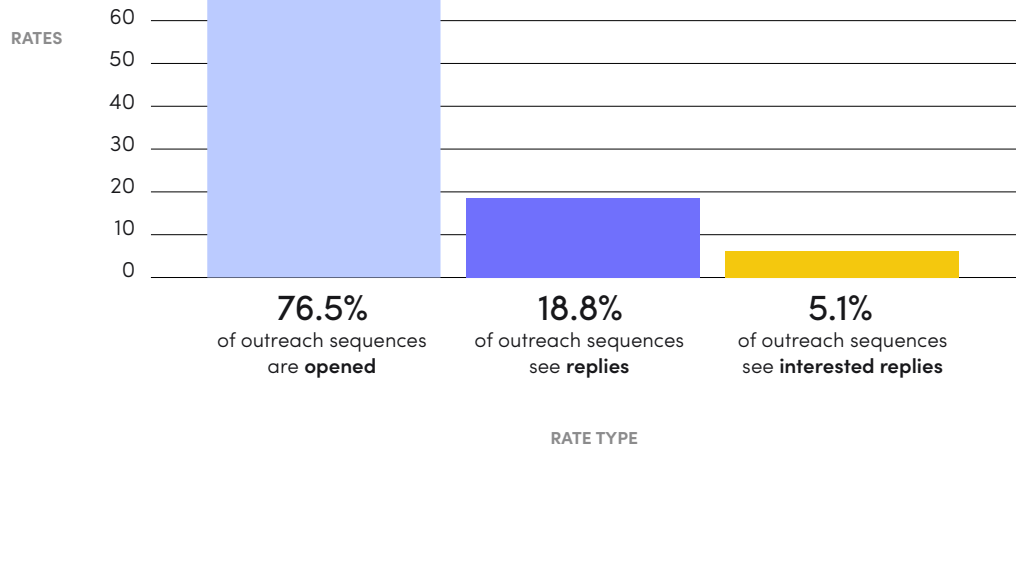


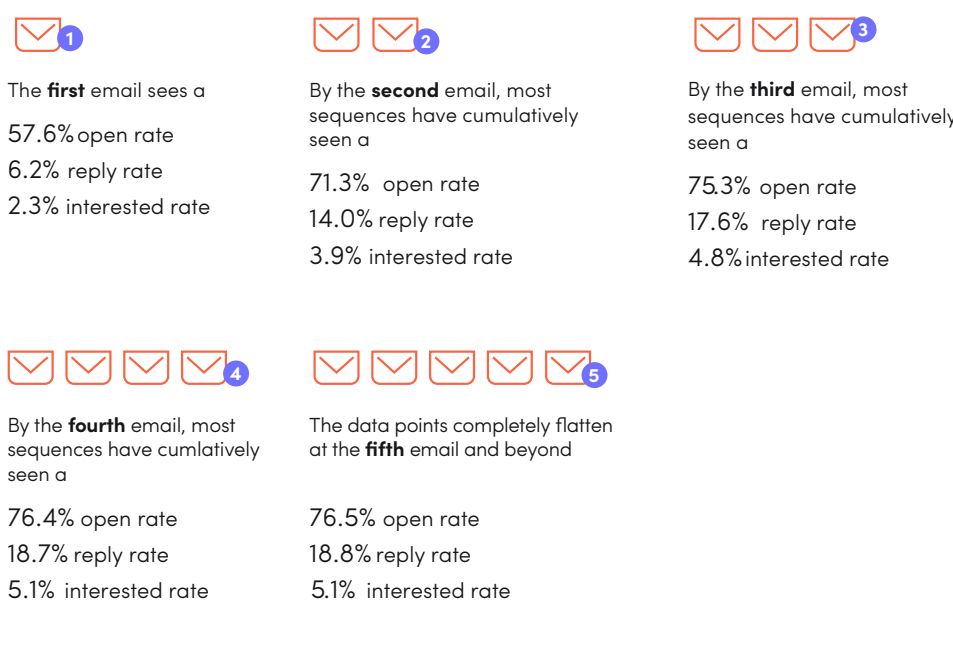
# 2022-2023 staffing email outreach benchmarks and best practices for messaging passive talent

Despite the market downturn of 2022, many roles remain competitive. Gem's staffing benchmarks and best practices are drawn from 7.5 million emails and 2.6 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



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### A 4-stage sequence

A three-stage sequence sees nearly 3x the replies and more than 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.

"I typically send 3-4 messages with 3-5 business days between each one. Good engineers are busy, and they're getting emailed dozens of times a day by recruiters. They won't always see your first few emails. If you can spread your outreach messages out over a month's time, there's a better chance they'll have some free time to clean out their inboxes, and one of your emails will suddenly be closer to the top—or at least they'll notice you're committed to connecting."

