

WEEKLY REPORT

Week 6 Performance Report

Monday 3 August to Sunday 9 August 2026. The second biggest sending week of the engagement, and the first with two calls booked in seven days: Karan Virmani, CFO of customs broker Profreight, and John Moran at Rock Solid Logistics, who handed over his mobile number and was on the phone with us the same evening. Two leaks surfaced during the week, a copy mix-up and a dead booking link, and both were fixed the same day they were found. Both are documented in full below.

5,186

EMAILS SENT

2,634

NEW PEOPLE REACHED

29

REPLIES

2

CALLS BOOKED

OVERVIEW

What This Covers

Two booked calls, and the broker lane did all of it

Sunday's call set the direction: double the volume and consolidate everything behind the winning angle. That happened. The new **brokers registry campaign** went out to 2,634 new people this week, built from the official CBP and FMC broker registries rather than scraped lists, and it produced **27 of the week's 29 replies and both booked calls**.

The two calls are exactly the kind this engine was pointed at. **Karan Virmani is the CFO of Profreight**, a licensed US customs broker and forwarder in New Jersey trading since 1989, and his first reply was a technical question about Section 301 notation, which is a question only a buyer asks. **John Moran at Rock Solid Logistics** chased us with his mobile number after a colleague passed our email up the chain, and Jordan had him on the phone within two hours of his message.

Two things went wrong this week, and both are stated plainly rather than buried. First, the broker campaign started its run carrying **importer copy**, the exact mismatch the Week 5 report flagged, and 1,375 brokers received it before Adrian caught it on

Wednesday. It was paused, rewritten to the broker frame, and relaunched the same afternoon. Second, a follow-up email carried a **booking link that led to a dead page**, and Karan hit it while trying to book. Adrian flagged it at 7:52am Wednesday and the corrected link was out nine minutes later. Karan booked within the hour. Both incidents, and what now prevents each, are in their own section below.

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.

METRIC	RESULT	READ
Emails sent	5,186	Second only to last week's 5,786, and this time behind one consolidated angle
New people reached	2,634	Almost all of it the new brokers registry campaign
Replies received	29	1.10% of people reached, up from 1.03% last week
Calls booked	2	Karan Virmani (CFO, Profreight) and John Moran (Rock Solid Logistics), full cards below
Bounces	85	3.2% of people reached, above the 2% line we hold ourselves to. Read on this below

On the bounce rate: the registry lists are built from official CBP and FMC filings, which is why the targeting is so accurate, but registry contact data is older than scraped data and many of the small brokerages run domains that cannot be fully verified before sending. Every address still went through verification, the misses are concentrated in those unverifiable domains, and the bounces are spread thinly across 134 sending inboxes, so no single inbox took meaningful damage. A recovery lane is re-verifying the parked addresses before any of them are used.

Where the week's activity sat

CAMPAIGN	PEOPLE REACHED	REPLIES	CALLS BOOKED	VERDICT
Brokers registry (new this week)	2,634	27	2	The whole week's result lives here. Both booked calls, the qualified pipeline below, and the technical questions all came out of this lane.
Classifier decision makers (follow-ups)	0 new	2	0	Sequence finished its run. Its remaining value is the open conversations it already produced.

Both campaigns finished their sequences over the weekend, which means **sending is at zero until the next batch loads**. That batch is staged and is the biggest item in the plan below.

Cumulative since outbound began: **15,945 emails to 8,553 people, producing 75 replies and three booked calls**. Nearly two in five of every reply this engagement has produced arrived in the last seven days.

What the 29 replies actually said

Twenty-six people replied for the first time this week, and the other three messages were second replies in threads already open. This is the honest split of the twenty-six.

