



# The anatomy of a great cold recruiting email for digital talent

**Best practices from tech's top recruiters**





## The 6 essential elements of a cold outreach email

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**More than half of executives** say their digital transformation efforts over the next two years will focus on developing new tech-enabled products, services, and/or platforms. (Deloitte)

Yet **46% say limited skills, capacity, or ability** of the technology function is a constraint in delivering value from these initiatives. (Deloitte)

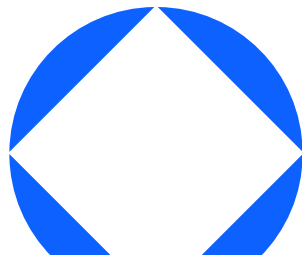
Here's a proven template for outreach used by many successful tech companies to attract the best and brightest digital talent. (Say hello to your organization's digital transformation.)

In the first few months of 2023, open tech positions increased by almost 77,000 month-over-month. By March, there were **nearly 316,000 unfilled technical jobs across the economy**—and the trend continues. Surprisingly, most of those unfilled jobs *aren't in the tech industry*.

That's because the majority of *non*-tech companies are also now making digital transformation a priority (think "Industry 4.0" in manufacturing, or the fact that most financial services firms are becoming fintech companies). It seems every company is a tech company now—but initiatives are often held back due to digital skills gaps in their organizations. That's because, while digital talent is as likely to see open roles in manufacturing and financial services, for example, as they are to see open roles in tech, they're less likely to be open to those opportunities due to misguided perceptions about your industry or a lack of knowledge about your company.

(Not to mention you're *still* competing with tech companies and their compelling employer brands for this talent.)

The recent expansion of the digital talent labor pool presents a unique opportunity for non-tech companies in need of software engineers, data scientists, cloud architects, security engineers, and other roles that are key to building their digital platforms. But these high-in-demand workers won't join your organization unless you proactively convince them that your company is the best place for them. And that begins with getting them to respond to your outreach.



That's why we dug into our data at Gem to uncover the best-performing outreach for technical roles:

- What details did it contain?
- What parts of the employee value proposition did it stress?
- How did the organization communicate its company narrative and differentiate itself from the competition?

On the following pages, we discuss the six essential elements of a great cold recruiting email for digital talent. (Our focus is on that first email; your follow-ups will demand different strategies.) As you read, keep in mind that we use the word "template" loosely. You're reaching out to inspire a response and initiate a long-term relationship; and you know your target candidate—what they want to hear, and how they want to hear it—better than we do.

So think of your outreach as an expression of curiosity and excitement at the possibilities—with some structure in place—rather than a form letter.

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"Driving innovation to get medicine to our patients has required a deep look at machine learning, and technologies to help us serve patients the most effective way we can. And that's required going after talent that doesn't necessarily sit in our industry."

**Daniel Lopez, Director of Talent Acquisition—  
Recruiting, Recruitment Marketing, & Employer  
Brand @ Amgen**

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"The top of the funnel can be a big challenge for companies that don't have enough qualified, specialized talent entering their hiring process—especially on the technology side. Organizations that can solve that top-of-funnel challenge will be setting themselves far ahead of the competition when it comes to hiring speed and quality."

**Sydney Mbachu, Head of Global Tech  
Recruiting @ Nasdaq**

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“A lot of talent believe financial services is an industry that’s just out to make money, which is why companies in the space have to work hard to ensure people understand the commitments they make to things like community service, diversity, and ESG [environmental, social, and governance]. When people saw that we ran a charitable gift fund, they realized that the firm was serious about giving. **One of the most important jobs recruitment has is to get the word out, and get ahead of that reputation.**”

Paul Lesser, Principal at PHL Advisory Services  
after 28 years at Fidelity (ultimately SVP of Human Resources)

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“Financial services organizations need to get better at articulating how people make a difference through the roles they have in the organization. It’s not just about being able to articulate matters like your company mission, **but also about being more proactive in articulating them.**”

Scott Nevins, TA Expert  
Currently Chief Client Success Officer @ PeerTown,  
with 4 years’ experience in financial services

# 1

**Your outreach will be one of 120 emails** your prospective candidate receives that day. That's a *lot* of noise to cut through... so make your subject line compelling.

