

Tailored Sends by Business Type — The Revenue Model

INTERNAL · what a segmented campaign returns, split between the digital pack and the on-site audit

Two things decide the answer, and neither is the reply rate. The first is that the digital pack costs you nothing to deliver and the audit costs you a day and a half. The second is that the UK list is finite. Both are modelled here.

1. First, a correction to the question

Your 14.1% was ALREADY tailored. The replying subject lines carried the company name and a segment-specific offer, across three separate lanes with different pitches. So tailoring is not an uplift you add on top of 14.1% — it is how 14.1% happened. The comparison that matters is tailored against a generic blast, not tailored against your existing result.

Everything below therefore models the H&S offer from scratch, downrated from your sample campaign because 'buy this' is a harder ask than 'send us one free'.

2. The segments, ranked by what they return per 1,000 emails

Segment	Reachable LTD list*	Reply rate	Packs /1,000	Audits /1,000	Audit price	REVENUE / 1,000
Stone / worktop fabricators	1,800	12%	18.0	5.40	£1,750	£15,732
Waste & recycling	5,000	8%	9.0	3.00	£1,450	£7,491
Warehousing & logistics	6,000	8%	9.0	2.80	£1,450	£7,201
Manufacturing SMEs	30,000	6%	6.8	2.10	£1,450	£5,401
Road haulage & freight	16,000	7%	7.9	1.82	£1,250	£5,023
Garages / MOT / workshops	18,000	6%	8.2	0.65	£950	£3,495
Construction (with employees)	45,000	5%	5.5	0.75	£1,250	£2,857
Agriculture (LTD only)	12,000	4%	4.4	0.32	£950	£1,840
BLENDED	133,800	5.8%	6.8	1.37	£1,355	£4,222

** List sizes are ESTIMATES and must be verified before you spend money on them. ONS UK Business Counts publishes enterprise counts by SIC code and employment size band, free. Pull it and replace these figures with the real ones. Do not quote them to anyone until you have.*

What the ranking tells you

- Stone is worth nine times construction per email and it is not close. Small list, live HSE campaign, they know inspectors are coming. Send this one first and send it properly.
- Waste, warehousing and manufacturing are the sweet spot: decent list size AND high value, because they are the ones with customer audits and ISO obligations.
- Construction has by far the biggest list and the worst return per email. It is volume filler, not a priority. Do it when the better lists are exhausted.
- Agriculture is the weakest on every measure and has the worst PECR problem, because most farms are sole traders or partnerships and must be screened out. Deprioritise it.
- Garages sell packs but almost never audits. Low price tolerance. Treat it as a pack-only segment and do not waste audit capacity chasing it.

3. Does the model hold up? One honest check

The model converts 0.82% of sends to a PAID action. Your measured DoctoriumGP campaign converted 0.85% of sends to a FREE action. Those landing on top of each other is reassuring, because it means the assumptions are in the right postcode rather than invented.

But read it the other way too. A paid ask SHOULD convert below a free one. The fact that this model matches your free-sample rate while asking for money means it is probably a shade optimistic. That is why every table below carries a conservative column at half the modelled rate. If you are planning spend, plan on that column.

The single least reliable number in the whole model is the audit conversion. Committing £1,250 to a stranger off a cold email is a big step, and I have no measured data for it. The pack number I trust considerably more, because it sits close to something you have actually observed.

4. What tailoring is actually worth

Same 4,000 sends a month, same everything else, audit diary capped at 8 a month.

Approach	Reply rate	Packs /mo	Audits /mo	Revenue /mo	Revenue /yr
Generic blast, one message to everyone	2.5%	12	2.3	£7,219	£86,622
Tailored by sector	5.8%	27	5.5	£16,889	£202,663
Tailored + timed to a trigger event	9.1%	42	8.0	£25,592	£307,103

Tailoring is worth roughly 2.3 times. That is the answer to your question. Trigger timing on top of it is worth another 1.5 times, and it is free — it just means sending to stone fabricators while the HSE campaign is running, to manufacturers before their ISO surveillance window, and to anyone whose insurance renewal you can date.

