



The definitive guide for staffing email outreach

benchmarks and best practices for messaging passive talent



Introduction

Amidst the market downturn of 2022, recruiting agencies and staffing firms are acutely aware of one thing: the roles they're hiring for are as competitive as ever. **80% of separations** are now initiated by employees (for context, it was 40% in 2020). More than 4 million workers have quit jobs of their own volition every month in the U.S. for most of 2022, including—most recently—**4.2 million** in June, **4.18 million** in July, **4.2 million** in August, and **4.06 million** in September. It's a trend that's set to continue for the foreseeable future.

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As talent—most of whom aren't actively looking, but are sought out—voluntarily quit their jobs for better opportunities elsewhere, the talent shortage is here to stay. Yes, freezes and layoffs are happening; but regardless of macroeconomic conditions, many roles remain competitive. And you're likely reading this because your clients' roles are among them.

Up to **80% of recruiting** now happens prior to application. And it now takes more than it's ever taken to engage with, and hold the attention of, talent. Of course, recruiting technologies (like Gem!) now exist that automate outreach and centrally track top-of-funnel work, giving staffing teams visibility into email open rates, click-through rates, response rates, and interested rates. With this data, every recruiting firm can examine and analyze the impact of its own unique efforts, and reiterate on and refine future outreach.

Still, it can be invaluable to see outreach benchmarks and best practices across the staffing industry for a broader story—backed by an abundance of data—of what works. That's why we've published "The definitive guide for staffing email outreach," at a time when outreach to passive talent means more than ever before. These insights and best practices are drawn from 7.5 million emails and 2.6 million outreach sequences, sent from June 1, 2021 to May 31, 2022. They cover:

- **The ideal number of stages in an outreach sequence, along with average reply and interested rates for each stage**
- **Best practices for sequence cadence**
- **The most successful personalization tokens for email subject lines, along with subject line best practices and examples of our customers' best-performing subject lines**
- **When to send messages on behalf of your clients' hiring managers—or when junior recruiters should send on behalf of their agency directors—for better open and reply rates**

As the trend of talent voluntarily quitting their jobs for better opportunities elsewhere continues, it seems the talent shortage is here to stay. Freezes and layoffs may be happening, but many roles remain competitive. We've published "The definitive guide for staffing email outreach" at a time when outreach to passive talent means more than ever before.



- **The best (and worst!) send times, broken down by day-of-week, hour-of-day, tech vs. non-tech, and more granularly by role**
- **Best practices for message length and content, along with the words most often used in outreach that elicits responses**
- **Diversity outreach benchmarks, as a way of keeping your firm thoughtful about whom it's reaching out to to fill those pipelines**

... along with insights from leading-edge talent acquisition professionals—many of them co-founders of recruiting agencies and talent firms—on their most effective messaging practices.

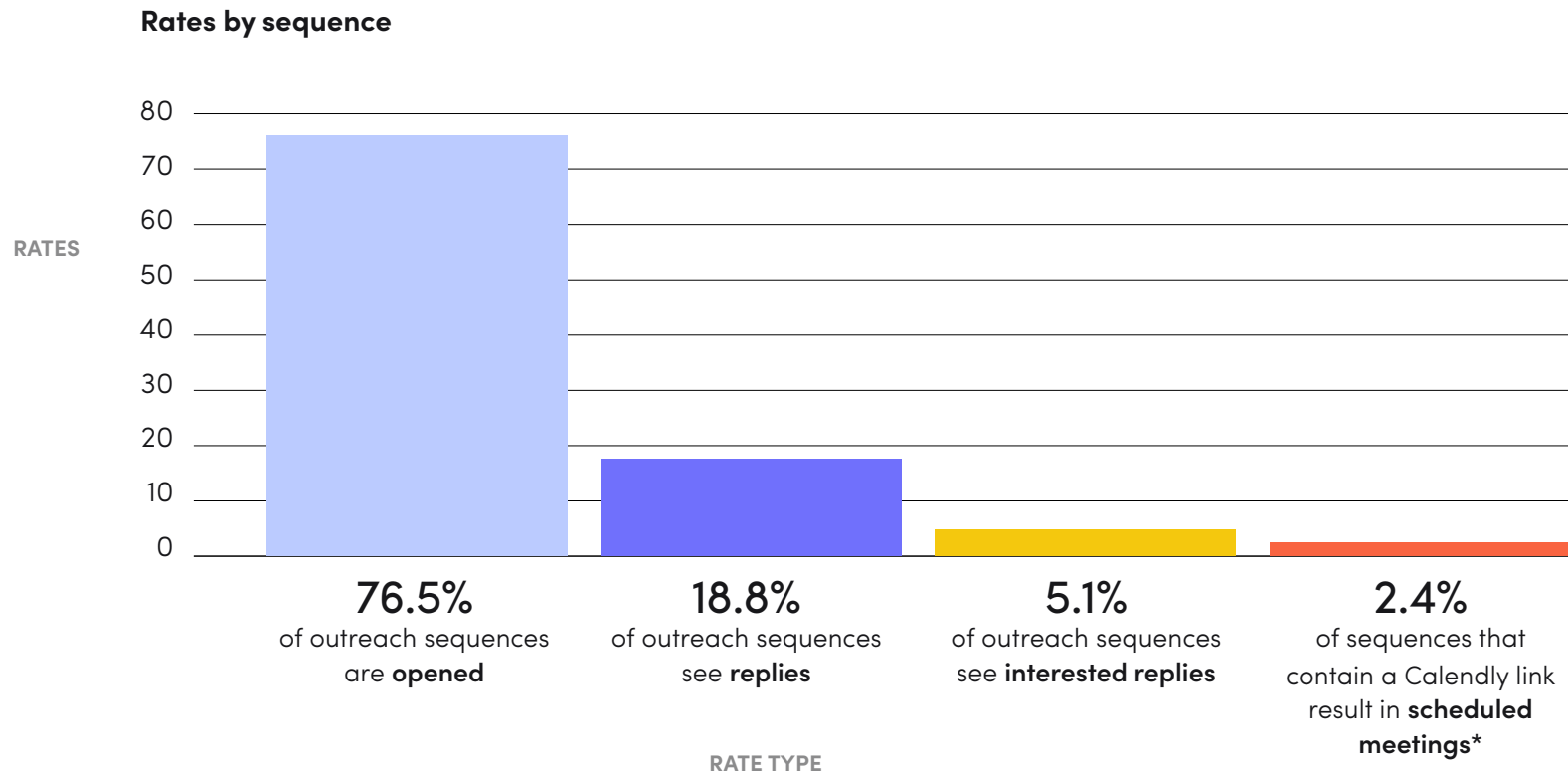
If it's up to us at Gem, every staffing firm will soon be internally equipped to discover its own best practices and start standing out in prospects' inboxes. In the meantime, we'll keep updating this guide to help you understand what kinds of messages are statistically more likely to resonate with your prospects.

Here's to joy and curiosity in your messaging journey.

Gem's staffing insights & best practices are drawn from 7.5 million emails and 2.6 million outreach sequences, sent from June 1, 2021 to May 31, 2022



Staffing outreach benchmarks



* Note: "Calendly scheduled" is calculated as a percentage of sequences where the Stage 1 message contained a Calendly link.



Number of stages in an email sequence



The **first** email sees a
57.6% open rate
6.2% reply rate
2.3% interested rate



By the **second** email, most sequences have cumulatively seen a
71.3% open rate
14.0% reply rate
3.9% interested rate



By the **third** email, most sequences have cumulatively seen a
75.3% open rate
17.6% reply rate
4.8% interested rate



By the **fourth** email, most sequences have cumulatively seen a
76.4% open rate
18.7% reply rate
5.1% interested rate

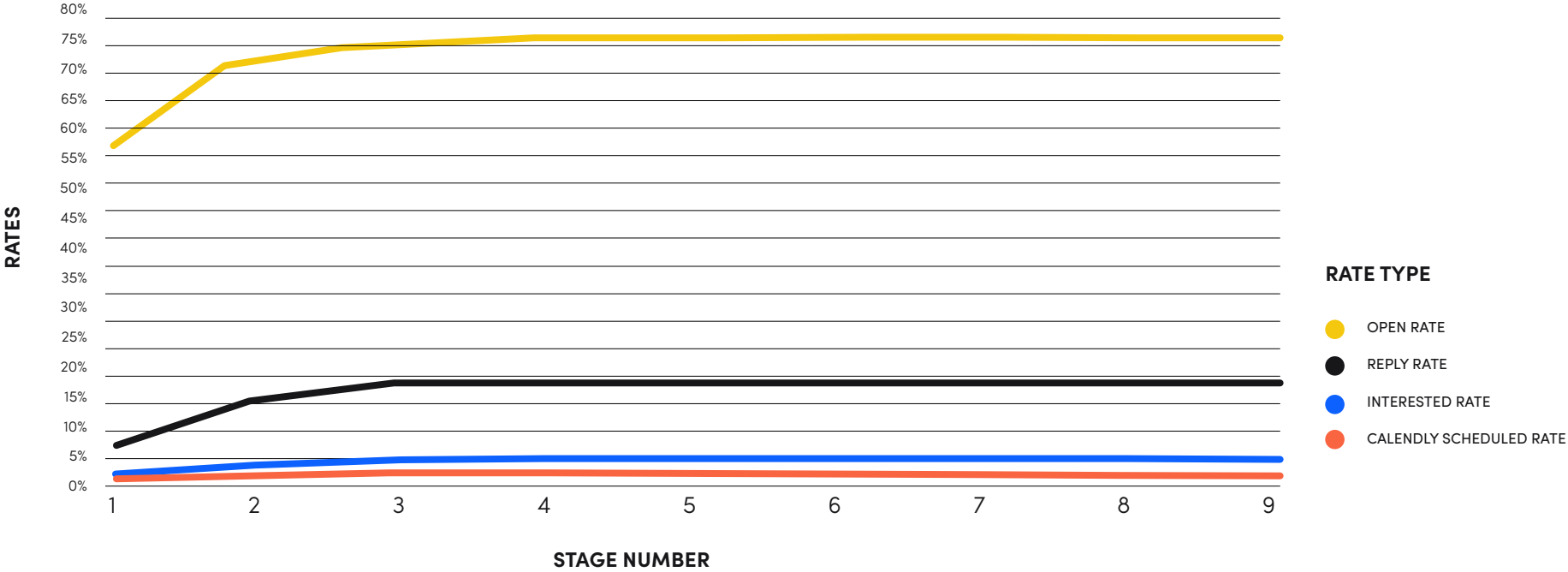


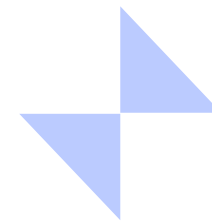
The data points completely flatten at the **fifth** email and beyond
76.5% open rate
18.8% reply rate
5.1% interested rate



Cumulative rates, as a percentage of sequences

Cumulative open, reply, and interested rates by sequence number





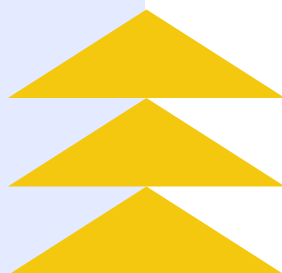
“When I work on a role, I typically have two sequences: the ‘mail sequence,’ which I use when I have the candidate's email; and the ‘LinkedIn sequence,’ which I use when I don't.

In the ‘mail sequence,’ I include 4 stages. The first two stages are emails, the third stage is a LinkedIn connection, and the last stage is another email. I do this because sometimes candidates don't reply to that first message, and a follow-up can improve response rates. I also add the LinkedIn connection because some candidates tend to reply that way... not to mention sometimes the email ends up in a spam folder. Connections are a good way to have more visibility.

In the ‘LinkedIn sequence,’ I only use two stages: an InMail and a LinkedIn connection. This one isn't as effective as the email sequence, but it's still better than a single stage.”