## The subject line

Technical talent can't respond unless they first open your email—and you'll only see an open if you offer them a good reason to do so. Given that your outreach is competing with the [120 other emails](#) your recipient will receive that day, we recommend your subject line do at least one of the following to stand out:

**Flatter the recipient.** Studies have shown that even overtly manipulative flattery is remarkably effective. That's because compliments trigger reward centers in the brain. Subject lines that appeal to the ego ("Are you our next top-tier data scientist?") will leave recipients wanting more of the resulting "mini-high," prompting them to click in.

**Personalize.** This often goes hand-in-hand with flattery. Showing you did your research as early as the subject line—by mentioning a mutual interest or a recent accomplishment ("Loved your recent article on your company's engineering blog")—shows them they're important enough to have done the work for. But even mentioning prospects' names ("Liz, are you our Senior Software Engineer?") or locations can be enough to get them to click.

**Spark their curiosity.** Curiosity releases dopamine, which is associated with motivation—in this case, the motivation to clarify what is ambiguous, uncertain, or partial ("How we do things differently at [company]"). Remember, you're reaching out to top problem-solvers who *already* possess an instinct for inquiry. So leverage that instinct.

**Mention a referral or shared connection.** If you have a connection, refer to it as soon as possible. It's an instant endorsement; it piques curiosity (see above); it gives you a jumping-off point for conversation; and it minimizes the sense of risk associated with a career change.

Play with, and test, other strategies as well—humor, questions, appealing to values ("Want to make an impact on healthcare in America?"). Just notice we said nothing about length. That's because our data shows there's no real correlation between subject line length and open rates.

Of course, a surprising [81% of email opens](#) happen on mobile; so ensure that your subject line is short enough that prospects can see the whole of it on their phone screens (fewer than 45 characters).

## Top-performing subject lines for digital roles

**88%**  
OPEN RATE

{{first\_name}}, this role is for you! Senior Product Designer @ [company]

**87%**  
OPEN RATE

{{first\_name}}, international working opportunity for you at [company]!

[Company] - VP of Engineering - Late Stage startup

{{first\_name}}, join us in building the next-generation Conversation AI Engine at [company]!

**86%**  
OPEN RATE

SRE Leadership Opportunity @ [company]

**85%**  
OPEN RATE

100% Remote Senior and Director Product Manager roles (Incubator Team) with [company], interested?

Product Strategy & Analytics Opportunity @ [company], a \$12B Sequoia-backed marketplace!

## Top-performing subject lines for digital roles (continued)

**84%**  
OPEN RATE

[Company] is searching for cybersecurity experts

Series C Growth Startup looking for someone like you to help scale our Engineering Organization!

**83%**  
OPEN RATE

{{first\_name}}, Hello from [company]!

**80%**  
OPEN RATE

Growth Series C Startup - SDET Opportunity @ [company]

**78%**  
OPEN RATE

Hey, Amazing opportunity with [company]!

[Company] is leading in Healthcare AI - Care to join us?

Fully Remote US-Based Opportunity

**76%**  
OPEN RATE

Are You the Senior PM of Our Dreams? ([company] - Remote)

# 2

## Warm up your cold email by

explaining why you reached out to *them specifically* about this role. No one wants to suspect that they're the recipient of a bulk recruiting email. That's why Gem's `{{reason}}` token allows you to personalize your outreach at scale.

## Tell digital talent how you found them... and prove you did your homework

Your outreach strategy begins long before you sit down to write that email. It begins with research. That means checking out social profiles on LinkedIn, Twitter, GitHub, Launchpad, and other open source platforms. Most prospective candidates leave digital footprints in multiple places. Find them.

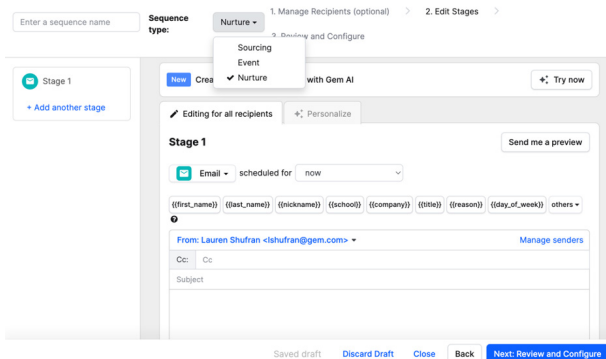
What's their past and current work experience? What projects have they undertaken, and what roles have they played in those projects? What skills do they possess? What awards have they won? What do they do outside of work (charitable work, hobbies, side projects)? What do their career goals—and life goals—appear to be?

