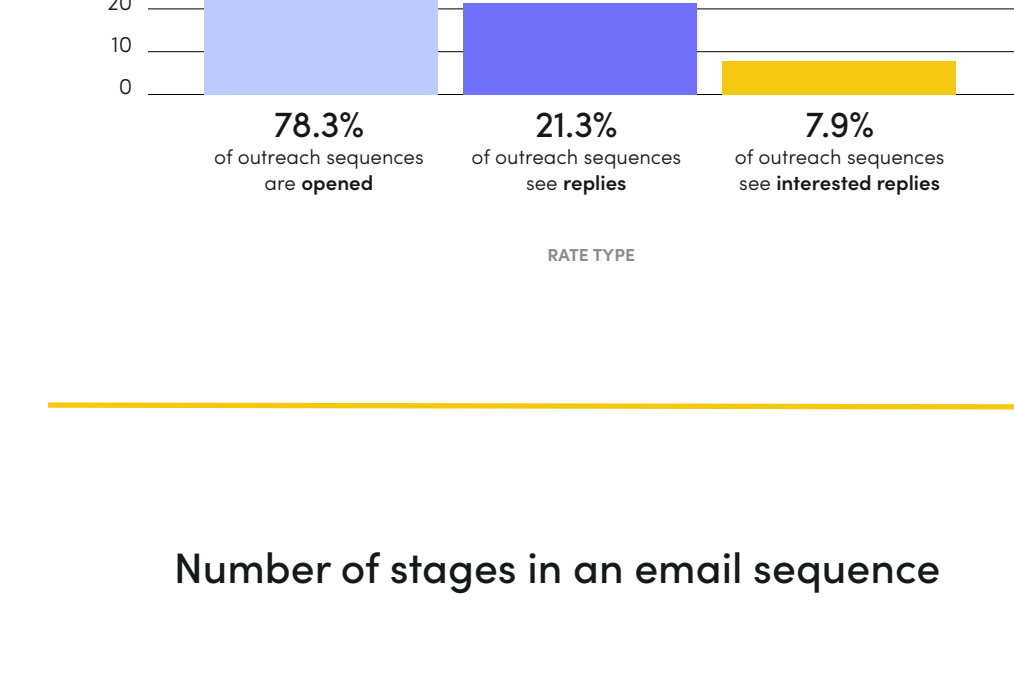


2022-2023 recruiting email outreach

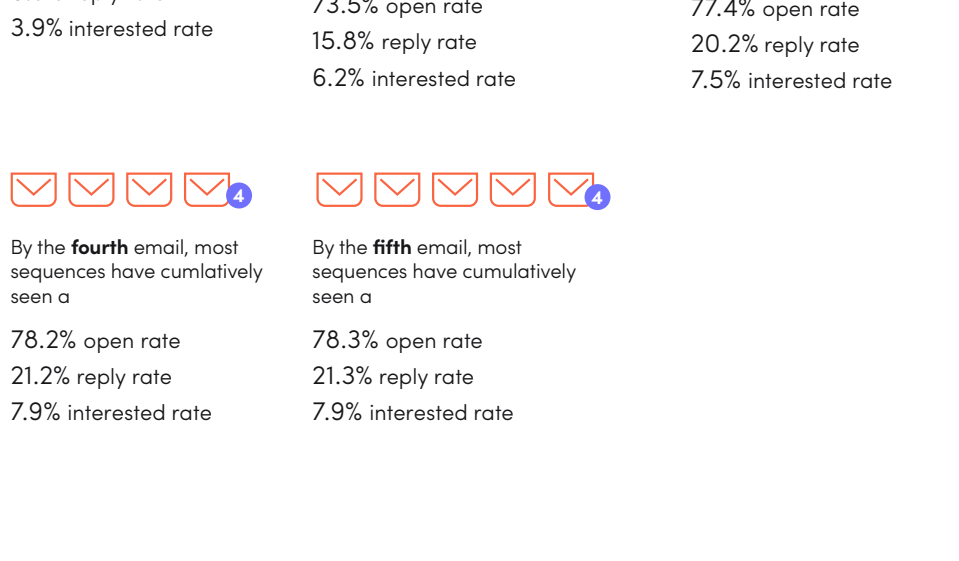
benchmarks and best practices for messaging passive talent

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



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.

"The difference between a great sourcer and a sub-par sourcer is in how much discipline someone has in following up, in not wasting productivity cycles. Response rates on that initial outreach might be 15%, but they might be 50% on the follow-up."

Angela Miller,
Head of Recruiting @ Instabase

BEST PRACTICE

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	Open Rate	Reply Rate	Interested Rate
1 day	15.1%	8.8%	3.3%
2 days	14.6%	9.0%	3.0%
3 days	13.4%	8.5%	3.0%
4 days	13.4%	8.7%	3.1%
5 days	13.4%	8.3%	3.0%
6 days	12.7%	9.1%	3.4%

BEST PRACTICE

Experiment with 1 and 6 days

1 day will instill a sense of urgency and/or excitement, and is likely to see the highest open rates; while 6 days gives prospective candidates time to contemplate your offer, and is likely to see the highest *interested* rates.