Paula Moniz Rodriguez
Talent Sourcer

acelr8



BEST PRACTICE

A 4-stage sequence

The takeaway? Send follow-ups! They'll exponentially increase your response and interested rates. As a general rule, the total number of responses goes up as the number of emails in a sequence increases. **A three-stage sequence, for example, sees nearly 3x the replies and more than 2x the number of interested candidates as a one-off email does.**

Remember that passive candidates are less likely to respond to that first (or second, or third) email for one simple reason: they're employed. Follow-up messages are effective because they let you experiment with timing, eventually catching prospects when they can process what you're offering.

That said, by stage three, most opens, replies, and interested replies have been captured; though we see incremental gains from sending a fourth stage (“the breakup email”). Anything beyond a fourth stage has little to no benefit. **A four-stage sequence strikes the right balance between connecting with talent and preserving your agency's brand.**

Consider a tool that will automate your reachouts and let you leave the spreadsheets and manual work behind. The data shows you'll certainly see a great ROI. (Recruiters who use Gem work, on average, 5x more quickly through follow-up outreach with our automated follow-up feature.)



“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 outbound 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



BEST PRACTICE

Long-term nurture *after* the initial sequence

At Gem, we also recommend a long-term nurture mindset, and here's why: your initial outreach sequence catches talent in a very specific 2-to-3-week window of their lives, in which any number of things could be going on for them. But we're creatures of transition; and if your first outreach doesn't catch talent precisely when they're ready to make a move, that doesn't mean they won't be ready 4, 6, or 9 months down the line.

The aggregate benchmark data above (see p. 5) confirms this: 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—and you know as well as we do that the next role will always open (if it's not open already).

So give prospective candidates some space after that initial outreach sequence, then continue to send emails with updates a few times a year. Maybe these are industry updates (e.g. if you're an accounting recruitment firm, perhaps you send talent updates on recently-passed accounting regulations). Maybe these are occasional check-ins asking how prospects are doing in their current role, what they want out of their next role, or where they imagine themselves a year from now. This will ensure your agency is top-of-mind when talent is ready to make a move.



"I typically use three stages. In the first stage, I personally introduce myself and my company and share information regarding the position I'm recruiting for (name of the company and their product and the type/seniority of the role). I then send a light nudge as the second step, and then I send them a further email along the lines of "I wanted to follow up one last time" as the third stage. I find that three stages is the right level of engagement and helps increase visibility and awareness. Therefore, I usually get the most responses from the second or third stage."

Andrew O'Connell
Recruitment Consultant - Engineering

ROBERT WALTERS

Spacing sequence cadence

Open rates are highest when the staffing firm instills a sense of urgency by only waiting a day between sends; but interested rates tend to be highest when nearly a week passes between sends—perhaps because it gives talent time to consider the opportunity.

Our data shows that staffing firms often allow 6 days between emails 1 and 2, and another 6 days between emails 2 and 3. We suspect this cadence is so often used because it leads to email delivery on a different day of the week throughout the sequence, and because it gives talent time between stages to consider the opportunity that's being offered.

Indeed, we see some of the highest interested rates when there are 6 days between stages 1 and 2 (2.1% interested), and 6 days between stages 2 and 3 (1.6% interested).

That said, *open* rates are highest when the recruiter instills a sense of urgency by only waiting a day between sends. When recruiters send stage 2 the day after stage 1, those emails see a 17.6% open rate; and when they send stage 3 the day after stage 2, those emails see a 7.3% open rate.

Reply rates are highest when there is 1 day (15.9% replied) between stages 1 and 2, and 6 days (5.9% replied) between stages 2 and 3.





In-house outreach

TIME BETWEEN STAGES 1 & 2:

1 day
17.6% open rate
15.9% reply rate
1.6% interested rate

2 days
15.3% open rate
9.6% reply rate
1.7% interested rate

3 days
15.9% open rate
9.0% reply rate
1.5% interested rate

4 days
14.6% open rate
8.3% reply rate
1.9% interested rate

5 days
14.5% open rate
7.8% reply rate
1.9% interested rate

6 days
14.5% open rate
7.6% reply rate
2.1% interested rate

TIME BETWEEN STAGES 2 & 4:

1 day
7.3% open rate
5.6% reply rate
1.0% interested rate

2 days
6.4% open rate
5.5% reply rate
1.5% interested rate

3 days
6.2% open rate
4.6% reply rate
1.1% interested rate


4 days
6.2% open rate
5.2% reply rate
1.3% interested rate

5 days
6.4% open rate
5.3% reply rate
1.5% interested rate

6 days
5.8% open rate
5.9% reply rate
1.6% interested rate

The average number of days that pass between stage 1 and stage 4 is 16 (the median is 13), meaning that a typical email outreach sequence for Gem's staffing customers keeps them top-of-mind with talent for around 2 weeks.





“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



BEST PRACTICE

Experiment with 1 and 6 days

Our takeaway from the above data? When experimenting with cadence, try **1 OR 6 days** between stages 1 and 2, and again between stages 2 and 3. 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.

Remember, there are two types of cadence: send cadence (delivery timing, the data on which we’ve been discussing) and conversational cadence (the rate at which you move your messaging forward—we’ll have more to say about this when it comes to message length!). Take both into account with every email.



Subject lines

Naturally, there's a direct correlation between subject lines and open rates. For best practices on this outreach element, we pulled data on our staffing customers' token usage, then combed through hundreds of thousands of subject lines and observed the characteristics of those that saw the highest open rates.

Gem's tokens represent values that are either auto-captured from prospects' LinkedIn, GitHub, etc. profiles (i.e. `{{company}}`) or manually entered (i.e. `{{reason}}`). These variables can be dropped anywhere in subject lines or message copy when creating the email sequence. The value will automatically populate the email, replacing the token when the outreach is sent. In short, tokens offer the best of both worlds: personalization and automation.

Editing for all recipients Personalize

Stage 1

Email scheduled for now

`{{first_name}}` `{{last_name}}` `{{nickname}}` `{{school}}` `{{company}}` `{{title}}` `{{reason}}` `{{day_of_week}}` others ⓘ

From: Lauren Shufran <ishufr@gem.com>

Cc: Cc

How are things going at `{{company}}`?

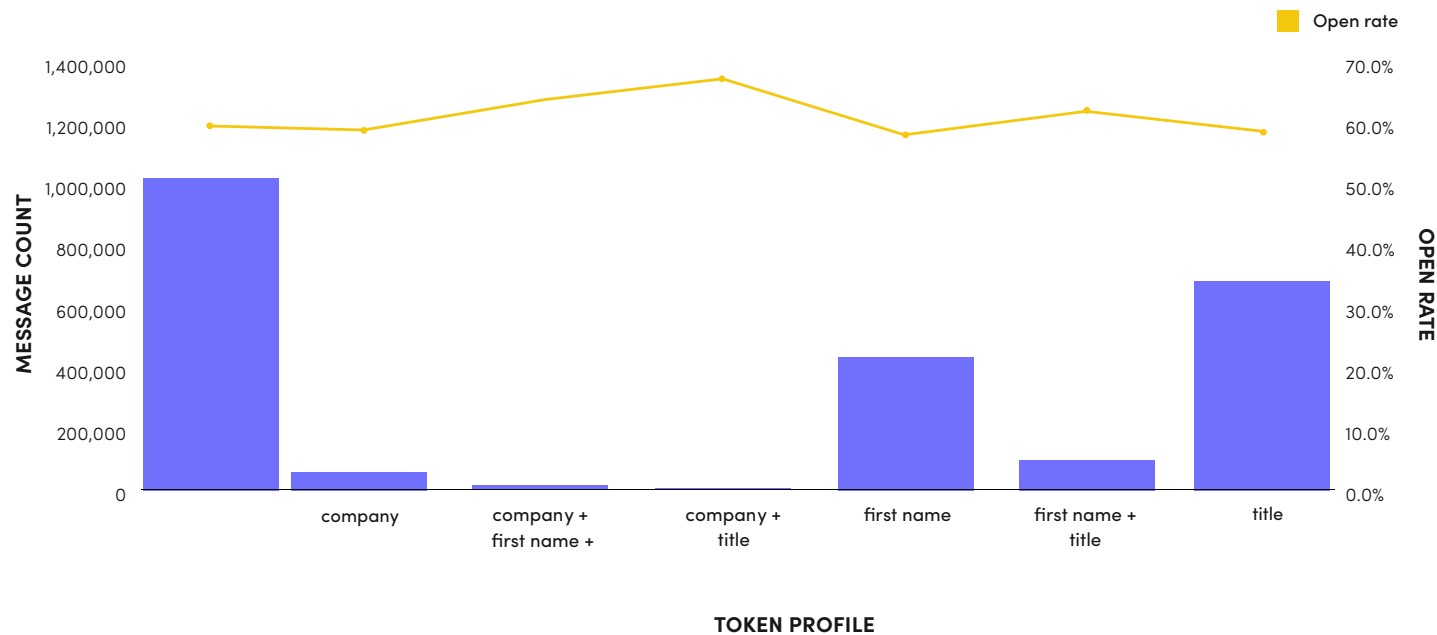
Hi, `{{first_name}}`!

Happy `{{day_of_week}}`.

Dropdown menu options:
- `{{extra1}}`
- `{{extra2}}`
- `{{extra3}}`

Token usage among Gem’s customers, by company size

This year we pulled data on the tokens that staffing firms use most often in their subject lines—they’re represented by the purple bars below. (The yellow line represents open rates; more on those shortly.) The vast majority of Gem’s staffing customers don’t use tokens in their subject lines, though **{{title}}** (677k subject lines) and **{{first name}}** (449k subject lines) are the two most often-used tokens.





Token usage as a factor of open rates

Interestingly, what staffing firms *think* is a best practice for subject lines isn't always so.

TOKEN	OPEN
company + title	66.1%
company + first_name	62.5%
first_name + title	60.4%
no token	58.0%
company	57.3%
title	57.1%
first_name	56.5%

Subject lines that include both {{company}} and {{title}} tokens see the highest open rates (66.1%), with a combination of {{company}} and {{first name}} coming in second (62.5%).

Two tokens are better than one. The top three categories of best-performing subject lines—all of which see open rates of over 60%—all contain a combination of tokens, making the outreach seem more personalized up-front.

Subject lines that contain only {{first name}} tokens see the lowest open rates (56.5%), with a single {{title}} and a single {{company}} token not performing much better. 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.



BEST PRACTICES

Subject line best practices

Personalize!

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, though which combination works best for you will be worth testing. Prospects have years’ worth of digital footprints trailing them. Do your due diligence and research them—on LinkedIn, Twitter, GitHub, Medium, and elsewhere. Then drive opens with personalization tokens—or if you don’t use Gem, a manually-personalized subject line.

If you’re a Gem user, we recommend short tokens in the subject line, and a longer {{reason}} token in the body copy: a recent success, a blog post they wrote, how their recent GitHub project aligns with what your client’s eng team is working on, an interest that would make them a great addition to company culture or a career aspiration they appear to have... whatever might inspire them to respond.

Don’t be afraid to name your client’s organization

We know... you’re not always at liberty to do so—at least not right away. But the data suggests that the two token combinations staffing firms use the least ({{company}} + {{title}} and {{company}} + {{first name}}) perform the best. If you can name your client in your outreach, we highly recommend you do so—in combination with another personalization element.

Use outreach stats to inform your subject lines

If it’s worked before, it’ll likely work again. Dig into your own data and see what’s most resonated with prospective candidates in the past—whether for yourself or for others in your agency. In Gem, it’s as simple as filtering sequences to those with the highest open rates, and discovering your own best practices from there.

Including more than one personalization token can make a more than **8%** difference in open rates compared to not using a token at all, though which combination works best for you will be worth testing.

All recipients ▾	All stages ▾				
Recipients	Bounced (31)	Opened (493)	Clicked (146)	Replied (124)	Interested (38)
583	5%	85%	25%	21%	7%

Some of my best-performing subject lines have included:

“Seeking Sales leader - love to connect!” and “Founding Member opportunity.” These are great job titles that people can feel proud and excited to receive outreach about.

“Designer opportunity @ leading music company.” Gesturing toward a big-name company or a leader in their space can get talent excited for any number of reasons— from the possibility of a higher salary to the prospect of an overall cool place to work.”

