# Gem

# Best Practices for Recruiting Email Outreach

We dug into our own data at Gem—over 5 million outreach sequences—to tell the story about what works in our customers' outreach endeavors. Here are the highlights from that data. For more details about the kinds of messages that are statistically likely to resonate with, and encourage responses from, prospective candidates, download the full guide **here.**

## A 4-stage outreach sequence strikes the right balance between connecting with talent and preserving employer brand

One email received a
**14% reply rate**

Two emails received a
**24% reply rate**

Three emails received a
**29% reply rate**

Four emails received a
**32% reply rate**

✓ Follow-ups exponentially increase your response rates and interested rates

## 5-6-6 is our customers' most common sequence cadence

**FIRST**   **THIRD**

**5 Days**   **6 Days**   **6 Days**

**SECOND**   **FOURTH**

✓ A 5-6-6 cadence leads to email delivery on a different day of the week throughout the sequence, **increa**sing the likelihood you'll catch talent on a "down" day

## Best send times are role-dependent

Sunday outreach—particularly outreach sent Sundays between 8 and 10 pm—does surprisingly well; but "best times" were much more nuanced when we dug in by role:

**Engineering Managers (Average Open Rate: 72%)**
Emails sent Sundays at noon perform
**9%**
**better** than the average

**Product Marketing Managers (Average Open Rate: 73%)**
Emails sent Mondays at 10 am perform
**9%**
**better** than the average

**Sales (Average Open Rate: 58%)**
Emails sent Sundays at noon perform
**8%**
**better** than the average

**Customer Success (Average Open Rate: 67%)**
Emails sent Thursdays between 3 pm - 5 pm perform
**9%**
**better** than the average

✓ Across roles, outreach sent **Sundays** between **8 and 10 pm** sees **78% and 79%** open rates

## Highly-personalized outreach delivers the best ROI

↳ **... increasing response rates by almost 30%**

Sourcers and recruiters who send both one-off messages and outreach campaigns using {{reason}} tokens see average reply rates of 42-44%, while batch outreach that *doesn't* use a {{reason}} token sees average reply rates of only 32%

✓ Deep personalization—explaining to a candidate why you're reaching out to *them* specifically—will be well worth your time