With this information in hand, use your opening paragraph to do two simple things: 1. Introduce yourself and tell them how you found them; and 2. Explain why you're sending *them* an email—of all the people you could have reached out to. This is where your “cold” email starts warming up.

With automation, basic personalization (name, location, day of the week, job title, company) can occur at scale and in bulk. At Gem, we recommend using a token at the end of your first paragraph to further customize initial outreach—especially for harder-to-fill roles. After all, the further your outreach strays from the generic, the more likely you are to drive engagement with technical talent.

### Personalization

I've been looking at your GitHub profile and just called our CTO Erika over to show her the most recent debugging feature you published there. Needless to say, Erika's thrilled: We're actually working on a similar project—and in Haskell, which it looks like you're programming in!





# 3

## Prospects most want to hear these things about your open role:

- Career trajectory
- Expectations, responsibilities, and workload
- Flexibility and company culture
- What “a day in the life” looks like

In this market, tech talent also wants details on company stability. Whether that means revealing details about growth plans or company financials, assure prospects that they won't be stepping onto a sinking ship.

## Tell them who your company is, what it's doing, and what role you're looking to fill

Believe it or not, this will be your shortest paragraph. If the prospect is familiar with your organization, a company description will be superfluous. If they *aren't*, a detailed explanation will only sound like a variation of all the other company descriptions flooding their inbox. As in marketing, a good rule of thumb is to use “you” more often than “I” or “we.” This email is about *them*, after all.

Tell them your company name and, if you're not well-known, what industry you're in. The more important part is how the open role supports the company's mission and contributes to the company as a whole. Identify 2-3 details that would appeal to their interests. (You know what would appeal; you've done your research. Keep in mind that talent may want to hear different things in 2023 than they did a few years ago: What are your company values? What does company stability look like right now?) Use strong verbs: “build,” “lead,” “define,” “reinvent.” Mention impact. Leave the rest for them to research on their own... or to write you back and ask about.

### Company & Role

Zen/zo is 3 years old; [we just closed our Series B \(\\$18 million\)](#); and even through COVID we saw 100% YOY growth. We're seeking a Senior/Staff ML Data Scientist with your experience and expertise to be our first Data Science hire. This is a pivotal role and you'll be in an excellent position to contribute to decision-making, own significant initiatives, ultimately grow a team, and make your mark on the organization. We've got some ambitious goals and a fantastic team ready to chase them.

# 4

## Examples of EVP content include:

- A video of your female Director of Engineering describing what it's like to work on such a gender-equitable team
- Third-party content (i.e. a recent article about a funding round, a new partnership, a recent executive hire, etc.)
- A blog post by a digital employee describing their career trajectory at your company

Link to this content directly from your outreach. It allows talent to dig deeper if they're interested; and if you're tracking link clicks (which you should be!), it'll help you observe what kinds of content tech talent is most interested in.

## Mention a facet (or two) of your employee value proposition (EVP)

Your employee value proposition (EVP) is the unique set of benefits employees receive in return for the experience, skills, and other contributions they bring to your company. It's what makes working for you worth their time and effort. But tech talent needs to be convinced you're worth their time long before they sign that offer letter. Why would they respond to you *now*? What makes you different than their current employer from the perspective of employee experience?

Whether it's a flexible work schedule, tuition benefits, intellectual stimulation, personal development opportunities, working with the best talent in your field, or company culture, you probably offer quite a few things that collectively make up your EVP. Pay attention to what studies show talent is interested in as the market shifts. For example, [recent LinkedIn data](#) shows that job posts mentioning well-being, flexibility, and company culture are getting more views and applications than they were two years ago. Remote work matters. Company mission and vision matter. A record of stability matters—especially in today's market.

Don't list everything here. Again, you've done your homework: mention the elements that would be most compelling for the talent you're reaching out to. If you're reaching out to multiple people for the same role, you might stress different elements for each person.

Ultimately, this part of your outreach will answer the question—from the prospect's point of view—*What's in it for me?* Asking yourself "so what?" at the end of every sentence will help you know what to cut and what to keep. If the benefit isn't self-evident, make it so. If you discover there *isn't* one, let that sentence go.

### EVP

#### What it's like to work on the eng team:

- No product managers. You'll own and drive the product from start to finish.
- Tons of growth opportunity as we expand from a team of 6 to 20+ by the end of the year.
- Write meaningful code that supports our users in experiencing financial freedom.
- Flexible environment (we work from home at least two days a week).