Taylor Robinson
Recruiting Associate



“My subject line is always: #RepresentationMatters: New Opportunities at COMPANY NAME // Your Next Career Move. I think this works well because the target demographic that we’re looking for understands and resonates with the term “Representation Matters.” Having this in the subject line piques their interest, and gets them to open the message.”

Asia Woods
Diversity Recruiter



From: stef.markoff@acmerecruiting.com

CC: jaeman.lind@acmerecruiting.com

Senior Product Manager (1st PM hire) opportunity @ Haven

Hi {{first_name}},

I just picked up a role with an exciting, early (Series A) company in the risk & compliance space called Haven. They’re looking for their first Product Manager to work closely with their CEO/Co-founder, Jessica, to lead the vision on their product.

Our staffing customers' best-performing subject lines*

Here are some subject lines with open rates of greater than 90%:

re: time to connect?/EAE search for [company]

Executive search - general manager, Surrey branch (building materials sector)

{first_name}, join us at [company] executive search - director, {title} & administration (reporting to COO)

[company] wants you on the team!

job opportunities at [company]!

Leadership search - logistics & supply chain manager (ag sector)

You still have a chance to join us! Be our next backend @ [company]

the job opportunity we've been keeping a secret for two weeks

Remote Senior {title} opportunity @ [company]

I've started my own company, & would love your support :)

Head of {title} // [company]!

{title} at [company]/trying again in the new year!

Let's chat! Remote lead UI (react) developer opening

{first_name}, time to connect? - first {title} leadership hire for [company]

hi {first_name} {last_name} - break limitations with metal 3d company as a Sr. Mechanical {title}!

Own {title} at [company] (Series A, \$25m)

VP of BD opportunity working with top tier VCs (sequoia, a16z, kleiner)

thoughtful persistence

{first_name}; does this pique your interest?

[company] - enhancing financial access, globally

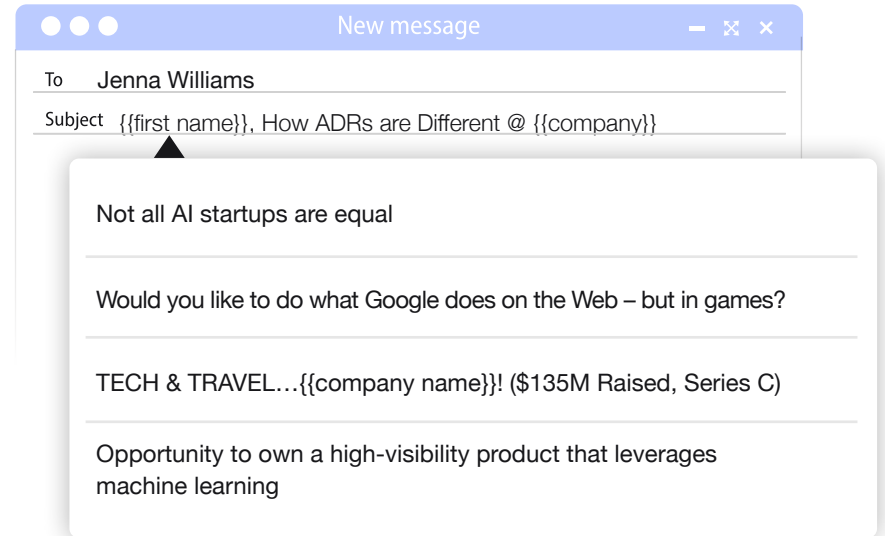
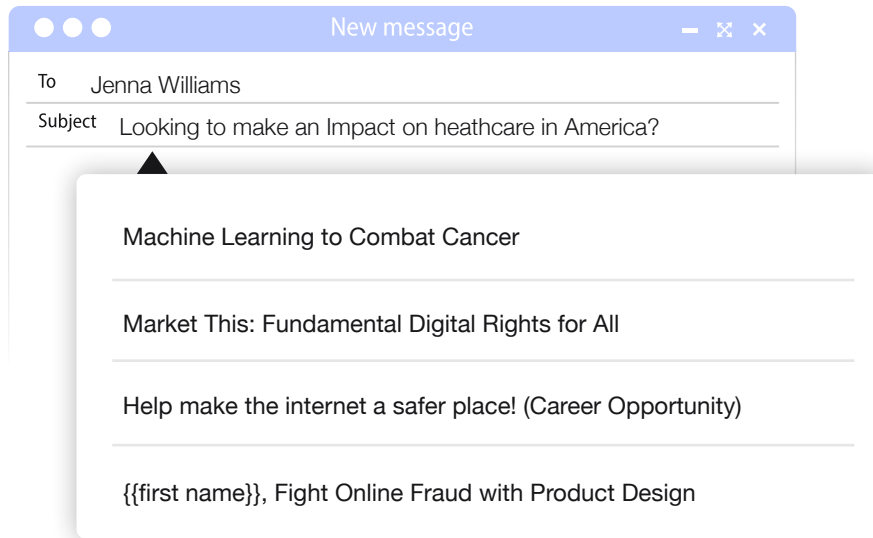
* At least 100 messages with the subject line had to be sent to qualify.

Subject line strategies to experiment with

Hopefully as you read the best-performing subject lines above, you considered what made each of them compelling to their recipients. Here are some strategies—some of them inferred directly from those examples—worth testing:

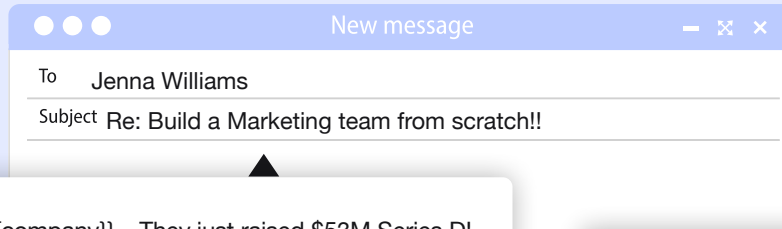
Appealing to values

Passive talent may be checking their email in sprint mode, but their hearts go with them even as they scan their inboxes. Think about “the greater good” your client’s company is ultimately trying to offer, the demographic it most wants to support, or the values and causes it hopes to honor. Talent for whom these subject lines resonate will opt in because they’re in alignment with your client’s mission and vision—which means a more likely values-fit when they’ve signed that offer letter.



Appealing to curiosity

The prospects you’re reaching out to are top professionals and problem-solvers in their fields: they already possess an instinct for inquiry. Curiosity is one of the most influential drivers of human behavior (in this case, email opens). That’s because it releases dopamine, a chemical associated with motivation. Consider the questions the subject lines above invoke.



Lead the Toronto office of {{company}} – They just raised \$53M Series D!

Help define an industry! Hiring our first Sr. Front End Engineers

Hi {{first_name}}, secure the infrastructure that powers 90% of fintech?

{{first name}}, come disrupt the cloud testing space!

Want to join the next unicorn?

What's the next design breakthrough in your career?

Ready to love coming to work every day?

Want to join THE fastest-growing travel company in Canada's history?

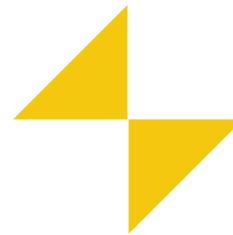
{{first_name}}, want to chat about the future of live entertainment?

Being verb-forward

Action words inspire action. When prospects are presented with powerful verbs, they'll feel both implicitly challenged—in a good way!—and empowered. Verbs also help passive candidates better visualize what success could *look like* in the role you're offering. "Build," "lead," "define," "secure," "disrupt," and "reinvent" are among the more compelling verbs we've seen staffing firms use.

Questions

Questions place recipients in a dialogue with your email—even before they open it. Prospects will naturally pause and respond internally, and will then be lured in to find out (or to be affirmed in) the answer.

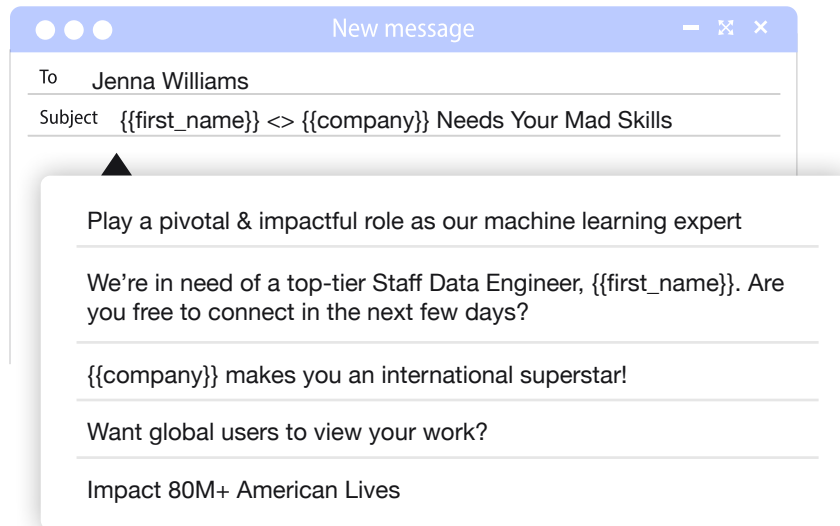


Mutual connections

This one's for the embedded models out there. Mentioning mutual connections functions as an immediate endorsement, evoking trust in the prospect. Passive candidates may not be interested in introducing risk into their lives with a career change—especially given current market conditions. Having a common connection—one who already works at your client's company—psychologically minimizes that risk

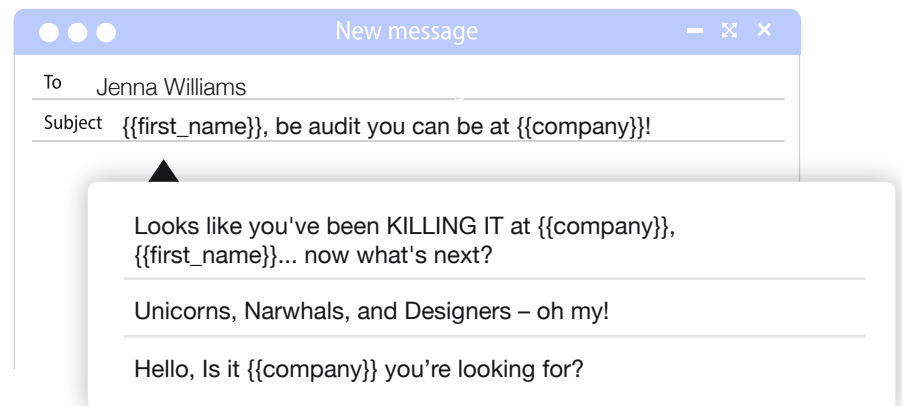
Flattery

Compliments trigger reward centers in the brain, which leave us wanting more of the resulting “mini-high.” Prospects are likely to try to extend this feeling by clicking in. Note that flattering the egos of prospects' *future* selves (“come be {{company's}} expert”) can be as impactful as flattering their *current* selves.



Personality

Of course, how much personality you inject into outreach will hinge on your agency's brand personality, not to mention what you know about your prospective candidates. But if it fits your firm's style, a little pun never hurt anyone—indeed, it probably only ever caught their attention. (Note the subject line that plays on the word “audit” below was about a Senior Accountant position.) Pop culture references, emojis, and humor of all kinds also fall into this category. Experiment with these as you see fit.



