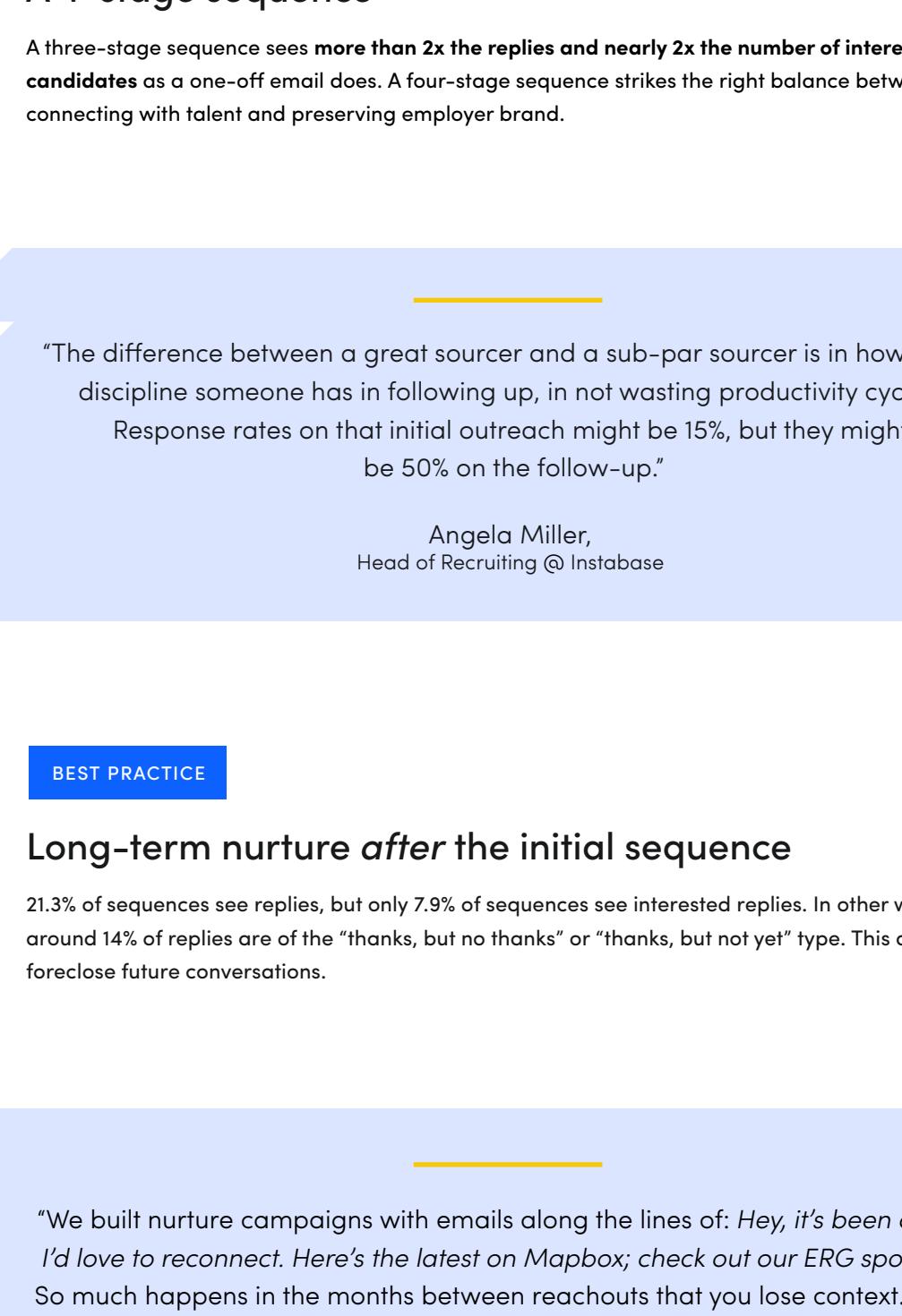


2022-2023 recruiting email outreach

benchmarks and best practices
for messaging passive talent

Despite the market downturn of 2022, many roles remain competitive. Gem's [benchmarks and best practices](#) are drawn from around 10 million outreach sequences to help you understand what kinds of messages are statistically more likely to resonate with those prospective candidates you're working so hard to attract.

Email outreach: aggregate benchmarks



Number of stages in an email sequence

The first email sees a 61.4% open rate, 8.3% reply rate, and 3.9% interested rate.	By the second email, most sequences have cumulatively seen a 73.5% open rate, 15.8% reply rate, and 6.2% interested rate.	By the third email, most sequences have cumulatively seen a 77.4% open rate, 20.2% reply rate, and 7.5% interested rate.
By the fourth email, most sequences have cumulatively seen a 78.2% open rate, 21.2% reply rate, and 7.9% interested rate.	By the fifth email, most sequences have cumulatively seen a 78.3% open rate, 21.3% reply rate, and 7.9% interested rate.	

