay, or they put it inside their own platform and sell it. Anything that sounds like saving their team time reads as replacing what they sell. The full dossier is linked above.

● ENGAGED, DOING THEIR OWN DUE DILIGENCE

Sergio Retamal · Global4PL, Milpitas CA

ASKING QUESTIONS

Founder and CEO · cold email, segment A · landed in adrian.smith@rippleone.co · replied twice on **Tuesday 28 July**

[Sergio on LinkedIn ↗](#)

[global-4pl.com ↗](http://global-4pl.com)

sergio.retamal@global-4pl.com

FIRST REPLY, 3:57PM UK

"Adrian: Are you guys Customs Brokers?"

THEN AGAIN AT 5:42PM UK

"Adrian, Where are you guys based?"

QUALIFYING US, WHICH IS BUYING BEHAVIOUR

Next: Global4PL is an importer of record and exporter of record specialist, which puts classification right at the centre of what they do. A CEO who writes back twice in one day with due diligence questions is not brushing us off, he is checking whether we are a competitor. He gets a straight answer on both questions plus two times.

Wendy Weeks · Quad City Port Services

INTERESTED, COST OBJECTION

President, and a Licensed Customs Broker herself · cold email, segment A · landed in adrian.smith@ripplepath.co on Tuesday 28 July, 5:23pm UK

[Wendy on LinkedIn ↗](#)

[qcps.com ↗](https://qcps.com)

wendy@qcps.com

SHE REPLIED

"That does sound interesting, however, we are customs brokers and do classifications ourselves. Not always easy, but we can't afford to pay someone to do this."

THE TEXTBOOK BROKER OBJECTION

Next: she said the work is "not always easy" in the same breath as saying they cannot pay for help, which is the pain and the objection in one sentence. The answer is not a discount, it is that she runs it for her own clients and her clients pay, so the brokerage carries no net cost and gets the same billable work back faster. This exchange is the reason the whole broker lane is being rewritten.

● USEFUL MARKET INTELLIGENCE

Jeff Piela · Centurion Worldwide

INCUMBENT NAMED

Chief Executive Officer · cold email, segment A · landed in adrian@ripplebase.co on Friday 31 July, 3:15pm UK

[Jeff on LinkedIn ↗](#)

[centurionworldwide.com ↗](https://centurionworldwide.com)

jeff.piela@centurionworldwide.com

HE REPLIED

"We partner with AP tariffs."

Next: not a lead, but the first time a prospect has volunteered who they already use. Worth knowing which competitor is showing up in this segment, and worth Adrian's read on how Ripple compares.

FIX IN PROGRESS

The Call That Never Reached Adrian's Diary

Adrian raised this on 30 July, and he noted it had happened before during the podcast work. It is the single most damaging failure this engine can have, because a call that is booked but not in the diary is worse than no call at all.

What we know, and what we do not

Dylan was booked on Tuesday 28 July for Thursday 30 July. The booking went through the calendar link, which is the route that writes straight into Adrian's diary and sends a confirmation to both sides, and the notification fired correctly on our side. It still did not show up in Adrian's diary.

So the honest position is that **the route we use is the right one and it should have worked, and we do not yet know why it did not**. Guessing at a cause and calling it fixed would be worse than saying that plainly. The next step is to reproduce it in front of both of you rather than in isolation.

What we do about it

- ✓ **We test it live on today's call.** Jordan books a slot on the same link while Adrian and Jonny are both on the call, and Adrian says out loud whether it lands in his diary. If it lands, we know the failure was a one-off at the booking end and we watch for it. If it does not, we have it reproduced with everyone watching, which is the fastest way to a real fix.

- ✓ **Adrian confirms every booking in writing.** When a call is booked, Adrian replies "in my diary" in the channel. If that confirmation does not arrive within the hour, we chase it rather than assume.

- ✓ **Every booked call appears in the next report by name.** Booked, held, or missed. Nothing gets quietly dropped between reports.

TAKEAWAYS

What We Learned in Week Five

1

The classifier decision maker is the right person to write to

One segment out of three produced every single reply this week, and it is the segment aimed at whoever actually owns classification inside the business. That is 32 replies from 2,687 people, in a market that ignored the two adjacent angles entirely. The next expansion goes deeper into this lane rather than wider across new ones.