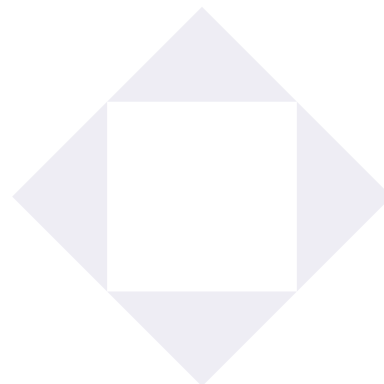
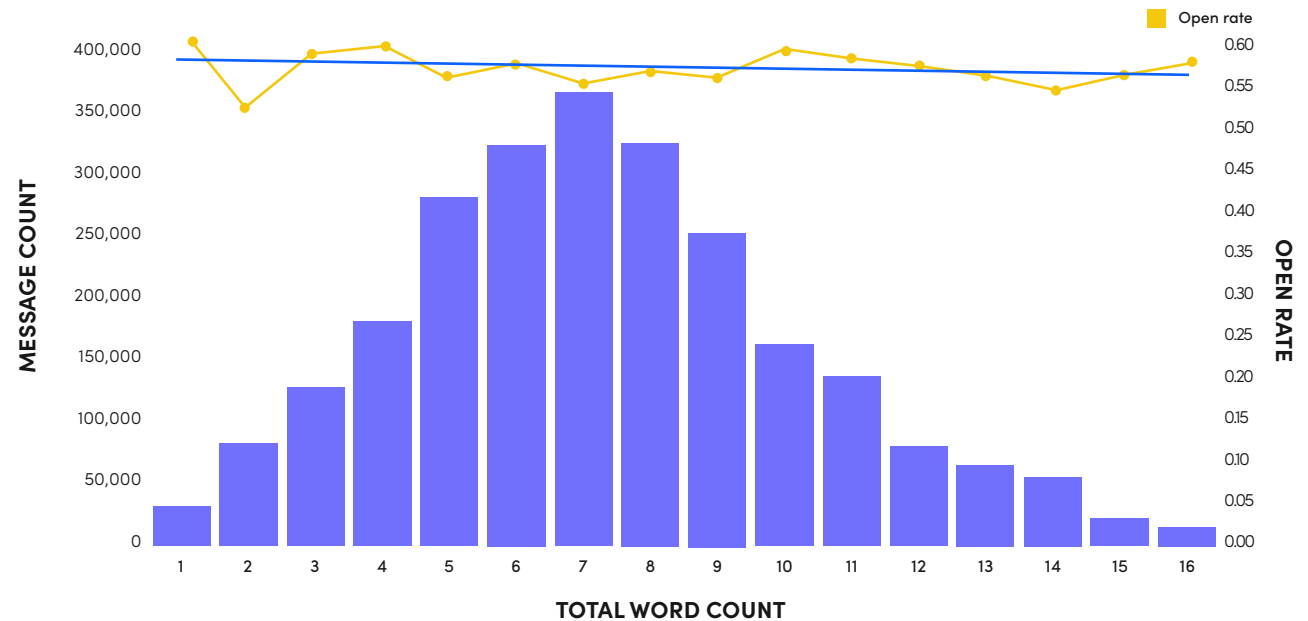


Brevity

Outreach from staffing agencies tends to have the longest subject lines among all of Gem's customer segments. But while our data shows there isn't much of a correlation between subject line length and open rates, there is a slight downward trend as word count increases (shown by the purple line in the graph), and a slight uptick in open rates for 4-word subject lines.

That said, depending on whom you ask, 42%, 47%, or more of email opens occur on mobile—and given what the data suggests about the effectiveness of Sunday outreach (see "Send times" below), it's a safe bet that the majority of talent is seeing your message *first* on mobile. You may not want your subject line cut short on smaller devices. So test subject lines of up to 50 characters to determine "most effective length"—but our guess is that the *language* in your subject line will carry more significance than the *length* will.

Number of words in subject, and associated open rates





Words most often used in top subject lines

The following cloud contains the words staffing firms use in subject lines that see 80%+ open rates ({title} and {first_name} are tokens that auto-populate when the message sends). A few trends we've noted (you might observe others):

Calling out funding/backers right away

("Series C," "VC," "YC," "\$44M," "\$400M," "raised," "funded," "backed," "venture")

Mentioning role/seniority

("manager," "director," "VP," "executive," "leadership," "senior," "CEO," "CPO," "COO")

Leading with verbs

("start," "lead," "open," "craft," "make," "build," "help")

Invoking enthusiasm

("early," "joy," "founding," "unicorn," "proudly," "inaugural," "remote," "tier," "cool," "fantastic," "strategic," "love," "fastest," "profitable," "inviting," "mission driven," "unique")





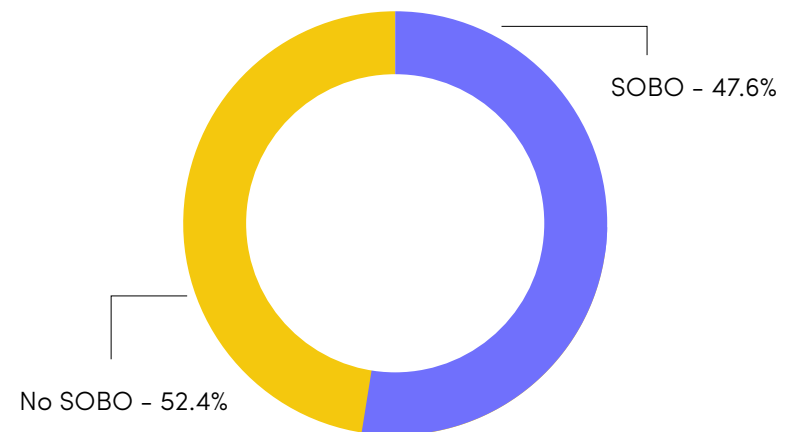
“From” names

Nearly half (47.6%) of agency outreach sequences sent through Gem contain a message sent on behalf of someone else. Our data shows that sending on behalf of (SOBO-ing) over the course of a sequence increases open and response rates.

There are two agency use cases for SOBO with Gem. One is that junior recruiters might send on behalf of their agency directors. Another is that—if you’re an RPO—you can send on behalf of internal hiring managers, with their permission.

With Gem, embedded recruiters can send on behalf of multiple people in the same sequence: stages 1 and 2 might come from the recruiter, stage 3 might come from your client’s hiring manager, and stage 4 might come from their Director of Engineering, for example. The manager and director can decide whether they want the replies to come directly to their inboxes so they can continue the conversation, or to go back to the recruiter, who then stays in control of the correspondence.

Now you’ve got a very high-touch engagement strategy from multiple people. When prospective candidates feel there’s a whole group that’s excited about them, they’ll be all the more likely to open and reply.



“At Gray Scalable, our consultants embed within our clients’ teams to understand their culture firsthand and provide exclusive sourcing and hiring support. We often introduce and evangelize SOBO with our clients as a great way to activate candidates who may not have replied to our recruiters’ first or even second InMail or email. It’s my favorite Gem function. I was recently looking at an Account Executive pipeline, for example—there were 48 incremental people in that pipeline whom we wouldn’t have spoken to had we not sent a message on behalf of the hiring manager. That’s significant. And we’re able to show our clients that data to emphasize how successful that form of collaboration can be.”

Deb Feldman

Co-Founder @ Gray Scalable



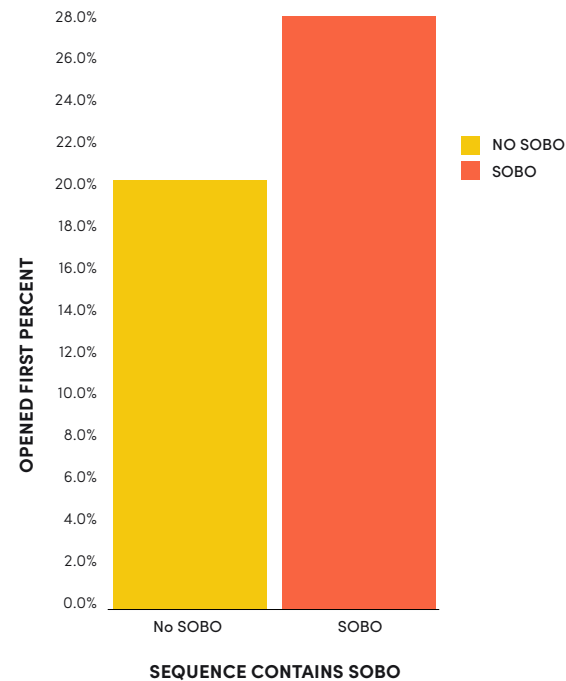
BEST PRACTICE

“From” names

Vary your sender—especially for hard-to-fill roles

Our data shows that sequences with more than one sender *over time* see 37% higher open rates on average. (They also see higher response rates, as we’ll see shortly.)

Stages 2-5 only, No SOBO vs. SOBO



* Rates are calculated as opens and replies as a percentage of unique sequences (not messages) starting at Stage 2.



Ultimately, the point of SOBO is to have the prospective candidate see that more than one person—a recruiter in your firm, a hiring manager or director at your client’s organization—is interested in them and what they might bring to the role. The narrative this generates is that the recruiter is excited enough about them to have personally brought their name up to leadership. What’s more, talent is more likely to respond when they know that more than one person—at least one of them in a high-level role—awaits a response.

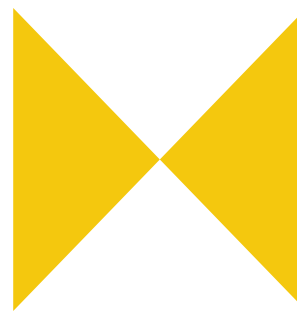
But sending on behalf of someone else sees great ROI, even from the initial outreach:

Stage 1 outreach that uses Gem’s SOBO feature sees **16.4% higher response rates** than outreach that doesn’t

Sequences that don’t get a response in Stage 1 see a **46% increase in open rates and a 6% increase in reply rates** when Stage 2 is sent on behalf of someone else*

Sequences that don’t get a response in Stages 1 and 2 see a **60% increase in open rates and a 33% increase in reply rates** when Stage 3 is sent on behalf of someone else

** Rates are calculated as opens and replies as a percentage of unique sequences (not messages) starting at Stage 2.*





From: randy@acmerecruiting.com

Cc: branger@neverland.com

C-Suite opportunity at Neverland

Hi {{first_name}},

I hope this email finds you in the middle of a great week! I'm an HR consultant at Acme, and we've been retained by Neverland to hire a CHRO who'd report directly to Selena Morales, Neverland's CEO.

My team has been working with Neverland for over two years now, and I become more passionate about their mission and their culture by the day. I'd love to tell you more about the role and the company. Can we hop on a call this week?

Really looking forward to getting to know more about you, your career goals, and what lights you up at work every day.

Bradley Ranger

From: selena@neverland.com

Cc: branger@neverland.com, branger@acmerecruiting.com

C-Suite opportunity at Neverland

Hi {{first_name}},

I'm reaching out to follow up on an email Brad Ranger recently sent about the open CHRO role at Neverland. My name is Selena Morales, and I'm Neverland's CEO. Brad shared your profile with me last week, and I was really impressed by the depth of experience you've had at {{company 1}} and {{company 2}}. I know recruiting emails can get inundating—but I think we're worth a conversation! I thought I'd reach out personally and tell you so.

Even if now isn't the time for you to explore new opportunities, I know Brad would be delighted to have an informal conversation with you. Let me know if this is something you'd be up for?

Thanks, {{first_name}},

Selena



Send times

When your outreach is competing with hundreds of emails for prospects' attention—and when passive talent doesn't have the luxury of carefully attending to every message they receive—you want to put your email in a position to get noticed. Great subject lines will get you great open rates, sure. But a subject line is only as great as it is visible. And this means getting it as close as possible to the top of prospects' inboxes.

