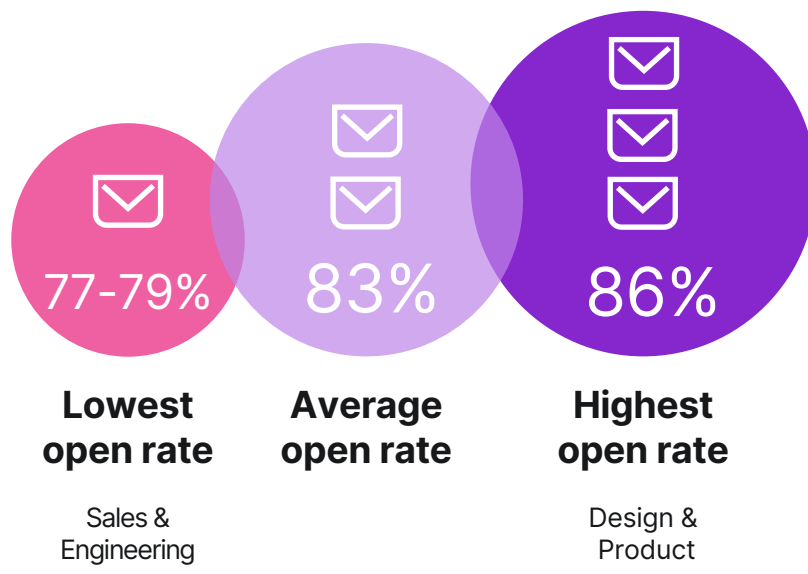


Recruiting Email Outreach Benchmarks

The following data on email open and reply rates was drawn from Gem's database of nearly 2 million recruiting email outreach sequences. To learn more, download our full Recruiting Benchmarks Report—packed with outreach stats, full-funnel conversion rate averages, and diversity data—[here](#).

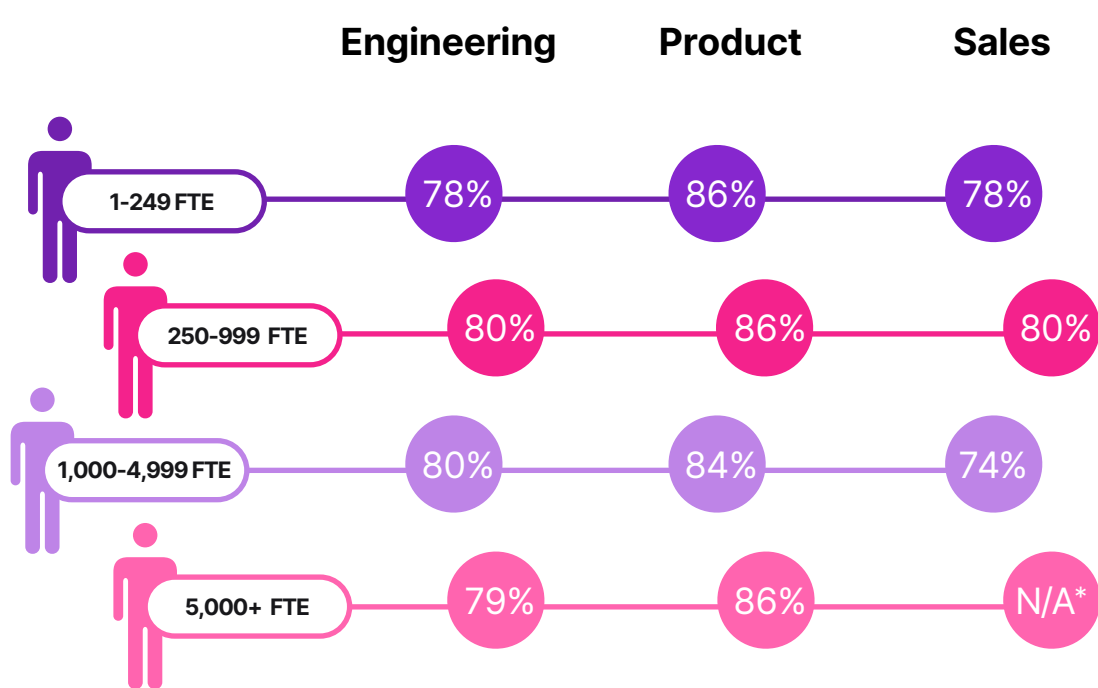
For a three-stage email sequence, the average open rate is 83%

Indeed, Gem's customers all see average open rates of 83% across their roles: there is no direct correlation between open rates and company size. Sales professionals, followed closely by engineers, have the *lowest* email open rates. The roles with the *highest* average open rates are design and product roles.



