

MARKETING INTELLIGENCE REPORT

9,116

UNIQUE OPENS

Openers in source file

10,515

TOTAL OPENS

All recorded opens

16.2%

UNIQUE OPEN RATE

Reported campaign rate

1.15

OPENS / OPENER

Mild repeat behavior

EXECUTIVE READ

The preshow email produced a large, identifiable audience with meaningful seniority. 9,116 recipients opened the message, while 1,399 additional opens suggest returning interest. The most actionable audience is not the full file: it is the overlap between title-derived authority, commercial function and concentrated restaurant organizations.

50.4%

DECISION-MAKER PROXY

4,595 Director-and-above openers

56.7%

RELEVANT FUNCTION

5,173 Ops / Sales / Culinary / Finance

23.6%

TOP-10 CONCENTRATION

2,148 openers across top labels

KEY FINDINGS

- Implied delivered audience is approximately 56,300, based on 9,116 unique opens and the reported 16.2% rate.
- Operations and Sales / Marketing are the largest identified functions, with 2,096 and 2,600 openers respectively.
- Marriott is the largest source-label concentration at 908 openers (10.0%); Chick-fil-A corporate and franchise labels combine for 498 openers (5.5%).
- The auxiliary Sheet2 contains the same 9,116 opener emails plus 100 blank rows—not 100 additional usable records.
- 1,234 openers (13.5%) lack a title; company coverage is strong, with only one missing company.

HOW TO USE THIS REPORT

Signal Open-based audience quality, seniority, function and company concentration.

Limitation The file does not provide per-person open counts, clicks, replies, meetings or opportunities.

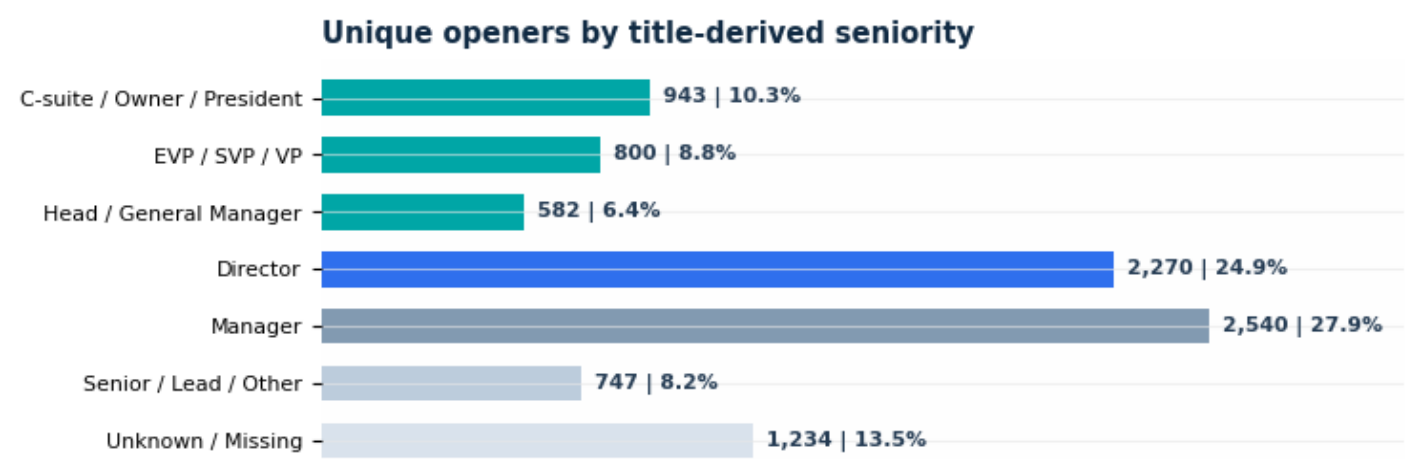
Method Titles were classified with conservative rules; "decision maker" means Director and above, not CRM-qualified.

Source Uploaded ODS: "9120 NRA 2026 Preshow Email Results."