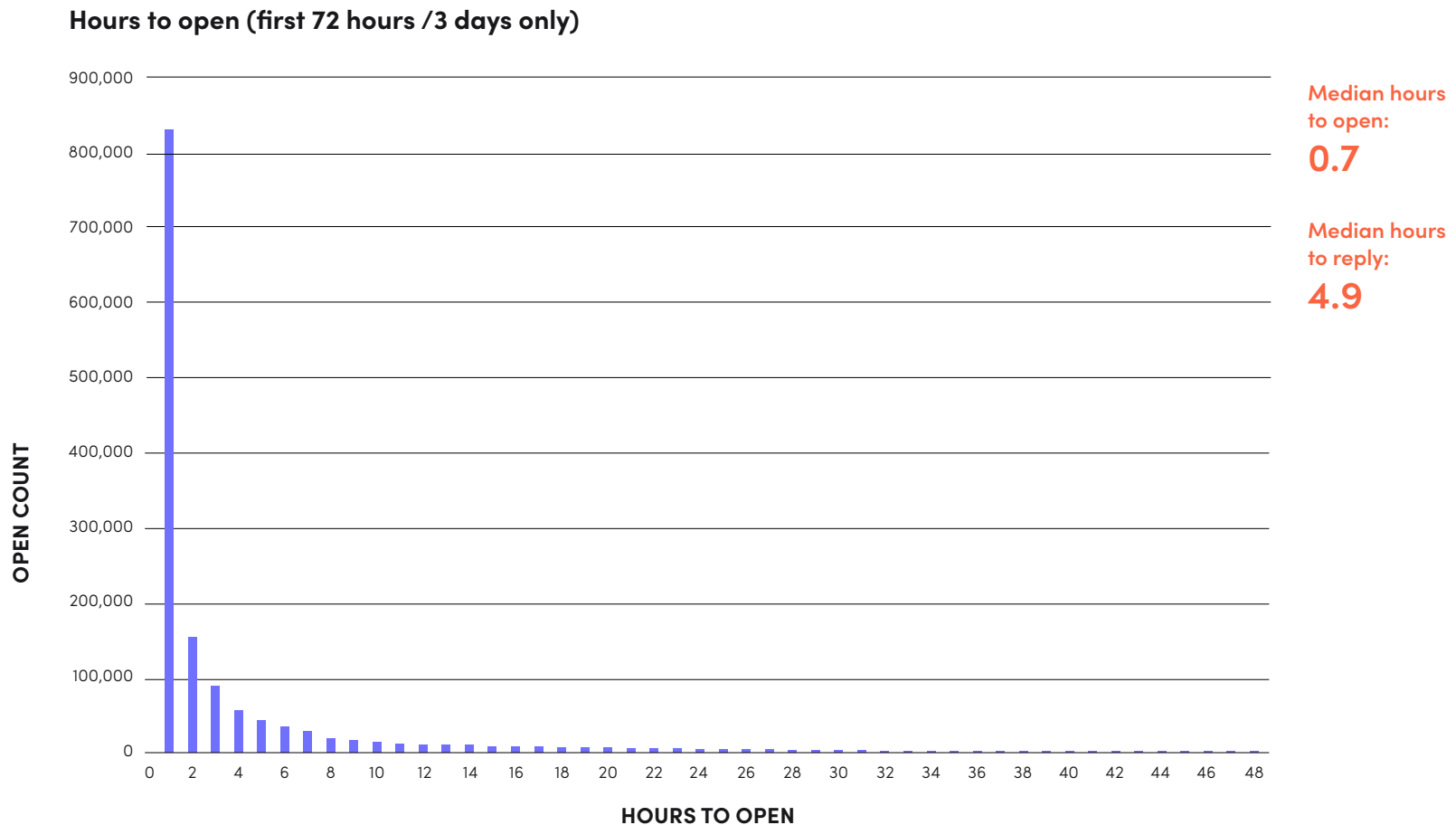


BEST PRACTICE

Send times

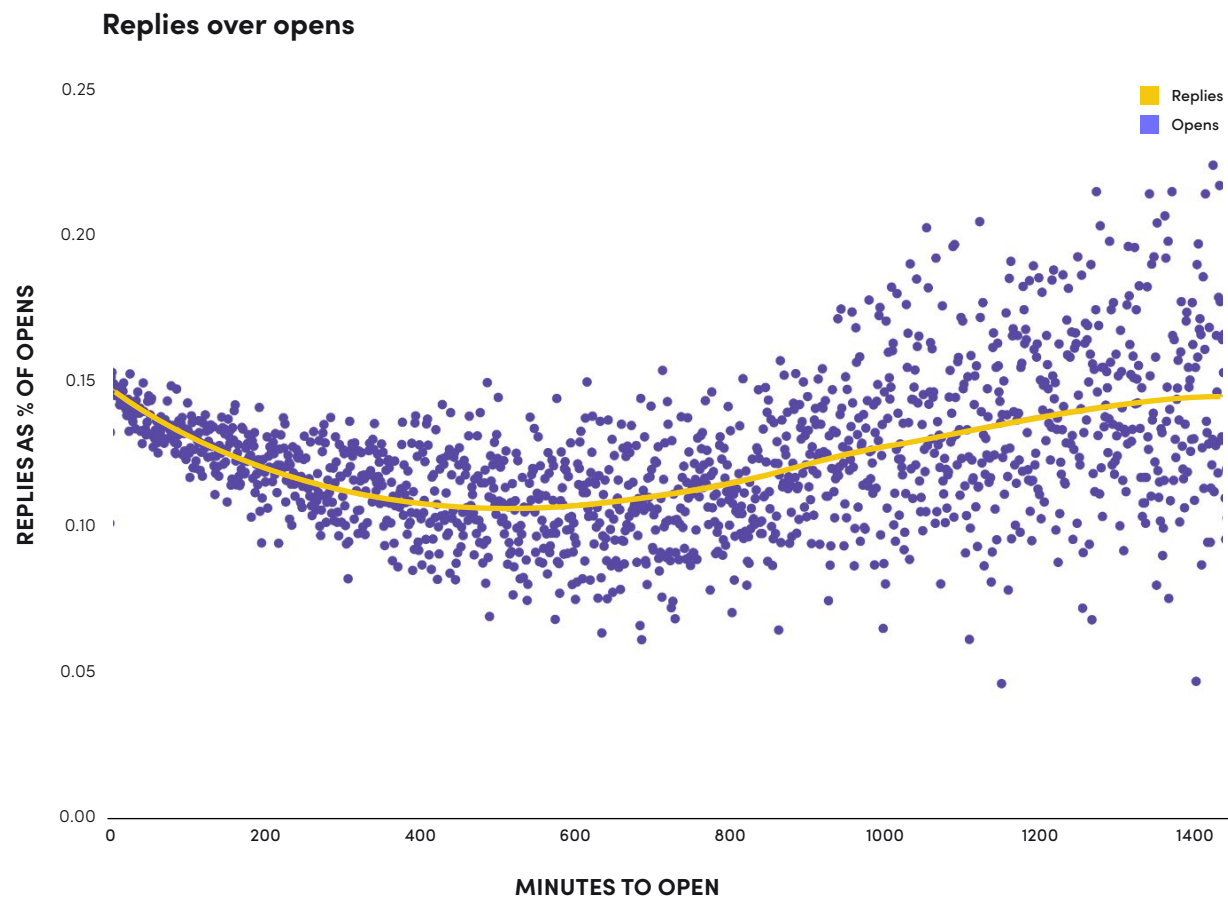
Plan outreach based on minutes-to-open

50% of prospects will open your email within the first 45 minutes after it's sent—data that underscores the importance of catching passive talent at the right time. You'll want to send as close as possible to when prospects will be sitting down at their computers—or picking up their phones—to tackle email. (Naturally, mobile broadens your likelihood of catching talent shortly after send.) That's because most people take a top-down approach to email, reading the messages that came in most recently first. The ones they don't get to get archived—which often means they remain unopened.



Replies as a function of opens over time

The scatter plot below shows the first 24 hours following an email send; the yellow line that passes through is the reply rate. Note that—for the first 8 hours after send—the sooner the email is opened, the more likely the prospect is to reply. Interestingly, reply rate as a percentage of opens goes up again as time goes on, but the data is also more dispersed. This is likely a function of when the email is sent. For example, if an email is sent in the morning during business hours, the recipient may open it, but may not reply until the end of the work day.

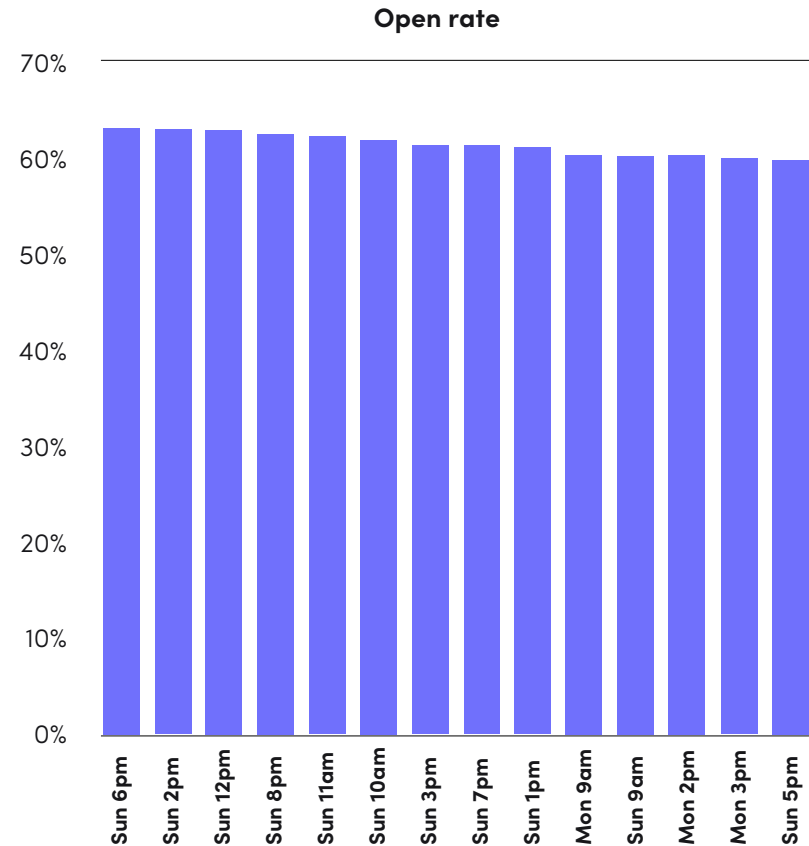


BEST PRACTICE

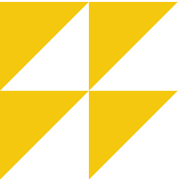
Consider Sunday sends

You'll discover the best window for your prospective candidates through testing, over time. In the meantime, 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, seeing 63.3%, 63.1%, and 62.9% open rates for staffing firms, respectively. (Monday outreach tends to do well, too, with open rates as high as 60.4% when the message is sent at 9 am.)*

That said, "best times" were more nuanced when we dug in by role. After all, different roles have different relationships to email; and it may be worth it to hypothesize why some of the following numbers are what they are. (For example, we imagine that weekdays—as opposed to Sundays—are likely great times for recruiting outreach because recruiters are already on email all day. They may be regularly switching between their work email and personal email to see what's happening there.)

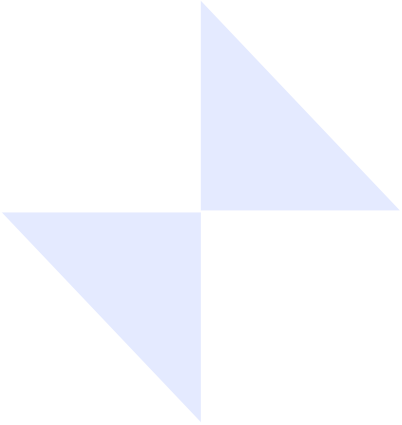


* Data on send times—here and below—are limited to Stage 1.