# 5

**Remember: your only goal with this outreach** is to get prospects on the phone, where you can have the real dialogue about their career aspirations.

## Close your outreach with a call to action

Even the most compelling outreach in the world is incomplete without a call to action. After all, if your prospect doesn't know what to do next, they're less likely to take *any* action... even if you've piqued their interest.

Your goal with this initial outreach should be to get prospective candidates on the phone so you can have the real dialogue *there*. (If you're asking them to send a resume or apply for your job online, we'd recommend a different call to action.) Tell them you want to have a conversation about what they'd want in their next opportunity rather than pitch them a job. Tell them you want to find out if your position is truly aligned with their aspirations. Make yourself an ally. Asking if they're open to hearing more about the role is a low-commitment question. So is telling them you'd just love to learn more about them—*regardless* of whether this is ultimately a role they'd be interested in.

That said, remember the likelihood that your recipient will be reading your email on their phone. Going into their calendar and pitching you some times may be more than they're willing to do. One strategy worth experimenting with is to tell them when you plan to call them ("I'll try catching you by phone this Thursday at 1:30"), and ask them to reply only if there's a time that's better for them. The less energy they have to expend, the better.

CTA

I'd love to tell you about our plan to open up a new market this year and about how we see experimentation and autonomy as central to a world-class process engineering team. If that sounds interesting to you, feel free to schedule a 30-minute intro call with someone on our TA team [here](#). And if we discover it's a ring you'd like to throw your hat into, I'd love to grab a coffee with you.

# 6

**Aim for a 2-minute-or-less read time.** It helps to include bullet points and break up the messaging into digestible paragraphs.

## Your signature should hold all the information talent needs to get in touch with you, learn more about the company, and get details on the position

Include your name and job title, and link to your LinkedIn profile so recipients can verify your humanity. Include your pronouns (she/her, they/them, etc.) as a way of affirming your allyship and showing that your company values diversity and inclusion. (You should display your pronouns on your LinkedIn profile as well.) Include the name of your organization and link to your About page or Careers page. If you've piqued their interest at all, your signature should make it easy for them to find out more.

Signature

I look forward to talking to you,

[Chris Haskins](#)

[Recruiting Manager, XYZ Manufacturing](#)

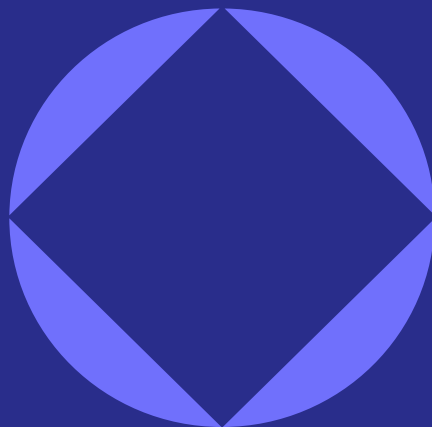
[\(he/him/his\)](#)

Keep in mind that this is your *initial* outreach (ideally you'll have up to three follow-ups); so it will contain more information than the other emails in your sequence. Still, it's possible to include all these elements—how you found them, why you want them, what the role is, and what your company can offer them in return for their skills—in a message that takes less than two minutes to read. Remember, the point is to generate enough curiosity to get them to respond. Anything more than that is probably too much.



## Real-world examples of great email outreach for technical talent

Here are some examples of strong outreach for digital roles. Though each example deploys a different collection of strategies, you'll notice they have two things in common:



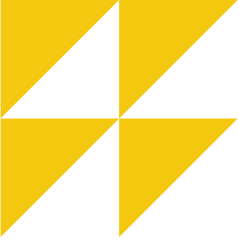
### 1 They make the recipient feel unique and uniquely spoken to

Gem's custom tokens help with this by personalizing outreach to digital talent in bulk. Dynamic tokens are variables—{first name}, {title}, {company}, {reason}—that you can insert anywhere into an email template. The personalized variable is automatically inserted into prospects' messages when sequences are sent in batch. This allows for personalization at scale.

### 2 They include “motivating factors”—the elements likely to prompt a response

Keep asking the question “What’s in it for them?” as you craft your outreach to prospective candidates.