01

Seniority pyramid

Authority profile of the 9,116 unique openers



4,595

DIRECTOR+ OPENERS

50.4% of all openers

943

C-SUITE / OWNER / PRESIDENT

10.3% of all openers

1,234

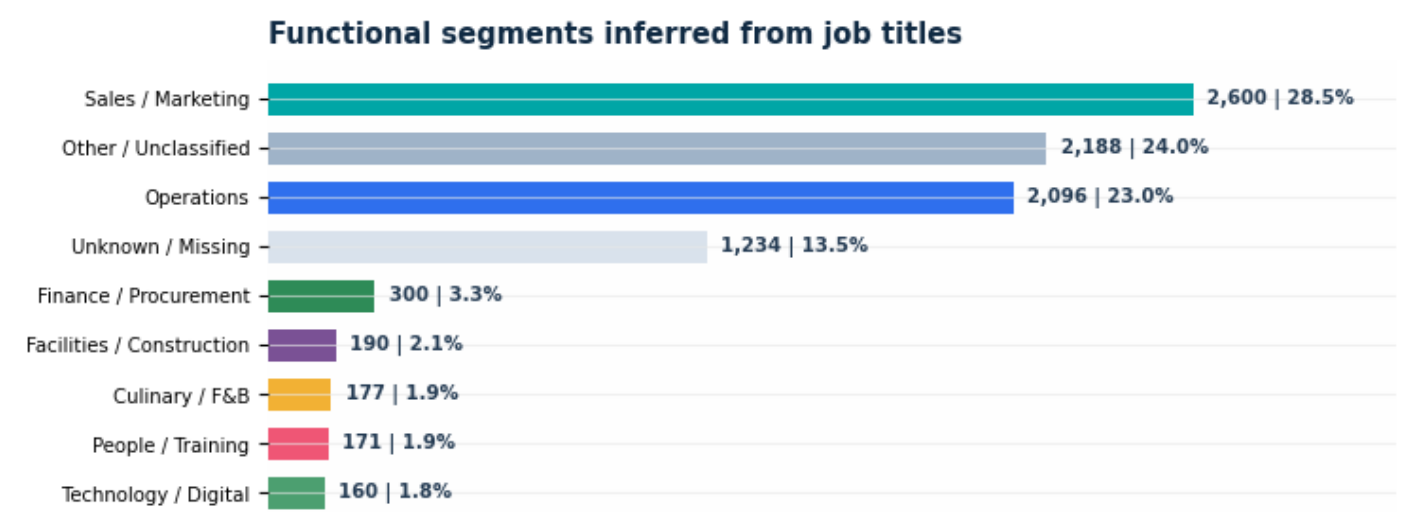
MISSING TITLES

13.5% require enrichment

02

Functional segments

Role-based demand signals inferred from titles



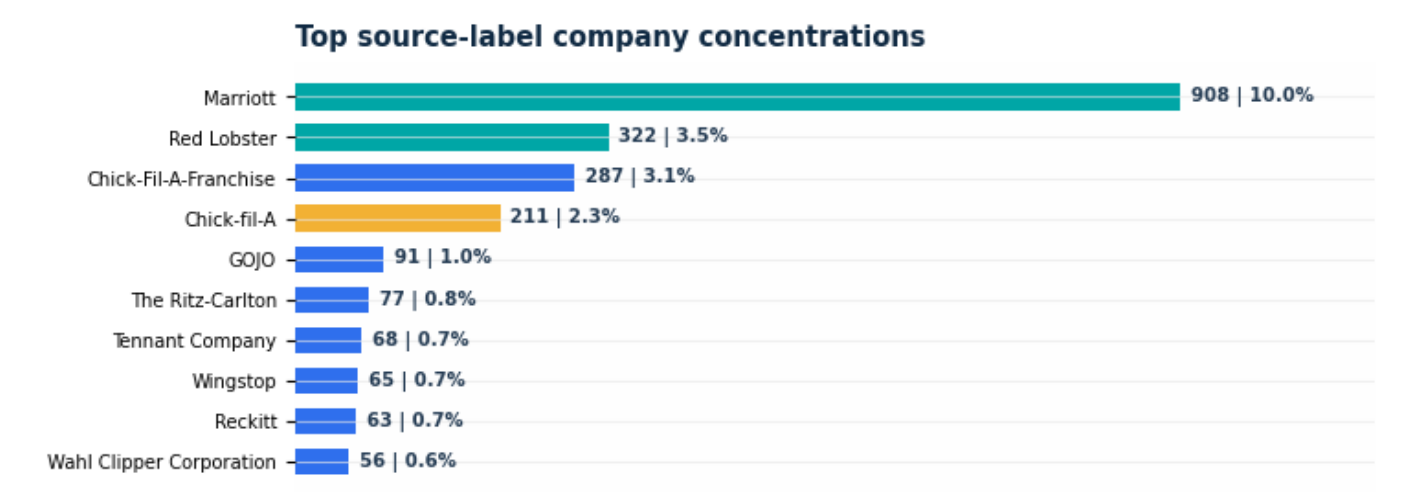
CLASSIFICATION NOTE

Functional assignment uses the job title only and follows a conservative first-match hierarchy. Executive, ownership and ambiguous titles without an explicit function remain in Other / Unclassified. 5,173 openers (56.7%) sit in four commercially relevant functions: Operations, Sales / Marketing, Culinary / F&B and Finance / Procurement. Of those, 3,190 (35.0% of all openers) also meet the Director-and-above authority proxy.

03

Top company concentrations

Where account-based activation can create disproportionate value



CONCENTRATION READ

Top ten source labels account for 2,148 openers (23.6%). Chick-fil-A's corporate and franchise labels total 498 openers (5.5%), while Marriott alone represents 908 (10.0%). Preserve source labels until parent, franchise and brand ownership is validated.

04

Recommended advertiser messages

Match the promise to the buyer's operating problem

Operations	Do more with the team you already have.	Book a workflow review
Sales / Marketing	Convert more attention into profitable guest visits.	Request a growth diagnostic
Finance / Procurement	Prove payback before the contract starts.	Download the ROI model
Culinary / F&B	Deliver consistency without flattening the concept.	Schedule a chef-led demo
C-suite / Owner	Turn operational improvement into enterprise margin.	Request an executive brief

WHAT AN NRA OPEN IS ACTUALLY WORTH

An open is permission to start a qualified conversation—not a lead, meeting or opportunity. Value rises with authority, function fit, account concentration and repeat engagement. This file supports the first three: aggregate repeat opens are not person-level.

35%
AUTHORITY

25%
FUNCTION FIT

20%
ACCOUNT VALUE

15%
REPEAT SIGNAL

5%
DATA CONFIDENCE

VALUE = QUALIFIED OPENERS × MEETING RATE × OPPORTUNITY RATE × CLOSE RATE × MARGIN