



Lead Generation

729 leads, 323 verified; 0 active (0%)
551 signalled (151 unnotified); 11 unsubscribed
12% (86) recently opened, 24% high; 76% alltime
234 pledges for €902 065 (135 confirmed)
19% conversion from lead
€3 196 pledge average

— scenarios —

Optimistic: €**431 550** (101)

Confirmed pledge, but not considering email reachability (early pledges did not require email verification).

Likely: €**421 500** (94)

Confirmed pledge, and either verified email or opened.

Conservative: €**327 800** (69)

Confirmed pledge plus verified email.

— plus —

Potential: €**358 294** (93)

Any unconfirmed including future, but with a verified or opened email, thus may convert in addition to the above.

Unreachable: €**44 050** (21)

Unverified and unopened, including future, not counted above. May include recent signups so some may yet convert.

Unconverted: (495)

Leads that have expressed interest but not yet pledged.

Motivations Probable

- (24) future ownership =€210971
- 17% (23) as an investment
- 23% (31) occasional workations (~1 month)
- 18% (25) itinerant retreats (1–3 months)
- 8% (12) nomad base (3–9 months)
- 3% (5) cohousing =€108500
- (0) rentals
- 0% (0) organising
- 0% (0) future investment

Readiness Probable

- 38% (52) acquisition for €254 800
- 28% (39) renovation for €129 700

Products

This only ran for a short while to ascertain if there's any demographic segmentation.

- 10 young
- 9 midslow
- 6 older
- 6 family
- 14 midle

Campaigns

The only notable separately identified campaign is nl=Nomadlist.

- 6 int
- 10 inv
- 11 nl

Locales

- 38% 41 anywhere
- 19% 20 semirural
- 17% 18 semiurban
- 9% 10 village
- 9% 10 town
- 7% 8 remote

Likes

- 72% (77) garden
- 67% (72) coast
- 66% (71) swim
- 63% (67) hike
- 63% (67) village
- 63% (67) mountains
- 57% (61) gentle countryside
- 53% (57) sustainability
- 48% (51) workshop
- 46% (49) town
- 44% (47) remote
- 39% (42) large room
- 39% (42) events
- 36% (38) kayak
- 30% (32) volunteer
- 29% (31) ski
- 28% (30) cheap room
- 27% (29) studio
- 20% (21) mtb
- 19% (20) horse