OUTCOME	COUNT	READ
Booked a call	2	Karan Virmani, John Moran
Qualified, in conversation	1	Shunan Liu, President of Umax Shipping, asked for Ripple's profile
Interested, being worked	2	Amanda Aykroid (O.T.S. Astracon), Leann Godfrey (Air Sea America)
Neutral: out of office, soft no	4	Two auto-replies, two polite passes
Not interested	12	Mostly one-line passes. Several trace to the importer copy that went out before Wednesday's fix

OUTCOME	COUNT	READ
Asked not to be contacted	5	All five suppressed the same day, across every channel, permanently

LinkedIn

LinkedIn sent nothing again this week. The Week 5 report said the reload was on the list, and it did not happen, because the copy incident and the volume push took the week. That is the honest reason. The channel's history says it earns its slot back: a 26% acceptance rate is strong for cold LinkedIn, and the reload is item five in the plan.

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

THE FUNNEL THIS WEEK, END TO END

2,634 people reached produced **29 replies**, which produced **7 live conversations**, which produced **2 booked calls**. Last week the bottom of this funnel moved for the first time. This week it moved twice, and both bookings came inside three days of first contact.

WHAT THIS TELLS US

The broker frame works. Week 5's biggest lesson was that brokers were being pitched as if they were importers, and this week proved the correction: written to as businesses that sell classification, brokers replied at scale, and the two who moved fastest were a CFO with a technical compliance question and an operations manager who volunteered his mobile number. The registry list did something scraped lists have not: it put us in front of licensed brokers almost exclusively, which is exactly who the product serves best.

PIPELINE

Who Is In Play

Week 5 made a promise: every booked call appears in the next report by name, booked, held, or missed. Here is the ledger, then the cards. Every quote is the prospect's own words copied from the thread, and every card names the channel, the inbox it landed in, and the date and time in UK hours.

The booked-call ledger

CALL	BOOKED FOR	STATUS
Karan Virmani, CFO, Profreight	Tue 11 Aug, 8:00pm UK (3:00pm Eastern)	Booked. Karan asked on Sunday to move it to 9:30pm UK the same day or 8:00pm UK Wednesday. Waiting on Adrian's pick, needs confirming today
John Moran, Rock Solid Logistics	Thu 6 Aug, 7:00pm UK (11:00am Pacific)	Booked and due to have happened. We do not have the outcome on record, and we need it from Adrian: held, moved, or missed
Dylan Dickman, CEO, Known	Thu 30 Jul (last week)	Outcome still unconfirmed to us. Asked in the Week 5 report, asking again. He stays the highest-fit prospect in the pipeline until we know

Adrian also mentioned on Sunday's call that he had pushed a calendar invite onto a strong prospect of his own for Wednesday 5 August. Whatever happened there, add it to this ledger and it gets tracked with the rest.

● BOOKED

Karan Virmani · Profreight, Edison NJ

✓ CALL BOOKED

Chief Financial Officer · cold email, brokers registry campaign · landed in
adrian.smith@readyripple.co on Tuesday 4 August, 9:16pm UK · call booked for Tuesday 11
August, 8:00pm UK, reschedule request open

Full dossier ↗

Karan on LinkedIn ↗

profreight.us ↗

kvirmani@profreight.us

+1 732 486 1128

Licensed US customs broker since 1989

CFO, operationally involved

Asked a Section 301 question

Cold email

HIS FIRST REPLY, TUESDAY 9:16PM

"Are these HTS classifications also with a notation for extra classifications needed like section 301 or another section that may apply to that particular HTS? Please feel free to call or email me if you have any questions or concerns."

THEN ON SUNDAY, HAVING ALREADY BOOKED

"We have a call scheduled for 3pm on Tuesday the 11th, can we move that to 4.30pm the same day or 3pm on the 12th. Please let me know if either of those work for you."

A CFO ASKING COMPLIANCE QUESTIONS IS A BUYER

Next: Adrian picks one of Karan's two times today, 9:30pm UK Tuesday or 8:00pm UK Wednesday, and we confirm to Karan within the hour. A prospect who asks to reschedule rather than cancel is protecting the meeting, and the fastest way to lose him is to leave the request hanging. His dossier, including five pain signals and seven discovery questions built for this call, is linked above.