Best (and worst) send times: tech v. non-tech

In aggregate, here are the top 5 days and times to send (and *not* to send!) outreach for tech and non-tech roles. (It's worth noting that outreach for tech roles tends to see overall better open rates than outreach for non-tech roles):



Best send times: tech roles

- Sunday at 2 pm: 63.9% open rate
- Sunday at noon: 63.7% open rate
- Sunday at 1 pm: 63.0% open rate
- Sunday at 11 am: 62.9% open rate
- Sunday at 6 pm: 62.9% open rate

Best send times: non-tech roles

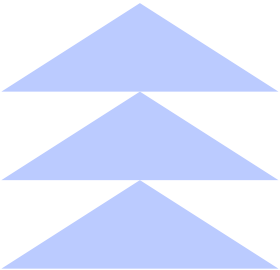
- Sunday at 6 pm: 64.3% open rate
- Sunday at 7 pm: 63.2% open rate
- Thursday at 6 pm: 62.1% open rate
- Sunday at 8 pm: 61.8% open rate
- Monday at 9 am: 61.5% open rate

Worst send times: tech roles

- Thursday at 12 am: 50.7% open rate
- Tuesday at 11 pm: 51.2% open rate
- Wednesday at 11 pm: 51.5% open rate
- Tuesday at 9 pm: 53.5% open rate
- Wednesday at 6 am: 54.1% open rate

Worst send times: non-tech roles

- Wednesday at 12 am: 44.0% open rate
- Thursday at 6 am: 46.7% open rate
- Saturday at 1 pm: 48.4% open rate
- Tuesday at 11 pm: 49.2% open rate
- Wednesday at 10 pm: 49.3% open rate





Best send days & times by role

Engineers

Sunday at 1 pm: 63.1% open rate
Sunday at 12 pm: 62.8% open rate
Sunday at 2 pm: 62.7% open rate

Eng managers

Sunday at 6 pm: 70.0% open rate
Sunday at 3 pm: 68.0% open rate
Saturday at 10 am: 66.6% open rate

Sales

Sunday at 9 am: 74.0% open rate
Thursday at 6 pm: 68.4% open rate
Sunday at 6 pm: 64.5% open rate

Design

Sunday at 12 pm: 78.2% open rate
Thursday at 5 am: 77.0% open rate
Thursday at 8 am: 76.4% open rate

Product

Saturday at 11 am: 74.9% open rate
Friday at 8 pm: 70.9% open rate
Monday at 12 pm: 70.4% open rate

Recruiting/HR*

Wednesday at 4 am: 73.4% open rate
Monday at 7 am: 69.3% open rate
Tuesday at 11 pm: 68.0% open rate

Marketing*

Wednesday at 12 am: 75.9% open rate
Wednesday at 9 pm: 74.0% open rate
Friday at 7 am: 73.3% open rate

Data*

Sunday at 5 pm: 82.4% open rate
Sunday at 2 pm: 81.6% open rate
Sunday at 11 am: 78.4% open rate

Biz Dev*

Sunday at 10 am: 79.2% open rate
Friday at 1 am: 73.5% open rate
Saturday at 2 pm: 72.2% open rate

PMM*

Friday at 12 am: 79.8% open rate
Sunday at 4 pm: 77.4% open rate
Sunday at 7 pm: 75.6% open rate

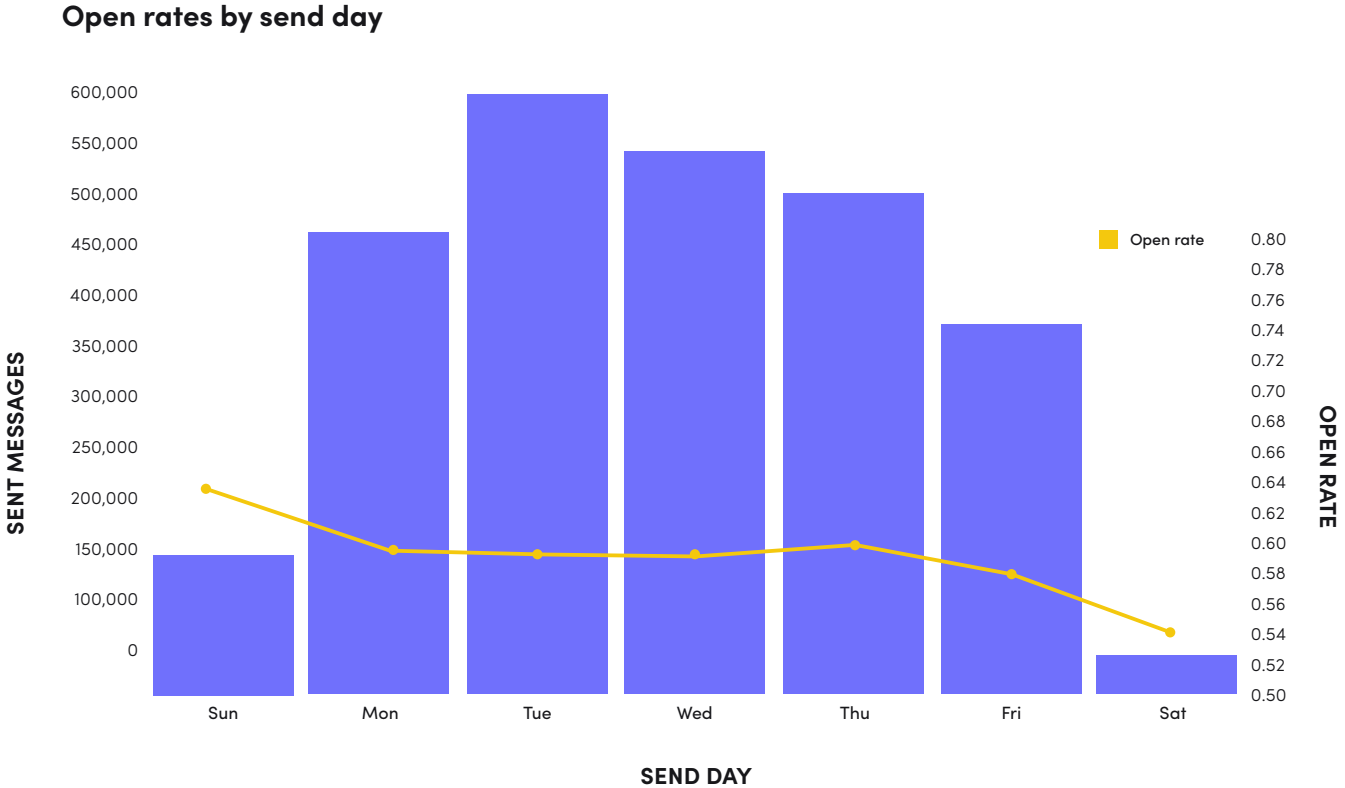


** Data on Recruiting/HR, Marketing, Data, Biz Dev, and PMM roles was limited, so their numbers may not be as meaningful as those of the other roles listed. Still, these are good send times to start with when A/B testing your messaging.*

Overall best send times by day of the week


- Sunday sees the best overall open rates (60.3%), followed by Monday (58.2%)
- There's little variation in open rates from Monday-Thursday (57.2% - 58.2%)
- Saturday sees the worst overall open rates (53.7%)


It's worth noting how few agency recruiters send outreach on Sundays (as evidenced by the purple bars), despite how well the data shows those messages perform. If you have the ability to set-and-forget outreach, we recommend experimenting with sending on Sundays. You'll either catch talent that afternoon/evening while they're preparing for the week ahead, or first thing Monday morning as they're cleaning out their inboxes in preparation for the days to come.





Overall best send times by hour


Throughout the work week, the best overall send times by hour are:

 2 pm
59.2% open rate

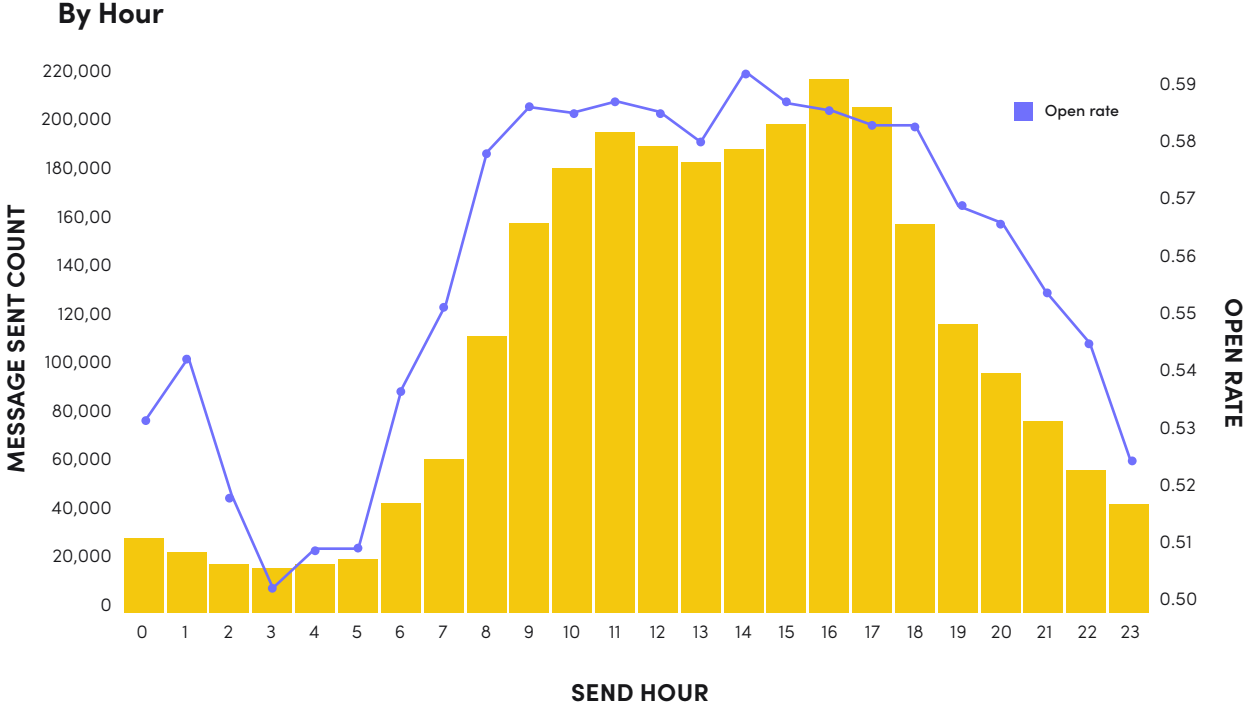
 3 pm
58.7% open rate

 11 am
58.7% open rate

 9 am
58.6% open rate

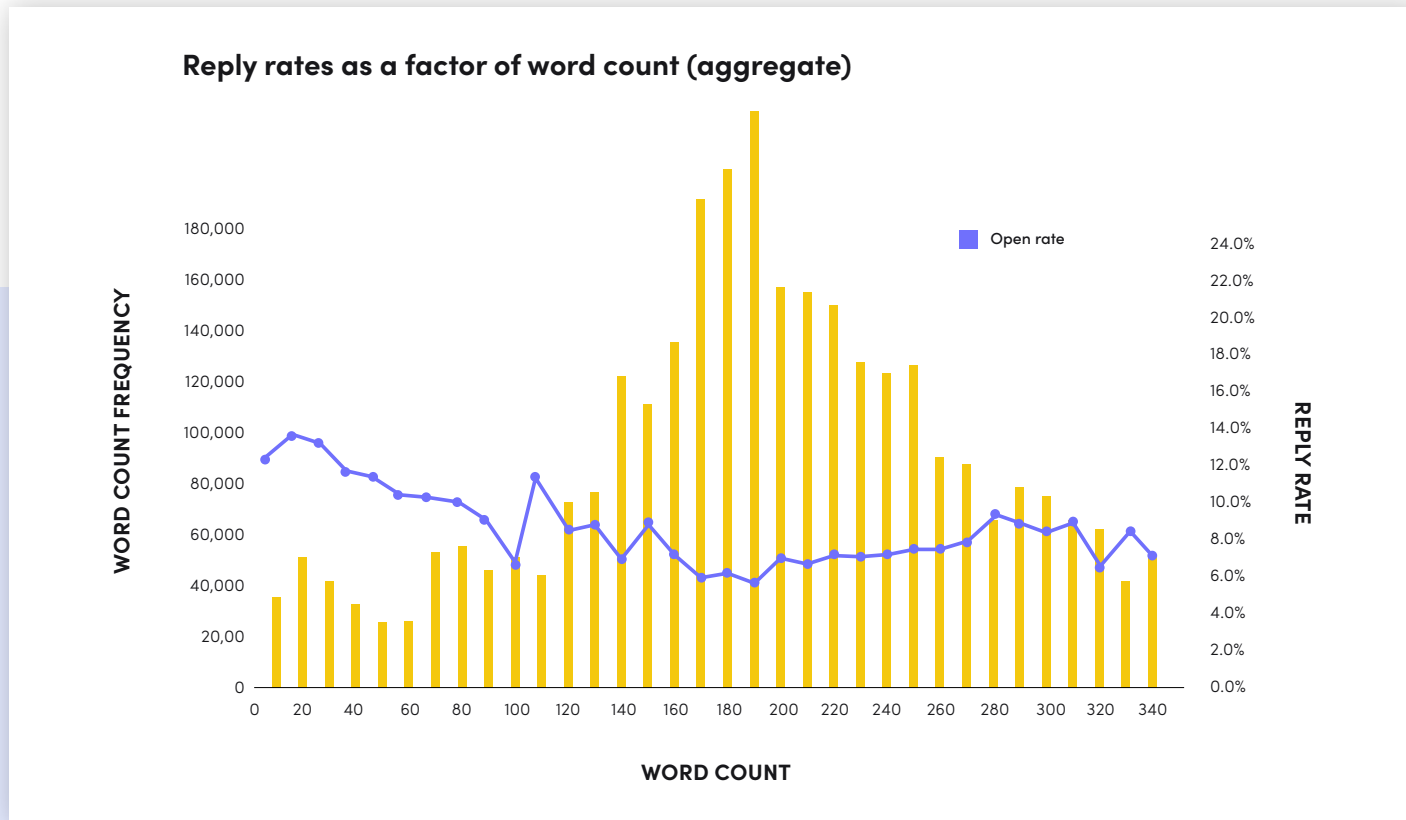
 4 pm
58.6% open rate

That said, open rates between 8 am and 6 pm only vary slightly, staying within the range of 57.9%–59.2%. We recommend you A/B test messaging at various hours of the day to see what does best for your agency—or for that particular role.