“Motivating factors” might range from details of your employee value proposition (personal development opportunities, fulfilling responsibilities, remote work, gym memberships, innovation, diversity, social responsibility, etc.), to names of referrers and mutual acquaintances, to messages from hiring managers or the CEO. **Gem's send-on-behalf-of (SOBO) feature allows you to leverage your hiring manager or VP's voice and dramatically increase your chances of receiving a reply.**



If you're using Gem for outreach, analytics will help you determine your strongest subject lines and message content. This includes tracking which links are getting clicks—and which clicks prompt replies—to get a sense of what your most compelling content is.

Slice the data by gender, race/ethnicity, location, source, and more for greater visibility into what's working—and what demographics might require a more thoughtful (or new) approach than the one you're taking.

All recipients ▾
All stages ▾
211 messages sent  
excluding bounces

Recipients	Bounced (0)	Opened (65)	Clicked (37)	Replied (26)	Interested (7)	Converted (6)	
<b>76</b>	<b>0%</b>	<b>86%</b>	<b>49%</b>	<b>34%</b>	<b>9%</b>	<b>8%</b>	<a href="#">View link stats</a>



### Outreach Stats Take a tour

★ Save Reports ▾ Share ▾

Include Deprovisioned Team Members

Group by: Sequence ▾ Breakdown: Gender ▾

Name	First messages sent ▾	Follow-ups sent	Replies received	Interested candidates	Converted to process
▼ <b>Product Designer (Kate &amp; Melinda) May 1...</b>	236	204	20	3	3
Men	52 (22%)	49 (24%)	5 (25%)	-	-
Women	181 (77%)	153 (75%)	15 (75%)	3 (100%)	-
Non-binary	-	-	-	-	-
Unknown	3 (1%)	2 (1%)	-	-	-
▼ <b>Revisit Nurture Leads (Designer)</b>	160	148	11	5	1
Men	62 (39%)	57 (39%)	4 (36%)	1 (20%)	-
Women	96 (60%)	89 (60%)	7 (64%)	4 (80%)	-
Non-binary	-	-	-	-	-
Unknown	2 (1%)	2 (1%)	-	-	-
▼ <b>Renewals Manager</b>	26	60	17	9	10
Men	15 (58%)	22 (37%)	7 (41%)	3 (33%)	-
Women	11 (42%)	38 (63%)	10 (59%)	6 (67%)	-

## Subject: {{first\_name}}, join us in building the next-generation product at Zen/zo!

Hi {{first name}},

My name is Malika and I'm from the talent team at Zen/zo—one of the fastest-growing consumer goods companies in the world.

Your strong machine learning and data science experience and the work you've done {{reason}} at {{company}} are impressive—and really relevant to what the team here is looking for to continue transforming our product ideation.

We're seeking a Senior/Staff ML Data Scientist with your experience and expertise to be a key part of our Data Science team at our Minneapolis HQ. This is a pivotal role; and you'll be in an excellent position to contribute to decision-making, own significant initiatives, and make your mark on the organization.

Here's how we build [product].

Zen/zo has raised \$310 million in funding, at a valuation of \$2.2 billion. We've been named to the Forbes Most Valuable Brands list for three consecutive years, and recently won Product of the Year for [product] in the U.K.

Above all, we've built a company where employees have the support and trust they need to do the best work of their careers. That's why Forbes, Inc., and the Minneapolis Business Times named Zen/zo one of America's best places to work.

Here are a few other reasons you might be interested in joining:

- Named a top company to launch your career in 2023
- A 4.9 star rating on Glassdoor
- A day in the life of a Zen/zo data scientist
- Company values and principles (We're constantly working to clarify these values for ourselves, so feel free to ask questions!)
- Our matching gifts page (We match employee donations to local nonprofits and keep a public running tab on where that money has gone)

I'll save us some back-and-forth and give you a call at 12:30 this Thursday—but if that time doesn't work for you, send me another that works, and I'll be sure to reach out.

Malika Waller (pronouns: she/her)  
Recruiter, Zen/zo

Company growth

Flattery &  
Personalization

EVP

Signature

Company stability

EVP (continued)

Call to action

## Sparking curiosity

**Subject: {{first\_name}}, what's your next career move?**

Hi there {{first\_name}},

My name is Kelly Arnone and I'm the CEO at [Rose Hill Health](#), a medical device manufacturer making big waves in the wearable sleep aid space. 2023 is set to be our most significant growth year to date: we're on a mission to help the whole world sleep better.