John Moran · Rock Solid Logistics, Brighton MI

✓ CALL BOOKED

Operations Logistics Manager · cold email to VP/COO Dan Vaughan, passed internally to John · landed in a.s@rippleshipping.com on **Wednesday 5 August, 7:33pm UK** · call booked for **Thursday 6 August, 7:00pm UK**

[Full dossier ↗](#)

[John on LinkedIn ↗](#)

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

johnm@rocksolidlogistics.com

[+1 702 577 5705](tel:+17025775705)

Came to us, gave his mobile

Phoned back within two hours

Freight broker, customs role to verify

Cold email + phone

HE WROTE IN, WEDNESDAY 7:33PM

"I believe you reached out to Dan over here at Rock Solid Logistics regarding your program. We're always looking to improve efficiency and I was following up on that to have a discussion on it, and see if there is any possible overlap. I have your email but not your number though. If you can, give me a call at 702-577-5705 when you have some time."

WARM HANDOFF INSIDE THE COMPANY, ONE HONEST CAVEAT

Next: Jordan called John's mobile within two hours of the message and the call with Adrian was booked for the next day. The caveat, straight from our own research: Rock Solid is a licensed freight broker, not a customs broker, and their public record shows almost no import activity. So the first job of the call is finding out where classification actually sits in their business. If it is thin, better to know in fifteen minutes than after a demo cycle. We need the outcome of Thursday's call from Adrian.

● ASKED FOR A CALL, STILL NOT ON A CALENDAR

Qasim Shahbaz · NTMK Logistics, Austin TX

TEN DAYS AND COUNTING

CEO and Co-Founder · asked for a call on **Friday 31 July** · times and booking link sent Monday 3 August · silent since

[Qasim on LinkedIn ↗](#)

qasim@ntmklogistics.com

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

"Hi Adrian, Let's have call next week." (That week has now passed.)

Next: the Week 5 report said that if Qasim had not booked by Tuesday evening he should get one personal line from Adrian rather than another sequence step. He has not booked, and the sequence has done all it usefully can. Adrian knows him. One short message from Adrian's own phone closes this, in either direction, and either answer is worth more than the silence.

Shunan Liu · Umax Shipping, City of Industry CA

ASKED FOR OUR PROFILE

President · cold email, brokers registry campaign · landed in adrian@rippleshift.co on
Wednesday 5 August, 6:39pm UK

umax.world ↗

liu@umax.world

+1 840 226 2295

HE REPLIED

"Thanks for reaching out. Can you please provide a profile of Ripple?"

OCEAN CARRIER WITH ITS OWN CUSTOMS ARM

Next: Umax is an ocean freight NVOCC whose subsidiary MAXKlear does customs clearance, so classification is in the building. The profile went back eight minutes after he asked, with an offer to run a live demo on a couple of his own entries, and a light nudge followed on Thursday. A president doing due diligence before engaging is worth patience, not pressure.

Amanda Aykroid · O.T.S. Astracon, Charlotte NC

CORRECTED US, STILL TALKING

National Sales Director, North America · cold email · landed in adrian@growuseripple.co on
Tuesday 4 August, 8:53pm UK

[Amanda on LinkedIn](#) ↗

otsusa.com ↗

aaykroid@otsusa.com

FORWARDER WITH LICENSED BROKERS IN HOUSE

Next: Amanda received the importer copy before Wednesday's fix and pushed back on its framing, and she was right to. We owned the mistake, confirmed that her team classifies goods for their clients, and repositioned honestly: the tool sits on her side of the table and her clients pay for the work as they already do. A 33-person forwarder with in-house licensed brokers and a German parent is squarely in the sweet spot. She got a light nudge Thursday, and her reply decides the next step.