"One pattern our team at Dropbox observed is that six days was a bit of a magic number when it came to email outreach cadence. It meant we were always catching the prospect on a different day of the week, which increased our chances of eventually hearing back from them. It also meant we were allowing enough breathing space between touches to give the prospect time to turn over what we were offering."

Mike Moriarty,
Operating Partner, Talent @ Human Capital
(formerly Global Head of Talent Acquisition @ Dropbox)

Subject line personalization

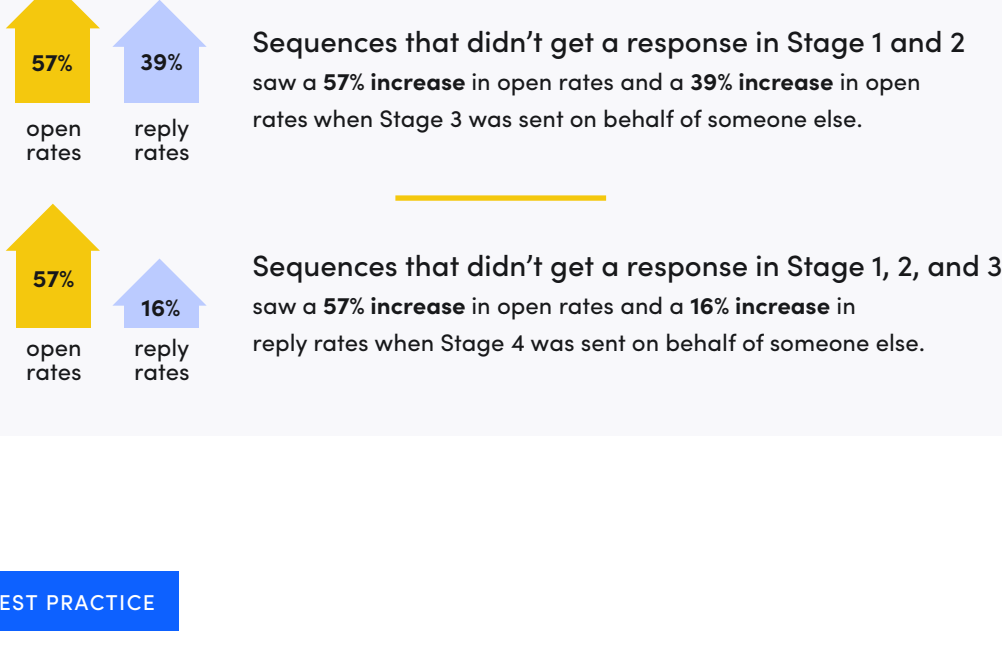


BEST PRACTICE

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



BEST PRACTICE

Vary your sender

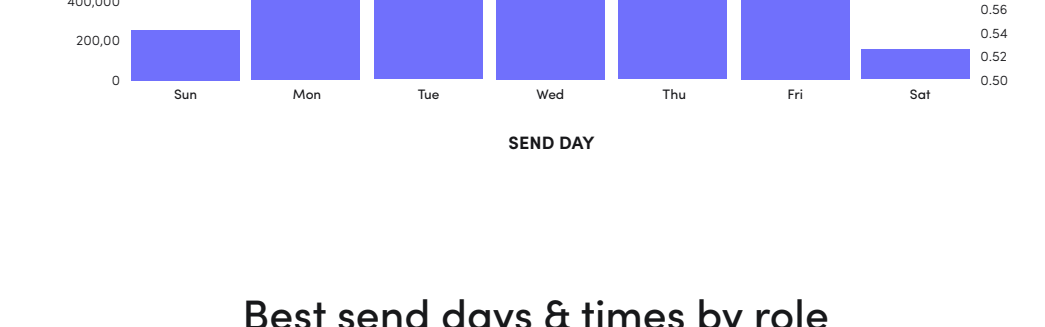
This is especially important for hard-to-fill roles. A best practice is to have *at least* the first email come from a recruiter, and to wait until the second email (or beyond) to send on behalf of a hiring manager or executive.

"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 to that person, and then 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

Role	Best Send Day & Time	Open Rate
Engineers	Sunday at 12 pm:	62.4%
	Sunday at 8 pm:	62.3%
	Sunday at 11 am:	62.2%
Marketing	Sunday at 10 pm:	71.1%
	Sunday at 6 pm:	69.6%
	Thursday at 5 pm:	69.2%
Recruiting/HR	Thursday at 12 am:	67.0%
	Wednesday at 6 am:	65.3%
	Monday at 8 pm:	65.3%
Sales	Sunday at 5 pm:	67.8%
	Thursday at 6 pm:	63.2%
	Sunday at 2 pm:	63.2%

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](#).