BEST PRACTICE

A 4-stage sequence

A three-stage sequence sees **more than 2x the replies and nearly 2x the number of interested candidates** as a one-off email does. A four-stage sequence strikes the right balance between connecting with talent and preserving employer brand.

Long-term nurture after the initial sequence

21.3% of sequences see replies, but only 7.9% of sequences see interested replies. In other words, around 14% of replies are of the "thanks, but no thanks" or "thanks, but not yet" type. This doesn't foreclose future conversations.

"We built nurture campaigns with emails along the lines of: Hey, it's been awhile; I'd love to reconnect. Here's the latest on Mapbox; check out our ERG spotlights. So much happens in the months between reachouts that you lose context. Gem's Activity Feed offers a bird's-eye view of our history with a prospect; often it's enough to base my re-engagement on."

Brie Bastidas,
Head of Technical Recruiting @ Scale AI
(formerly @ Mapbox)

Spacing sequence cadence

TIME BETWEEN STAGES 1 & 2:	TIME BETWEEN STAGES 3 & 4:
1 day	1 day
15.1% open rate	7.3% open rate
8.8% reply rate	6.7% reply rate
3.3% interested rate	1.9% interested rate
2 days	2 days
14.6% open rate	5.8% open rate
9.0% reply rate	7.5% reply rate
3.0% interested rate	2.4% interested rate
3 days	3 days
13.4% open rate	5.9% open rate
8.5% reply rate	7.6% reply rate
3.0% interested rate	2.1% interested rate
4 days	4 days
13.4% open rate	5.7% open rate
8.7% reply rate	7.1% reply rate
3.1% interested rate	2.3% interested rate
5 days	5 days
13.4% open rate	5.8% open rate
8.3% reply rate	7.8% reply rate
3.0% interested rate	2.2% interested rate
6 days	6 days
12.7% open rate	5.4% open rate
9.1% reply rate	7.4% reply rate
3.4% interested rate	2.5% interested rate

Personalize subject lines

Teams should generally include at least one token in their subject lines. It can make a **nearly 5% (4.8%) difference in open rates**. Which tokens work best for you will be worth testing.

"From" names

25% open rates	13% reply rates	Sequences that didn't get a response in Stage 1 saw a 25% increase in open rates and a 13% increase in reply rates when Stage 3 was sent on behalf of someone else.
57% open rates	39% reply rates	Sequences that didn't get a response in Stage 1 and 2 saw a 57% increase in open rates and a 39% increase in open rates when Stage 3 was sent on behalf of someone else.
57% open rates	16% reply rates	Sequences that didn't get a response in Stage 1, 2, and 3 saw a 57% increase in open rates and a 16% increase in reply rates when Stage 4 was sent on behalf of someone else.

Vary your sender

This is especially important for hard-to-fill roles. A best practice is to have *at least* the first email come from a recruiter, and to wait until the second email (or beyond) to send on behalf of a hiring manager or executive.

"When it's done well, Gem's SOBO is super advantageous. I recently combed my network and gave a recruiter 20 or so referrals. And I was like, *This person I met at a conference; this person I've had multiple conversations with; so when you reach out on behalf of me, please say this*. When someone responds, I get a copy of that reply. And then I have a back-and-forth with them."

Arquay Harris,
VP of Engineering @ Webflow

Send times: overall best send times by day of the week

- Monday sees the best overall open rates (61.6%), followed by Sunday (61.4%)
- Still, there's little variation in open rates from Sunday-Friday (61.2% - 61.6%)
- Saturday sees the worst overall open rates (58.3%)

Best send days & times by role

Engineers
Sunday at 12 pm: 62.4% open rate
Sunday at 8 pm: 62.3% open rate
Sunday at 11 am: 62.2% open rate

Product
Saturday at 10 am: 77.1% open rate
Saturday at 11 am: 72.5% open rate
Monday at 1 pm: 72.4% open rate

Marketing
Sunday at 10 pm: 71.1% open rate
Sunday at 6 pm: 69.6% open rate
Thursday at 5 pm: 69.2% open rate

Sales
Sunday at 5 pm: 67.8% open rate
Thursday at 6 pm: 64.3% open rate
Sunday at 2 pm: 63.2% open rate

For more outreach benchmarks and insights from Gem, download "The definitive guide for recruiting email outreach" [here](#).

Curious about how Gem can help you build pipelines, automate outreach, and nurture talent? Learn more [here](#).