JJ Damin,  
Founder @ Mission Bay Talent

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### Long-term nurture after the initial sequence

18.8% of sequences see replies, but only 5.1% 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.

## Spacing sequence cadence

| Time Between Stages 1 & 2   | Time Between Stages 2 & 3  |
|---|--|
| <b>1 day</b><br>17.6% open rate<br>15.9% reply rate<br>1.6% interested rate | <b>1 day</b><br>7.3% open rate<br>5.6% reply rate<br>1.0% interested rate  |
| <b>2 days</b><br>15.3% open rate<br>9.6% reply rate<br>1.7% interested rate | <b>2 days</b><br>6.4% open rate<br>5.5% reply rate<br>1.5% interested rate |
| <b>3 days</b><br>15.9% open rate<br>9.0% reply rate<br>1.5% interested rate | <b>3 days</b><br>6.2% open rate<br>4.6% reply rate<br>1.1% interested rate |
| <b>4 days</b><br>14.6% open rate<br>8.3% reply rate<br>1.9% interested rate | <b>4 days</b><br>6.2% open rate<br>5.2% reply rate<br>1.3% interested rate |
| <b>5 days</b><br>14.5% open rate<br>7.8% reply rate<br>1.9% interested rate | <b>5 days</b><br>6.4% open rate<br>5.3% reply rate<br>1.5% interested rate |
| <b>6 days</b><br>16.5% open rate<br>7.6% reply rate<br>2.1% interested rate | <b>6 days</b><br>5.8% open rate<br>5.9% reply rate<br>1.6% interested rate |

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### 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.

"Our cadence tends to vary depending on the client and whether we have access to internal email. Typically we'll send the first message in the afternoon (Mon-Thurs), the second 2-3 days later, the third about four days after that, and a fourth about a week or so later. As of late, given the urgency the market is creating, our sequences have been quick to roll out: 2 weeks or so."

Alyssa Garrison,  
Co-Founder @ Techmate Talent

## Subject line personalization



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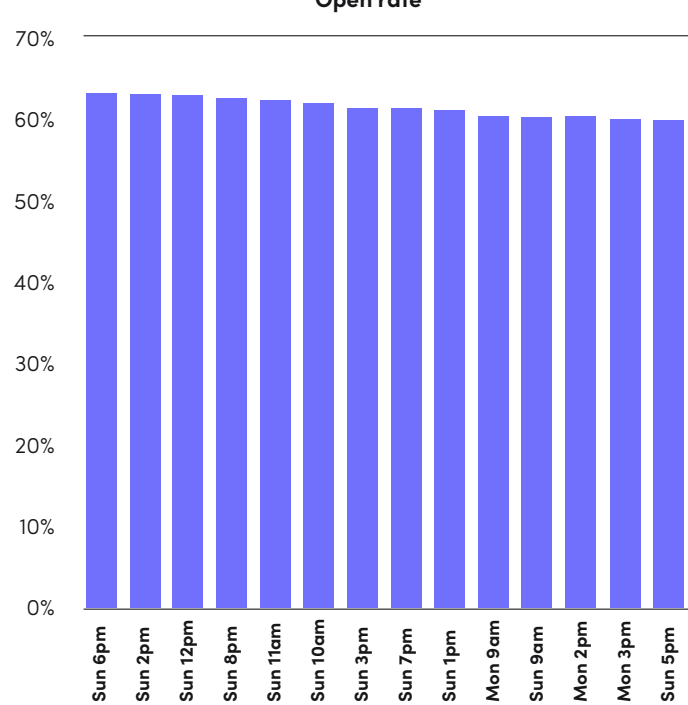
### Personalize subject lines

Based on Gem's open rate data, staffing firms should include more than one token in their subject lines. It can make a more-than 8% difference in open rates compared to not using a token at all.

And two tokens is better than one. Our suspicion? Top talent can smell bulk personalization. Use a solution that allows you to personalize more than one subject line element at a time.

## Send times: consider Sunday sends

What we've discovered at Gem is that Sunday outreach—particularly outreach sent Sundays at 6 pm, 2 pm, and noon—tends to do surprisingly well for staffing agencies, seeing 63.3%, 63.1%, and 62.9% open rates, respectively.



## Best send times: tech v. non-tech

| Best send times: tech roles      | Best send times: non-tech roles   |
|----------------------------------|-----------------------------------|
| Sunday at 2 pm: 63.9% open rate  | Sunday at 6 pm: 64.3% open rate   |
| Sunday at noon: 63.7% open rate  | Sunday at 7 pm: 63.2% open rate   |
| Sunday at 1 pm: 63.0% open rate  | Thursday at 6 pm: 62.1% open rate |
| Sunday at 11 am: 62.9% open rate | Sunday at 8 pm: 61.8% open rate   |
| Sunday at 6 pm: 62.9% open rate  | Monday at 9 am: 61.5% 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](#).