Message length

In aggregate, the majority of Gem's staffing customers tend to stay in the 160-220 word count range for the initial message of their outreach sequence. That said, we observed a pretty meaningful shorter-is-better pattern in our data (this was true of in-house teams as well): initial outreach in the 20-30 word range saw the highest response rates.*



* Word count indicates the upper limit of the group. For example, "10" indicates 1-10 words. "50" indicates 41-50 words.

BEST PRACTICE

Message length: err on the shorter side

There's a pretty clear overall downward trend in the above chart; and while 20–30 words seems like a very short message, we recommend experimenting with brevity (though by all means, A/B test longer messages! We've seen long outreach do well—both for ourselves at Gem, and for our customers.) Some of the *worst* agency messages we've seen are long blurbs copied and pasted directly from job ads. From an agency perspective, short-and-sharp outreach will likely get the best attention and engagement.

The “shorter is better” strategy echoes what LinkedIn studies have shown about best practices for InMail: “The response rate for the shortest InMails [400 characters or less] is 22% higher than the average response rate for all InMails.”

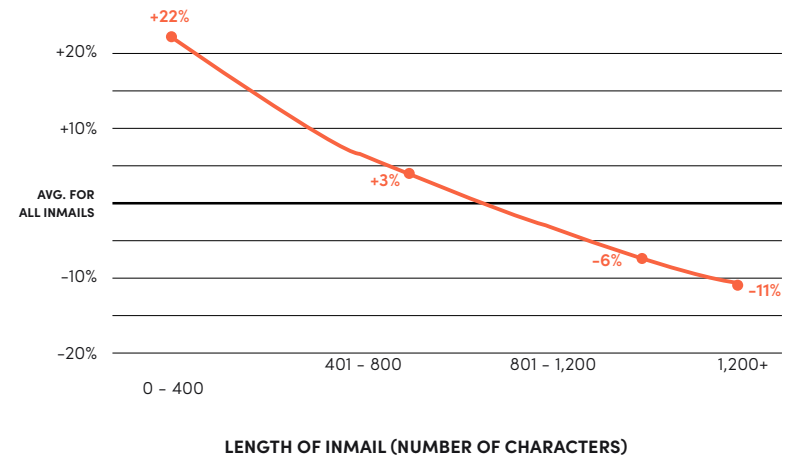
There's a commonsense element to the argument that short-and-to-the-point outreach (assuming it's also personalized and genuine) will outperform long emails. Remember, passive candidates aren't exactly swimming in free time. And you *can* deliver the essentials—a personalized mention, a compelling detail or two about the opportunity, a call to action—in fewer than 10 sentences.

Then there's mobile to consider: an iPhone will show about 120 words at a time. Don't make passive talent scroll for the good stuff.

Remember: you'll have three follow-up emails to offer more detail about your client's open role, company culture, benefits, and more. (You can also use hyperlinks directing prospects to web pages on careers, diversity, and culture. It keeps the messaging simultaneously rich and short.) So don't cram everything into your initial outreach. You know your persona and what's most compelling for them. Start with the things at the top of the list. Leave the rest for them to ask you about when you get them on the phone.

Shorter InMails get better response rates

RESPONSE RATES FOR DIFFERENT LENGTHS OF INMAILS COMPARED TO THE OVERALL AVERAGE RATE



Insights from LinkedIn

Make the email easy to read

Take structure into account: a longer email is as good as the breathing space between sentences. Break your outreach up into shorter blocks of text so the message contains 3-4 “paragraphs.” Consider bullet points. From a UX perspective, this is easier on the eyes—and easier for the recipient to scan and digest than one big block of text would be.

Introducing the {{reason}} token

The {{reason}} token is a concept unique to Gem's platform that allows recruiters to personalize the motivation for reaching out to each prospect while on their LinkedIn, GitHub, SeekOut, etc. profiles (i.e. "I'm reaching out because you worked at {{company}} for four years, and it looks like you have rare industry expertise for an opportunity that just came up with our client"). This variable is then inserted into respective prospects' messages when sequences are sent in batch.

With Gem, agency recruiters can send both one-off emails (Gem opens a window on top of wherever you source so you can personalize outreach while looking at talents' profiles) and batch sequences.

BEST PRACTICES

Message content

Get personal

Our data at Gem shows that highly personalized outreach delivers the best ROI. For example, subject lines that contain *both* a {{company}} and a {{title}} token perform nearly 14% better than subject lines that don't have a token. The takeaway? Deep personalization—explaining to a candidate why you're reaching out to them specifically—will be well worth your time.

Experiment with personalization at scale with tokens

Because each prospect—or each prospect pool—will have their own "sweet spot," you should experiment with and test tokens at scale. Some questions worth asking:

- Do {{company}} tokens or {{title}} tokens get better response rates?
- Is it better to mention prospects' current company or your client's company?
- How long after graduation does the {{school}} token continue to have value?
- Do more tokens = more responses? Or are there diminishing after returns after a certain point?
- What's the best possible use your agency can make of {{reason}} tokens?

Subject lines that contain both a {{company}} and a {{title}} token perform nearly 14% better than subject lines that don't have a token.



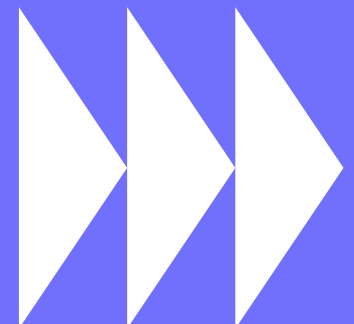
“My messages usually include three main sections and an attachment. The sections are an introduction (me, Robert Walters, and the types of roles I recruit for), a brief overview of the company, and then a brief overview of the role. I also include an attachment, such as a job description or a market update report. I’ve noticed that Engineering talent prefers their information up-front, so it’s a best practice to share anything relevant.

Overall, I really like using Gem as the extension allows me to add personalized information while looking at their profile—the “Reason” function is such a game-changer. Also, being able to track metrics has been a huge help and allows me to retarget messaging appropriately.”

Andrew O’Connell

Recruitment Consultant – Engineering

ROBERT WALTERS





Give talent the details they want to hear

What talent values in work, and the factors they prioritize in their career decisions, has seen some transformation since 2020. Your clients' employee value propositions (EVPs), which your outreach might point to, need to evolve with talents' changing priorities. Of course, things like meaningful work, career development, engaged and supportive leadership, and competitive salary and benefits all remain table stakes. But here's what else talent cares about most right now, and what your message content should speak to:

Flexibility

The pandemic shattered long-standing assumptions about where (and when) work gets done, and flexibility is now the [#1 priority for job candidates](#). [51% of candidates](#) say they wouldn't apply to a job if remote/hybrid work wasn't an option, and 33% of candidates have turned down a job because it didn't offer flexible or remote work options. So if a flexible work schedule is part of your client's EVP, call it out loudly in your outreach.

Employee well-being

Flexibility certainty falls into this broader category. Employee well-being covers everything from mental health to work-life balance to stress management to non-traditional forms of wellness like mindfulness or financial well-being. Think teletherapy stipends. Think clear guidelines for employees about when the workday ends. Think monthly "wellness days" that the entire team has off for self-care. If your client's company offers these things, let talent know as much.

Stability

This is a big one in 2022, in a post-pandemic world with a great deal of market uncertainty. Candidates are asking questions about stability they've never asked before: How likely is it that the role you've sourced them for would be impacted if the market continues to turn? Has your client's team had to rescind any offers? Has their organization had to lay off employees or pause hiring? If so, what roles and why? How have market conditions impacted your client's business performance? If you can demonstrate company stability as part of your outreach—even if simply by telling them how your client is still growing in the face of a recession—do so.

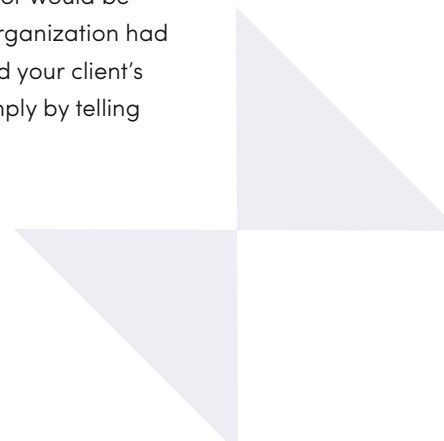


Flexibility is the #1 priority
for job candidates

83% of candidates
consider an organization's
diversity when deciding
whether to accept a job

62% of candidates
want to see salary front-and-
center in a job description

56% of employees
say the pandemic made them
want to contribute more to
society





“My own personal best practices for message content include:

- In the first sentence, I personalize what I’ve noticed about their experience (“I saw your profile on LinkedIn and noticed your [particular domain experience] at [company]”), and I explain that it might be a good fit for the current opportunity.
- I also like to sell the main highlights of the role and culture (“If you enjoy x, y, and z, I'd be happy to connect in a call”). It feels less transactional, and I'm framing it up as an opportunity that’s well suited for them vs. me telling them what I'm looking for. It also opens up a line of communication and discussion about roles that might be better suited for them in the future.
- I add my Calendly scheduling link in the bottom of the email, so it's another form of response: they can schedule a meeting vs. replying to my email.
- I include an interesting media link about the company I’m recruiting for.
- I like to request that, even if they aren't interested, we stay in touch via LinkedIn.”

Jennifer Leggett

Principal / Associate Lead Recruiter

 bandwidth



Diversity and inclusion

83% of candidates say they consider an organization's diversity when deciding whether to accept a job, and 17% say they've abandoned a recruitment process in the past because of lack of diversity at the company. How diverse is your client's leadership team or board? Do they have employee resource groups (ERGs)? Are their benefits inclusive? Are they using their platform to give voice to social justice issues? Whatever your client's company is sincerely up to, make those efforts visible in your outreach. (This may mean pointing to their careers page, where this content should live.)

Corporate social responsibility, mission, and values

As the boundary between our work lives and personal lives has shrunk, it's as important as ever for workers to feel aligned with the mission and purpose of the companies they work for—your client's "why." According to a Gartner survey from late 2021, 65% of employees said the pandemic made them rethink the place work should have in their lives, while 56% said it made them want to contribute more to society. So if your client is doing what it can to reduce its carbon footprint, engage in volunteer efforts or charitable giving, make environmentally and socially conscious investments, or otherwise offer employees a sense of meaning and purpose, share that out.

Salary

Salary may not be the #1 deciding factor for candidates anymore; but it's a very hot topic, and it's certainly still a critical element of any career decision. Indeed, 54% of candidates have recently abandoned a recruitment process because the salary didn't meet expectations, and 62% say they want to see salary information front-and-center in a job description. Misalignment on salary expectations can be avoided by transparently presenting salary ranges up-front—perhaps even as soon as your initial outreach sequence.