2

Brokers are being pitched as if they were importers, and they are pushing back hard

Three replies this week said the same thing in different tones. A compliance manager wrote "We are a Broker. Do your homework." Another wrote "We classify HTS for FREE for over 40 years now. Stop scamming people." To an importer, classification is a cost. To a broker, it is the product they sell. Pitching a broker on doing it cheaper reads as automating away their revenue. The broker lane is being rewritten around the opposite idea: they run it for their clients, their clients pay, and the brokerage keeps the billing.

3

The newer lists are markedly cleaner than the June ones

This week's bounce rate was 1.52%, and the live segment ran at 1.45%. The June and early-July lists ran between 4.5% and 5.2%. Same inboxes, same sending pattern, different data source. The list building changed at the end of July and the delivery numbers moved with it, which protects the sending domains as volume climbs.

4

LinkedIn stopped, and nobody noticed until the numbers were pulled

Zero connection requests went out across both accounts all week, because every campaign had finished its sequence and nothing new was loaded behind them. The channel itself is healthy, with a 26% acceptance rate to date, so this is purely a supply problem. It is fixed by loading a fresh shortlist, and it is on this week's list.

THE PLAN FROM HERE

Convert The Five, Fix The Two Leaks

Five live conversations and one booked call are worth more than another five thousand sends, so the week is sequenced with the conversations first and the volume behind them.

1. Qasim picks a slot, or Adrian nudges him personally

The reply has already gone back from Adrian's inbox offering Tuesday or Wednesday with the booking link, so it sits with Qasim now. If nothing is on the calendar by Tuesday evening, Adrian sends one short line himself. A warm CEO who has already said yes should not be chased by a sequence.

2. The calendar link gets tested live on today's call

Jordan books a slot on the same link while Adrian and Jonny are both on the call, and Adrian confirms on the spot whether it reaches his diary. Two minutes, with everyone watching, and it either clears the route or reproduces the fault in front of us. Detail is in the section above.

3. The broker lane is rewritten around pass-through

New copy for brokers and licensed customs brokers, built on the idea that they run the classifier for their own clients and bill for it as they do today, with the only free thing being a demo on a couple of lines of their own invoices. Wendy Weeks gets the first reply written that way, and she is the test of whether the frame holds.

4. LinkedIn gets reloaded on both accounts

A fresh shortlist drawn from the same classifier decision maker profile that produced every reply on email this week, filtered to people who have actually posted in the last thirty days so the connections are not spent on dormant accounts.

5. The next batch of email volume goes out behind a sharper offer

A rebuilt sequence is written and staged, anchored on running a sample of the prospect's own lines and showing them both numbers on a fifteen minute call, with Pentagon Freight as the proof. A further 1,274 lookalike companies are researched and ready behind it. Nothing is loaded until the broker rewrite above is finished, so the two do not go out in the wrong order.

⚠ Where this leaves us.

Five weeks in, the engine is producing conversations with the right people at the right level: two CEOs and a licensed customs broker in one week. The constraint has moved from "will anyone reply" to "does the reply reach a calendar", which is a much better problem and a much faster one to fix. Week 6 is judged on booked calls held, and both Qasim and a re-run at Dylan are the named targets.

NEXT

Recommended Actions

- ✓ **Adrian: nudge Qasim yourself if he has not booked by Tuesday evening.** He asked for a call on Friday and the reply is already with him offering Tuesday or Wednesday. You know him, so one personal line from you closes it faster than anything we can send.
- ✓ **Adrian: have your calendar open on today's call.** Jordan books a test slot on the live link while you are both on, and you tell us there and then whether it lands. That is the whole test.
- ✓ **Adrian: tell us what happened with Dylan on 30 July.** Whether the call went ahead, was moved, or was missed entirely. If it was missed we go back to him directly rather than leaving the best-fit prospect in the pipeline sitting cold.

- ✓ **Adrian: how does Ripple compare to AP Tariffs?** Centurion Worldwide named them as their current partner. Knowing where you win against them changes how the next hundred of these conversations get handled.
- ✓ **Jonny: flag any of the five names that is a known account.** If Ripple has history with NTMK, Known, Global4PL, Quad City or Centurion that we should know about, tell us before the next messages go out so the tone matches the relationship.