Leann Godfrey · Air Sea America, Seattle WA

ASKING QUESTIONS

Imports Agent · cold email · landed in adrian@getripplecustoms.com on Tuesday 4 August, 8:55pm UK

[Leann on LinkedIn](#) ↗

asamerica.com ↗

lgodfrey@asamerica.com

SHE REPLIED

"Can you clarify what it is you're asking for?"

Next: Air Sea America is a two-coast customs broker and forwarder with in-house clearance. Leann is below the decision-maker level we target, but she copied a colleague into her reply, which is how deals travel upward inside brokerages, exactly as John Moran's did. She got the plain-English explanation and a Thursday nudge. If the colleague surfaces, this becomes interesting.

● GONE QUIET, AND MARKET INTELLIGENCE

Last week's open conversations · where each one stands

WHO	THIS WEEK	STANDING
Sergio Retamal, Global4PL	Two nudges sent, no answer	Silent since 28 July. One more touch, then rest
Wendy Weeks, Quad City Port Services	Final two-way close sent Thursday: "worth a quick look or should I leave it?"	Her answer either way ends the loop cleanly
Jeff Piela, Centurion Worldwide	Nudged Monday after naming AP Tariffs as their partner	Kept as competitor intelligence more than pipeline
Michael Dubin, Dubin Associates	"We already use a tariff simulator. But thank you."	Second competitor sighting in two weeks. The displacement question is becoming real

FOUND AND FIXED

Two Leaks, Both Caught, Both Fixed The Same Day

Last week's report promised that failures get named rather than buried. Two happened this week. Both were found mid-week, both were fixed within hours of being found, and both now

have a rule that stops the repeat.

1. The broker campaign launched carrying importer copy

On launch day a technical failure at the sending platform stripped the email bodies out of the new campaign, and in the rebuild that followed, the sequence was cloned from the importer campaign. The result: the brokers registry list, 1,375 people in, was receiving copy written for importers, the precise audience mismatch the Week 5 report had just diagnosed. Some of the week's bluntest rejections trace to those sends.

Adrian caught it on Wednesday. The campaign was paused on the spot, the broker-frame copy was restored in two variants, one leading on capacity and margin, one asking whether they classify through CargoWise or Descartes today, and the campaign relaunched at 5:45pm UK the same day. The 1,375 who received importer copy get only the short follow-up, not a restarted sequence. Every reply and both booked calls above came in spite of this, which says something about the strength of the list itself.

The rule now: no copy variant goes live without written sign-off from Ripple. A social-proof line referencing the Jazz deal was also in the live rotation without that written confirmation, and it was pulled at relaunch for the same reason. It ships again the moment Adrian or Jonny confirms it in writing, and not before.

2. A booking link in the follow-ups led to a dead page

Karan Virmani, the CFO above, tried to book on Tuesday night and got "page not found." The link in that follow-up pointed at a calendar page that no longer existed. He told us directly, Adrian flagged it at 7:52am Wednesday, the corrected link was in Karan's inbox nine minutes later, and he booked within the hour. Every live sequence now carries the verified working link, and the booking chain has produced two clean bookings since, with the booking notifications firing correctly on our side both times. Whether each one landed in Adrian's diary is exactly what the ledger above exists to confirm.

The uncomfortable part is the unknown: a dead booking link fails silently, so we cannot know how many people before Karan clicked it, hit the dead page, and simply left. He is the one who said so. That is the strongest argument for the ledger above,

where every booking, and every booking that should have happened, is tracked by name until it is closed out.

TAKEAWAYS

What We Learned in Week Six

1 Write to what they sell, not what they buy, and brokers reply

Week 5 diagnosed it, Week 6 proved it. The broker frame, where they run the classifier for their own clients and keep the billing, produced 27 replies, both booked calls, and technical questions from a CFO and two presidents. The registry list put us in front of licensed brokers almost exclusively, and the conversations are a level more serious than anything the scraped lists produced.