## Personalization

I recently discovered your profile on LinkedIn, which led me to your article about engineering team leadership on Medium. If you're getting a lot of emails about career opportunities these days—and you probably are—I imagine you're not hearing much from CEOs directly. But I attribute the success we've seen so far at Rose Hill in part to my dedication to finding the best talent, putting them in the same room, and watching them thrive. That's why I commit so much of my own personal time to sourcing and outreach.

## Flattery

## EVP

Rose Hill's state-of-the-art audiovisual stimulation technology guides patients into a state of deep relaxation akin to meditation, accelerating physical recovery and improving mental well-being. I asked our engineers why they love working here. Here's what they said:

1. We're fast-paced with a balance of experiments and "big bet" projects. We have ambitious goals and the resources to meet them.
2. We promote a culture of "everyone is a CEO." That means everyone is challenged to run to problems and fix them—not just within the scope of their work.
3. We're a small but fully-remote team that pays equally across countries, with engineers currently in the US, Canada, Ireland, and the UK.
4. As an individual, you have a huge impact here. Other medical device companies with a similar number of patients have thousands of employees. We have just over 300.

If any of this sounds interesting to you, feel free to schedule a 30-minute intro call with someone on our TA team [here](#). And if we discover it's a ring you'd like to throw your hat into, I'd love to have a virtual coffee chat with you.

I look forward to getting to talk to you soon, {{first\_name}},

## Signature

Kelly Arnone  
CEO, [Rose Hill Health](#)

## Call to action



**Subject: Alo Manufacturing is leading in 3D printing. Care to join us?**

{{first\_name}}, hi, and happy {{day\_of\_week}}!

Sparking curiosity

I'm writing because Alo—a fast-growing climate tech startup in additive manufacturing—is looking for a talented Director - Data Platform. Don't worry that you don't have industry experience; you'll get to learn that with us.

Want to build products that positively impact the climate with a company that's grown to a successful Series D company with a plan for the future and the ability to get there? That's Alo. But we're not only a profitable multi-product company; we have values and a mission that will make a difference.

Company stability

EVP

Fun and supportive culture? Great Benefits? Transparent, honest communication? Personal development? Daily Lunch? Game Room? We got all that... we're just missing you. Join us and help change manufacturing for the better.

What Alo can offer you:

- Meaningful work with an environmental mission
- Competitive compensation
- Exceptional benefits, including medical, dental and vision, FSA
- 401k with company matching
- Generous vacation policy
- Subsidized gym membership
- A hybrid work schedule (3 days in office & 2 days work from home)
- Modern open office in beautiful Long Beach
- Catered, free lunches
- Free parking

EVP (continued)

Do you have time to jump on a call this week? I'd love to hear more about your background, your current projects, and your career aspirations... and of course, to tell you more about Alo.

Call to action

Signature

Chris Haskins  
 Recruiting Manager, Alo Manufacturing  
 (he/him/his)

*We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender, gender identity or expression, or veteran status. We are proud to be an equal opportunity workplace.*

Emphasis on Inclusion

**Subject: {{first\_name}}, looking for the best back-end engineers in Boston!**

Flattery

Hello {{first\_name}}!

Personalization

My name is Temi and I'm working alongside our CTO, [Erika](#), at [XYZ Financial](#) to find some of the most passionate and inspiring back-end engineers to grow our current team. I've been looking at your GitHub profile and just called Erika over to show her the most recent debugging feature you published there. Needless to say, Erika's thrilled: We're actually working on a similar project right now that I'd love to tell you more about.

Company stability

XYZ Financial is an account aggregation technology looking to make big waves in financial services. Last year we opened our second engineering hub in Boston, [raised \\$47M in funding](#), and we're on track to double in size by next year. Our next few hires will be critical, as they'll shape the engineering culture of our new office.

EVP

What it's like to work on the eng team:

- No product managers. You'll own and drive the product from start to finish.
- Tons of growth opportunity as we expand from a team of 6 to 20+ by the end of the year.
- Write meaningful code that supports our users in experiencing financial freedom.
- Tackle technical challenges across internal tooling, guest experience, authentication, and data.
- Work on a collaborative team of top developers who are forward-thinking, creative, and product-focused.

Call to action

If you'd like to know more about our Engineering Team, you can check out our [Engineering Handbook](#). And if you'd like to know more about XYZ Financial, you can check out our [LinkedIn page](#), ask me directly through this e-mail, or send a [PM to my LinkedIn](#)!

I look forward to hearing from you!