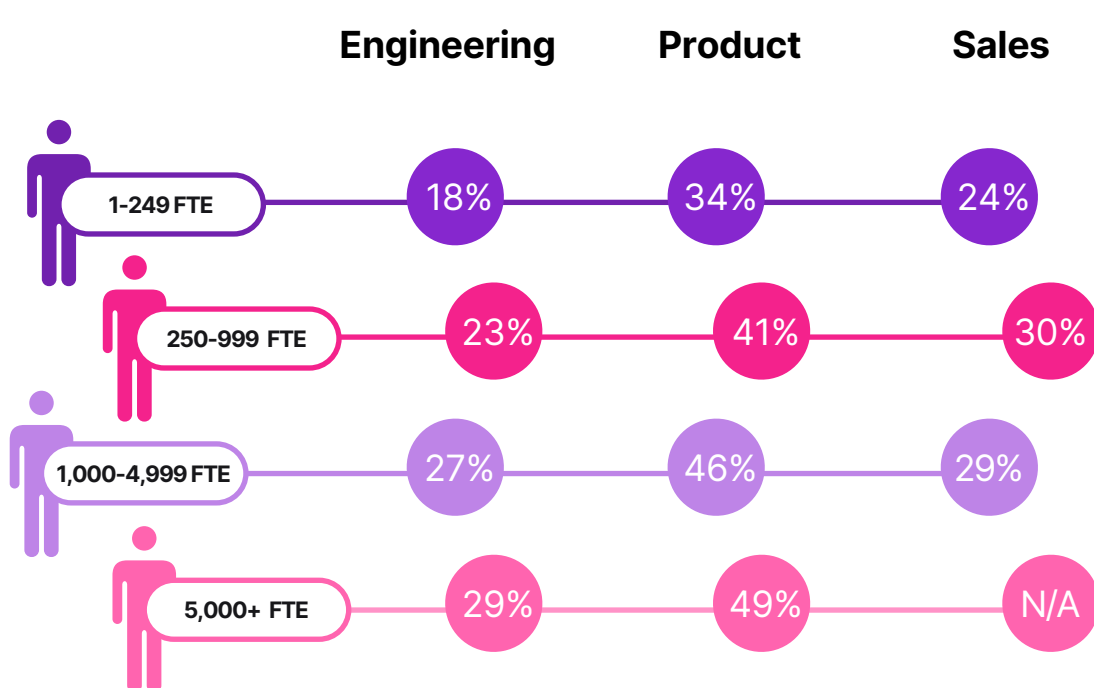
✓ The moral of the story? Use a solution that allows you to A/B test, and put a little extra time into your subject lines for sales and engineer roles.

Email Open Rates by Company Size & Role



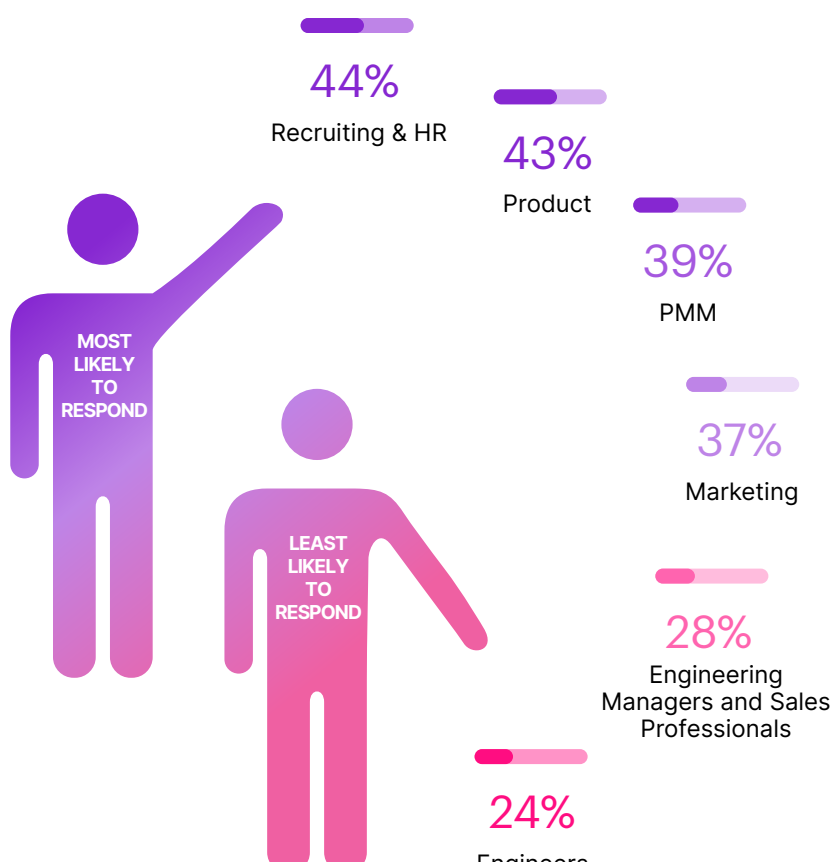
* We do not have a large enough data set (< 500 sequences) on these roles to provide average open rates with confidence.

Email Reply Rates by Company Size & Role



✓ There is a direct correlation between company size and response rates. While they see the same open rates as their smaller competitors, larger companies see significantly higher response rates from prospective candidates.

Average Reply Rates by Role



✓ Consider a solution that allows you to track content stats such as click-through rates. You can optimize your outreach efforts for these roles based on recipient behavior.

To see more insights on recruiting benchmarks, download our full report [here](#).

To learn more about how Gem can automate your outreach, help diversify your pipeline, and offer your team data-driven insights, visit gem.com.