2 The costliest failures happen at the seams, so the seams now have rules

The copy mix-up did not happen while anyone was writing copy. It happened during a technical rebuild under time pressure, when the wrong sequence got cloned. The dead link did not happen in the calendar tool, it happened in a follow-up template pointing at a page that had been renamed. Both fixes are procedural: written sign-off before any variant ships, and the booking link verified as part of loading any campaign.

3 Registry data trades bounce rate for targeting quality, and the trade is worth it

This week bounced 3.2% against last week's 1.5%, because official registry filings age faster than freshly scraped data and small brokerages often run unverifiable domains. The same data is why a CFO of a 37-year-old brokerage was on the list at all. The bounces were spread across 134 inboxes with no single inbox harmed, and the parked unverifiable addresses go through a recovery check before any future use.

4

Speed is winning the deals that matter

John Moran gave us his number at 7:33pm and Jordan was on the phone with him before 9:30pm, with a call booked for the next day. Karan hit a dead link at night and had a working one nine minutes after it was flagged the next morning. Shunan asked for a company profile and had it in eight minutes. Every fast response this week moved a deal forward, and the one place we were slow, LinkedIn sitting empty for a second week, produced nothing at all.

THE PLAN FROM HERE

Hold The Calls, Reload The Engine

Two booked calls and five live conversations outrank everything else, so the week starts with the calendar and ends with volume.

1. Karan's reschedule gets confirmed today

Adrian picks 9:30pm UK Tuesday or 8:00pm UK Wednesday, tells us, and Karan has his confirmation within the hour. The dossier with discovery questions is already live and linked from his card above.

2. The ledger gets closed out: John, Dylan, and Wednesday's call

Three bookings have unknown outcomes on our side: John Moran on Thursday, Dylan Dickman from 30 July, and the invite Adrian pushed himself for Wednesday. One line from Adrian on each, held, moved, or missed, and each gets its right next step, whether that is a follow-up, a rebook, or a clean close.

3. Qasim gets one personal line from Adrian

Ten days since a CEO said "let's have a call next week." The sequence is done, the

relationship is Adrian's, and one short personal message settles it in either direction.

4. The next batch loads behind the proven broker copy

Both campaigns finished their runs over the weekend, so sending is currently at zero. Roughly two thousand more contacts close the gap to the volume target Sunday's call set: about a thousand parked addresses are already in re-verification, and the remainder comes from the same registry and database sources that built this week's list. Everything loads behind the broker copy that just proved itself, and nothing loads until the written sign-off from the leak section exists for every variant in the sequence.

5. LinkedIn gets reloaded, for real this time

Promised last week, displaced by the incident, still the right move. A fresh shortlist drawn from the same broker profile that produced every reply this week, filtered to people active on LinkedIn in the last thirty days, loaded on both accounts.

Where this leaves us.

Six weeks in: three booked calls, two of them in the last seven days, all three with the exact buyer profile the engine was built to reach. The question is no longer whether the market replies, or even whether replies become calls. It is whether booked calls become held calls, and that is decided by the ledger discipline above and by Adrian's five minutes of input this week more than by anything we send.

NEXT

Recommended Actions

-  **Adrian: pick Karan's slot today.** 9:30pm UK Tuesday or 8:00pm UK Wednesday. Tell us which and we confirm to him within the hour. This is the single most time-sensitive item in the report.

✓ **Adrian: close out the ledger.** One line each on John Moran (Thursday), Dylan Dickman (30 July), and your own Wednesday booking: held, moved, or missed. Nothing gets quietly dropped between reports.

✓ **Adrian: send Qasim one personal line.** He asked for the call, the week he named has passed, and he is yours to close, not the sequence's.

✓ **Adrian or Jonny: written yes or no on the Jazz social-proof line.** It is strong copy and it is sitting unused. One written confirmation puts it back in rotation, or a no retires it.

✓ **Jonny: flag any of the new names you know.** Profreight, Rock Solid Logistics, Umax Shipping, O.T.S. Astracon, Air Sea America. If Ripple has history with any of them, tell us before the next messages go out.