Signature

[Temi Williams](#)  
Recruiting Manager, [XYZ Financial](#)



## How Gem can help

Sourcing passive talent not only leads to a healthy pipeline, it also reduces time-to-hire. Sourced candidates are **4–5x more likely to be hired** than inbound candidates are. Yet recruiters often struggle to surface this talent and engage with them.

Gem ties all your critical tools together—your ATS, your email, the places you seek out candidates—and automates your workflows, from 1-click upload to follow-ups.



## Fill your pipeline with quality digital candidates from any database—fast

Gem lets you source for *any* role from *any* site: LinkedIn, Github, SeekOut, Facebook, Twitter, Indeed... wherever you're looking for talent.

Gem's Chrome extension auto-captures prospective candidates' information directly—first and last name, title, work history, and more—saving sourcers and recruiters hours of manual labor. Now it's easier than ever to build pipelines of candidates.

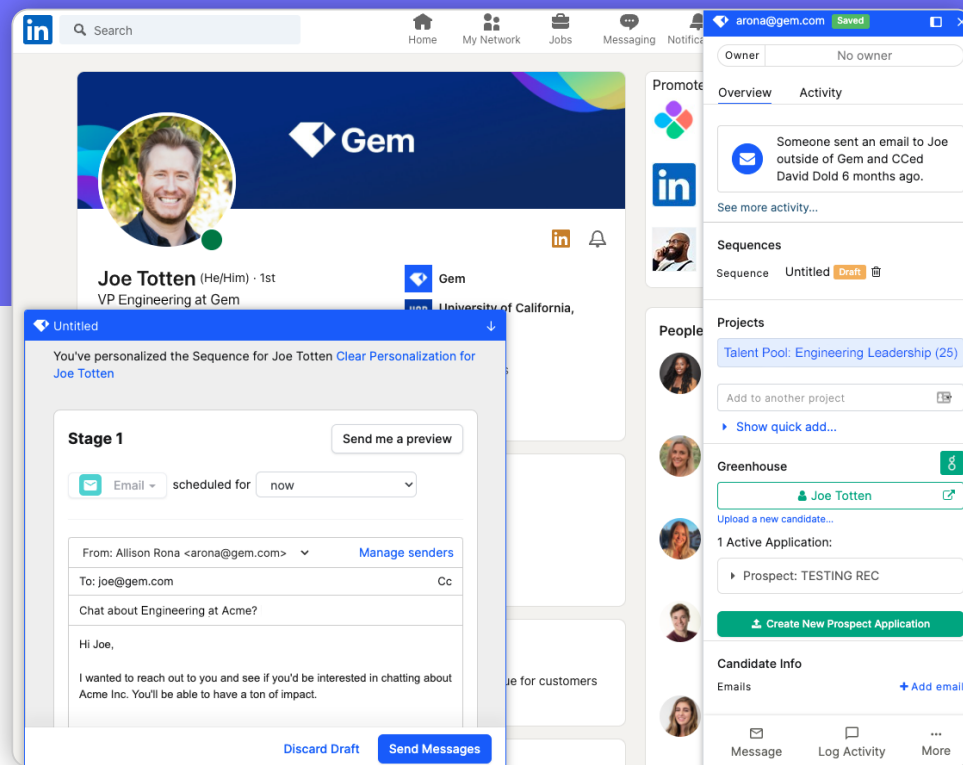
**Sequences & templates:** Dynamic email templates use tokens automatically pulled from prospects' profiles for personalization at scale.

**Automated follow-ups:** Say goodbye to time-intensive manual followups and spend more time building candidate relationships.

**Email addresses and phone numbers:** Gem serves up contact information you can trust.

**Talent pools:** Build lists of candidates to reach out to for open and future roles, set-and-forget follow-ups and long-term nurture campaigns.

**Rules of engagement:** Improve candidate experience and prevent duplicate outreach with access to ownership for every prospect profile—along with an entire history of who on your team has engaged with that prospect in some way.



**Send-on-behalf-of:** Exponentially increase response rates by sending outreach "from" hiring managers or executives with email aliases.

**Events:** Send invites, track attendance, follow up, and measure who converts into process.

"When I came to Pure Storage and was shown Gem, I immediately thought, Oh, this is a godsend. I no longer had to send follow-ups manually or keep track of whom to follow up with on my own trackers."

