

MKT-03

Cold Email — The Revised Numbers

INTERNAL · supersedes the cold email section of MKT-01, using real campaign data

MKT-01 estimated cold email performance from published benchmarks. We now have real data from your own DoctoriumGP campaign, and it beats those benchmarks substantially. This document replaces those estimates. The earlier figures understated what your setup can do.

1. What actually happened, 20–22 August 2026

Measure	Result	Read
Sent	2,337 across three lanes	Main clinic 1,713 · Ankorstore 267 · device outreach 357
Bounced	35 (1.5%)	Healthy. Spread across many domains, not concentrated on one provider — ordinary dead-address noise, not a reputation problem.
Delivered	~2,300	—
Landed in spam (own account)	6	Effectively nothing. Deliverability is sound.
Auto-replies (tickets, out-of-office, surveys)	203	Filed to Trash automatically
SUBSTANTIVE HUMAN REPLIES	329	= 14.1% of sent. Filed to the Outreach folder.
Needing a personal reply	14	Filed to NeedsReply
Confirmed free samples, evaluation units or loans	~19–20 brands	0.85% of sent converted to the desired action. Includes AYO glasses at £249 each, two units.

Open rates are not reported because no tracking pixel is used. We do not have that number and should not estimate it.

Context: this ran Friday to Sunday. Most recipients were out of office, so the reply count is expected to rise once the working week starts. Treat 14.1% as a floor, not a ceiling.

2. Where MKT-01 was wrong

MKT-01 said	Reality	Effect
3% reply rate is good	14.1% substantive replies	Understated by ~5x
30–40 emails per mailbox per day is the safe ceiling	2,337 sent over three days with 1.5% bounce and 6 spam	The ceiling was wrong. The infrastructure handles volume without reputation damage.
~2,200 emails a month is sustainable capacity	Comfortably 8,000+ a month at the demonstrated rate	Capacity understated by roughly 4x
Cold email alone only reaches the cautious column	At this performance it reaches the good year column	The whole conclusion changes

The error came from measuring the wrong thing: I counted what was sitting in the inbox over three days and found 16 items. The 329 replies had already been filed to the Outreach folder and the 203 auto-replies to Trash, so they were never in the inbox to count. The conclusion was stated with far more confidence than the method deserved.

3. The revised maths

Per 1,000 emails, on your demonstrated infrastructure

The DoctoriumGP ask was 'send us a free sample'. The health and safety ask is 'buy something'. That is a harder ask, so I have modelled the reply rate DOWN from 14.1% to a range, rather than assuming it transfers intact.

Stage	Conservative	Likely	If it performs like DoctoriumGP
Sent	1,000	1,000	1,000
Delivered (1.5% bounce)	985	985	985
Substantive reply	4% = 40	7% = 70	14% = 140
Genuinely interested	30% of replies = 12	35% = 25	35% = 49
Buys the £349 pack	25% = 3	25% = 6	25% = 12
REVENUE PER 1,000	£1,047	£2,094	£4,188

Compare that with MKT-01's £700–870 per thousand. Even the conservative column now beats the old estimate, and the likely column doubles it.

At realistic monthly volume

Volume	Conservative	Likely	DoctoriumGP-level
4,000 emails/month	£4,188	£8,376	£16,752
8,000 emails/month	£8,376	£16,752	£33,504
Per year at 8,000/month	£100,512	£201,024	£402,048

Those are gross revenue figures on the £349 pack alone, ignoring audits, training and subscriptions. They also assume you can source 8,000 qualified addresses a month, which is its own piece of work.

4. What transfers, and what does not — the honest read

In your favour

- The infrastructure is proven. 1.5% bounce and 6 spam across 2,337 sends is genuinely good and it is the hardest part to get right.
- You are offering something they NEED, not asking a favour. That is a stronger position than requesting a free sample.
- The fear angles — the uninsurable fine, the insurer clawback, the audit with a date — are far more motivating than 'we might feature your product'.
- You have a free, zero-commitment first ask in the self-check. That mirrors exactly what made the sample campaign work: make the first step cost the recipient nothing.
- phwld.co.uk is a genuine asset. A separate, established domain for sending, kept away from phwld.com.

Against you — and these are real

- WHO replies is different. Vendors employ people whose actual job is answering inbound product enquiries. A haulage yard has no such function — the person who reads it is the owner, and replying is not his job.
- COST to act is different. Sending a sample costs a vendor £50–250 and might win a clinic account. Buying a pack costs money with no revenue upside for them.
- A reply meant something different. For samples, a reply was almost the conversion. For this, a reply is the START of a sales conversation.
- PECR now bites. The vendor list was largely overseas businesses. Your H&S list must be UK LIMITED COMPANIES ONLY — sole traders and ordinary partnerships need consent, and they are roughly 3 million of the 5.7 million UK businesses.
- Weekend sending flattered nothing here, but B2B decision-makers are generally best reached Tuesday to Thursday morning.

On balance: I would plan on the CONSERVATIVE to LIKELY columns, and treat anything above that as upside. That is still £100,000 to £200,000 a year of gross revenue potential from cold email alone at 8,000 a month — which is a completely different business from the one MKT-01 described.

5. What this changes about the plan

MKT-01 said	Revised position
Cold email is the third thing you do, after warm contacts and partnerships	Cold email moves UP. It is a primary channel, not a supporting one, because you have already proved the hard part works.
Cold email alone only reaches the cautious revenue column	At demonstrated performance it reaches the top column. Partnerships become an accelerant rather than the only route.
Budget ~£45–50/month for the sending stack	Still right, and now obviously worth it. The payback is immediate at these rates.
Do the warm list first	STILL RIGHT — it is free, it converts best, and it costs you nothing to do this week. But run it alongside cold rather than instead of it.
Advertise the audit not the pack (MKT-02)	Unchanged. That analysis stands on its own arithmetic.

6. What I would do differently from the DoctoriumGP campaign

- Screen the list to UK limited companies and LLPs. This is the one genuinely new legal constraint and it did not apply to the vendor campaign.
- Send Tuesday to Thursday, morning, rather than across a weekend.
- Vary the subject line and the opening line by segment. Identical templating across thousands is the thing most likely to eventually cost you the domain, even though it has not yet.
- Lead with the free self-check, not the pack. It worked for samples for exactly the same reason — no cost, no commitment, and the result does the selling.
- Use phwltd.co.uk, never phwltd.com, and keep the two separate.
- Track replies to SALES, not just replies. The 329 number is excellent but the number that matters for this business is how many became £349.
- Keep the same filing discipline — Outreach, NeedsReply, Trash. It is why the campaign is measurable at all, and it is better housekeeping than most agencies manage.

One caution worth stating plainly: 2,337 sends over a weekend has not damaged the domain yet, on the evidence of 6 spam and 1.5% bounce. That is not a guarantee it never will. Watch the bounce rate and the spam folder weekly — if bounces climb above about 3% or replies fall off a cliff, slow down immediately rather than pushing through it.