5. The revenue, capacity-constrained

An audit is realistically a day and a half all in: travel, time on site, and writing a report worth £1,250. So the audit line is capped by your diary, not by demand. These figures assume overflow audit interest converts to a pack sale about a third of the time.

Scenario	Sends /mo	Audit cap	CONSERVATIVE / yr	BASE /yr	WITH TRIGGERS / yr
Starting up — 1 audit a week	2,000	4/mo	£50,666	£101,331	£153,551
Running properly — 2 audits a week	4,000	8/mo	£101,331	£202,663	£307,103
Audits are the main job — 3 a week	6,000	12/mo	£151,997	£303,994	£460,654
Max send, diary still capped at 2/wk	8,000	8/mo	£202,663	£361,906	£495,870

Plan on the CONSERVATIVE column. Treat BASE as the good outcome and triggers as upside.

6. Pack versus audit — the split that actually matters

At the likely case (4,000 sends a month, 8 audits a month, base rates):

	Digital pack	On-site audit
Sales per month	27	5.5
Price	£349	£1,355 average
Revenue per month	£9,481	£7,408
Share of revenue	56%	44%
Your days consumed per month	ZERO	~8 days
Marginal cost per sale	ZERO	Travel, time, report
Scales with	List size only	Your diary, and nothing else
Revenue per working day	Not applicable — no days spent	£903/day

The pack earns MORE than the audit and costs you nothing. That is the headline. £903 a day is a respectable day rate, but it is still a day rate, and you told me plainly you did not want to be constrained by geography or your own time.

So why do audits at all?

Because of what they produce besides cash, which is covered in MKT-02 and has not changed: case studies, photographs of real problems, testimonials, the client's own objections in their own words, referrals inside a tight sector, and proof the documents survive a wet Tuesday in a yard. None of that can be bought and all of it makes the pack sell better.

Do audits deliberately and in limited numbers, for what they teach you and the proof they generate. Do not let them become the business. Two a week is the right cap, and it is a cap, not a target.

7. The finite-market problem nobody mentions

There are roughly 133,800 reachable UK businesses across these eight segments. You cannot send 8,000 a month indefinitely, because you run out of country.

Send rate	Entire UK list exhausted in
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2,000 / month	5.6 years
4,000 / month	2.8 years
6,000 / month	1.9 years
8,000 / month	1.4 years

This is the real argument for 4,000 a month rather than 8,000. Slower burn, and it buys time to build the recurring revenue that does not depend on new names.

What extends the runway

- Re-contact the same list every four to six months with a genuinely different hook — a new prosecution in their sector, a regulation change, a fresh HSE campaign. This is normal practice and roughly doubles the effective list.
- New business formation adds names continuously, particularly in construction and garages.
- Widen the sector list. Eight segments is where we started, not a limit — leisure, education estates, care home maintenance teams, food manufacturing and facilities management all have the same exposure.
- The subscription is the real answer. Recurring revenue from existing customers does not consume list at all, and it is what makes this worth something without you in a van.

8. What I would actually do

Order	Segment	Why now	Send
1	Stone / worktop fabricators	Live HSE campaign, 1,000+ inspections running. Highest return per email by a factor of nine. Small enough to do properly.	All 1,800, tailored individually
2	Waste & recycling + warehousing	Best return per email with a usable list size. Vehicle and pedestrian risk they already know about.	~11,000 over two months
3	Manufacturing SMEs	The ISO and customer-audit angle is strongest here and audits have a DATE, which converts.	30,000, phased
4	Road haulage	Your natural territory and the insurance angle lands.	16,000, phased
5	Garages	Pack-only. Do not spend audit capacity here.	18,000, phased
6	Construction	Volume filler once the good lists are worked.	45,000, phased
LAST	Agriculture	Worst return, worst PECR exposure.	12,000 LTD only, if at all

Do the stone segment first and measure it honestly. It is small enough to send properly, urgent enough to reply, and it will tell you within a fortnight whether the real numbers sit nearer the conservative column or the base one. Every figure in this document should be rewritten the moment you have 1,800 real sends to count.

Count the replies in the folders they get filed to, not in the inbox.