**Brian Wilhelm**  
Senior Technical Sourcer



## Source from warm leads

The recruiters across your organization have interviewed a host of digital candidates over the years, and not everyone has been offered a role. Your team has an entire pool of “silver medalists” it’s cultivated relationships with— talent who knows your organization, has bought into your product and culture, and who may be interested in a new role. So say goodbye to sourcing from scratch, and cut your time-to-hire by sourcing those warm candidates from your ATS and CRM.

Gem’s Candidate Rediscovery surfaces talent profiles from within your silver medalist pool. Filter by criteria such as stage reached, rejection reason, source, DEI attributes, or interview feedback; easily add prospects to a re-engagement sequence; or share candidates between teams.

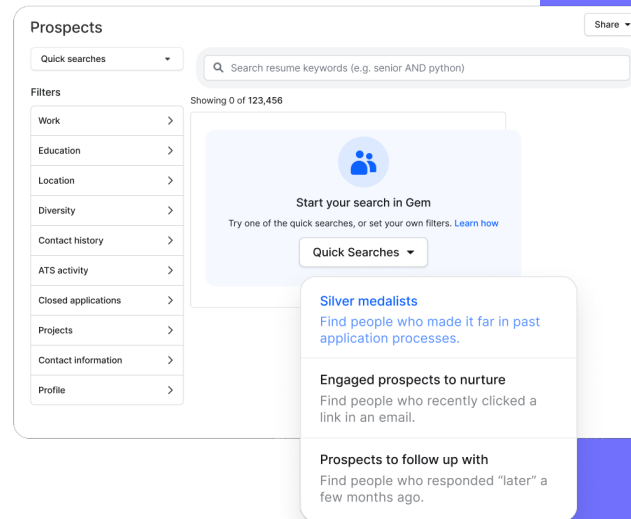
## Track what matters

You can’t improve upon what you don’t measure. Gem’s Outreach and Content Stats automatically track the success of all outreach, and let sourcers and recruiters A/B test elements of their messaging such as subject lines. Which content sees the highest interested rates, and ultimately converts the most candidates into process?

**Open, click, & reply tracking:** Know who opened your email, and when. Track click activity, link engagement, and all responses in one place across your team. Sourcers and recruiters can discover best practices and optimize their outreach with this data.

**Visibility into recruiter activity:** Analyze activity by team member and track KPIs: numbers of LinkedIn views, prospects added to Gem, first messages and follow-ups sent, replies received, and candidates converted to process.

**Track diversity automatically:** Diversity efforts must begin at the very top of the funnel. Dig into the demographics of the recipients of your outreach, filtering by gender and race/ ethnicity. Are your team’s reachouts equitable? Are there elements of your messaging that are inadvertently alienating certain groups?



“I easily saved over \$125,000 in my first year on agency fees for the roles I filled with Gem sequences. Gem has paid for itself well over 9x—a more-than 1000% ROI, just in the roles that I recruit for as a working manager.”

**Blake Thiess**  
Director of Talent Acquisition



## Keep track of all candidate conversations in one place

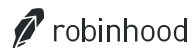
Whether you're sending InMails, messages on Indeed, or text messages, Gem serves as the central hub for all prospect and candidate communications.

When you message and add candidates to Gem from wherever you source, all interactions sync back into the candidate's activity feed. Every member of your recruiting team has visibility into that feed. Say goodbye to siloed conversations, and hello to visibility and collaboration.



“Gem seems to have been built intentionally for sourcers and recruiters to not only become more efficient and optimize their top-of-funnel workflow, but also to leverage data and make smarter decisions.”

**Joe Gillespie**  
Recruiting Leader



“We’ve tried everything and Gem is the first product to delight our hiring managers. Now, everyone’s involved in the hiring process—our entire company is an extension of the recruiting team!”

**Thomas Carriero**  
Chief Product Development Officer



Gem's end-to-end modern recruiting solution empowers talent acquisition teams to engage their entire talent network, optimize sourcing efforts, and uncover actionable insights that guide smarter, forward-looking decisions. Gem works alongside LinkedIn and other places that you source, while integrating with Gmail, Outlook, and your ATS. Find the talent you need to meet hiring targets and scale your teams with Gem.

To learn more and see a demo, visit [gem.com](https://gem.com)



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**Lauren Shufan, Author**

Lauren is a content strategist with a penchant for 16th-century literature. When they're not trying to tap into talent teams' pain points, they're on their yoga mat or hiking the hills of Marin County. Come at them with your favorite Shakespeare quote.