WHAT MATTERS MOST?

According to one recent survey, the most important things an organization can offer its employees in 2022 are:

1. Work-life balance
2. Career advancement opportunities
3. Compensation reflective of what they're worth
4. A great manager and/or team
5. A compelling work culture
6. A sense of purpose
7. A strong and thoughtful benefit package

Of course, you won't be able to speak to all of these things at once. Choose one or two elements of your client's EVP for each stage of your outreach sequence. Talent will come to understand the bigger picture of the company's offerings with each new email they open.



“I always stack different content across multiple messages. My outreaches are all to technical candidates (software engineers, engineering leaders, etc.), but different things matter to different people. In the tech startup world, some of the more important things are who the founders are, how much funding the company has, the problem space and competition they're facing, the current engineering team members they'd be working with, the technology stack and technical challenges currently being faced.

So I'll pick one or two of those and go into detail per message. One message might dive into the founders and the problem space they're tackling. The next message might talk about their funding, revenue, and growth targets; another might touch on the tech stack and technical challenges we're hoping this candidate could help solve with the team; and so on. I've found this strategy has great results.”

JJ Damin


Founder





“I like to do two things:


1. List the benefits as bullet points
2. Use emojis both in the subject line and to emphasize some things in the message

Sometimes I mix both practices. So rather than listing the benefits with points or numbers, I use emojis, for example:

 A fully remote job

 Competitive salary and stock options

 High-growth environment with opportunities to grow

 And more!”

Paula Moniz Rodriguez

Talent Sourcer

acelr8

“Interested rates are tied to sourcing quality, and sourcing is the most difficult step because it's saturated and low-trust. We show our values and cards upfront with simple messaging that tells people why *this* startup's future and mission are great, and why this role is great for someone on a career path they may be interested in. This starts with a sourcing strategy that matches the role definition and messaging to the target persona with intention. Then, relentlessly A/B test.”

Ben Aronowicz

Co-Founder and Talent Business Partner

 **union**

Talk about “opportunities,” not “roles” or “positions”

“Positions” are static; “opportunities” are dynamic. Think of this as the value proposition for your prospect. (Your mantra should be: “Upward trajectories, not lateral transfers.”) Why would top talent who isn't even looking for work consider your client's open position a better opportunity than what they've got now? The ability to build a team from scratch? Increased organizational impact? The opportunity to learn a new skill set (and ultimately to be more attractive in the market)? Whatever it is, speak to *that*.

Give them what they're not getting now

This best practice is an extension of the last: It's one thing to speak to opportunities; it's another to speak to the opportunities prospects *aren't* experiencing in their current role. Where does their current company fall short—in terms of growth opportunities, benefits, company culture, or work environment? If your client's company offers something more energetic, substantial, or successful, emphasize those elements—*without*, of course, mentioning their company's weakness. (Your prospect will figure that out for themselves.)

Mention company mission and culture

One of the biggest roadblocks candidates face when changing jobs is not knowing what it's *really* like to work for a prospective employer. So describe it for them. Consider work-life balance, collaborative environments, paid time off, continuing education, and more. Consider what you know about the prospect's interests and how they'd fit in with your client's team. Granted, you won't have time to expound. Make a brief mention about culture or values, and link to a page on your client's website dedicated to company mission or culture.

Offer social proof

“Social proof” is the psychological phenomenon in which people look to others to determine “right action” in a given situation. Typically, social proof in recruiting comes in the form of employee confirmation that the company culture is as dynamic and supportive as the recruiter says it is. If you’re sourcing diversity prospects, maybe you link to a blog post written by your client’s female head engineer, for example. This is a much easier strategy if your firm is an embedded or RPO model, but the point is to give voice to those people whom top talent most want to hear from.

Consider conversational cadence

Conversational cadence is the speed at which you move the conversation forward (even if that “conversation” looks more like a monologue). Remember: you have four emails in which to motivate engagement and elicit a response... and you have plenty of information about your client’s company to offer. So introduce it in small doses. If your initial outreach about how the opportunity could advance your prospect’s career doesn’t elicit engagement, perhaps your first follow-up describes company culture, and your second shouts out the Series C funding your client just received.

Every prospect will have their own “sweet spot”—that nugget of information that finally animates them into action.

Make your breakup email unforgettable

Done well, the breakup email may very well be the hook that finally gets prospects’ attention. After all, loss aversion—the fear of loss being more powerful than the pleasure of gains—is real. It can be difficult for prospects to hear you confirm for them that they’re not moving forward in the process—so try it, and see if that’s what gets a bite. Parting gifts are memorable. Humor is memorable. And you should absolutely propose to keep an eye out for future roles with that person in mind.

I often get responses to my 4th stage—prospects say they weren't going to respond but they love the show. Usually they still aren't looking, but we connect on LinkedIn. Here's that message:

“While I would still love to share more about this founding member opportunity, if this isn't the right time, that's okay. Instead I will leave you with a great moment in Seinfeld history: [George ponders potential jobs](#)

Before you resort to this type of job hunt, email me! My team at StartupTAP partners with the best VC-backed, high-growth companies and we'd be happy to keep an eye out for you in the future.

Please reach out anytime!”

Taylor Robinson
Recruiting Associate

STARTUPTAP

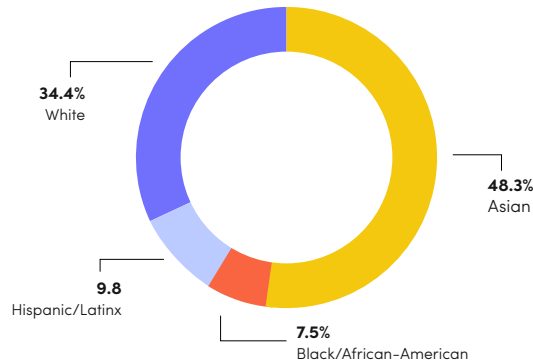
Diversity

We've included diversity data this year because it's as important to consider *whom* your outreach goes to as it is to consider what you're saying and when you're saying it. It may not always be the case that your clients have strong diversity initiatives in place; but we urge you—for your clients' sakes—to prioritize diversity in your own outreach. You'll ultimately be helping them build better businesses in doing so.

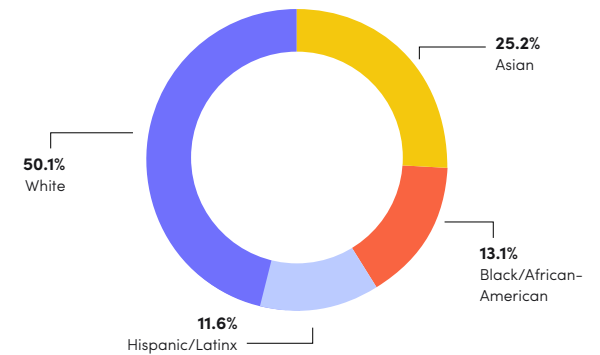
We recommend you use this data to benchmark your outreach efforts against, and do what you can to surpass the percentages shown here for underrepresented groups.

- Asian talent sees the most outreach for technical roles; Black talent sees the least
- White talent sees the most outreach for non-technical roles; Hispanic/Latinx talent sees the least
- Nearly 80% of outreach for technical roles is sent to men
- Gender parity isn't all that better for non-technical roles: nearly 2/3 of outreach for these roles is sent to men

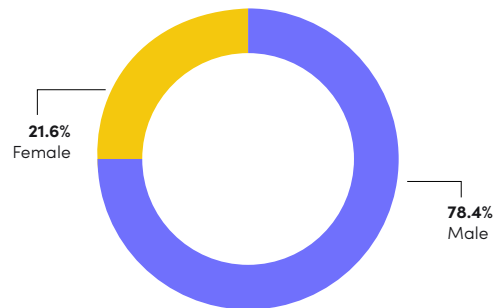
Outreach by race/ethnicity (tech)



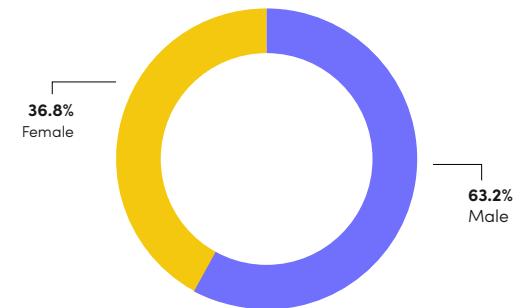
Outreach by race/ethnicity (non-tech)



Outreach by gender (tech)



Outreach by gender (non-tech)



* The above data is limited to stage 1 messages.



How Gem can help

Gem's Talent Engagement Platform is enabling over 1,200 talent teams to deliver a modern source of truth for all talent relationships. Customers love us for our usability, the depth of our analytics, and the ROI they see with us. Our customers see 2x response rates, 5x faster sourcing, and 10-day drops in time-to-hire.

Talent sourcing with Gem

Sourcing passive talent not only leads to a healthy pipeline, it also reduces time-to-hire. Sourced candidates are 4–5x more likely to be hired than inbound candidates are. Yet recruiting firms often struggle to surface this talent and engage with them. Gem ties all your critical tools together—your ATS, your email, the places you seek out candidates—and automates your workflows, from 1-click upload to follow-ups.

Fill your pipeline with quality candidates from any database—*fast*

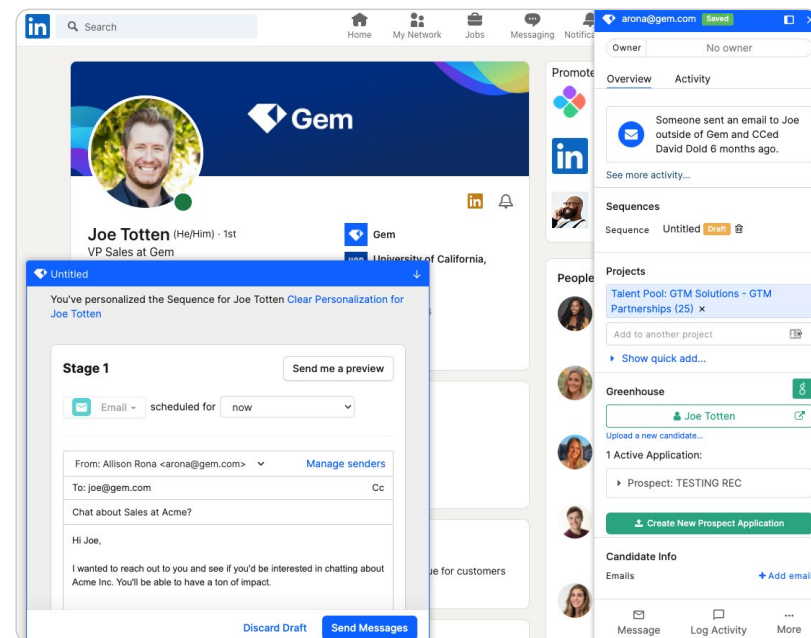
Whether you're sourcing for corporate or non-corporate reqs, salaried or hourly ones, tech or non-tech, Gem lets you source for any role from any site: LinkedIn, Github, SeekOut, Facebook, Twitter, Indeed... wherever you're looking for talent.

Gem's Chrome extension auto-captures prospective candidates' information directly—first and last name, title, work history, and more—saving sourcers and recruiters hours of manual labor. Now it's easier than ever to build pipelines of candidates.

Sequences & templates: Dynamic email templates use tokens automatically pulled from prospects' profiles for personalization at scale.

Automated follow-ups: Say goodbye to time-intensive manual follow-ups and spend more time building candidate relationships.

Email addresses and phone numbers: Gem serves up contact information you can trust.



Talent pools: Build lists of candidates to reach out to for open and future roles, set-and-forget follow-ups and long-term nurture campaigns.

Rules of engagement: Improve candidate experience and prevent duplicate outreach with access to ownership for every prospect profile—along with an entire history of who on your team has engaged with that prospect in some way.

Send-on-behalf-of: exponentially increase response rates by sending outreach “from” hiring managers or executives with email aliases.

Events: Send invites, track attendance, follow up, and measure who converts into process.

Source from warm leads

The recruiters across your organization have interviewed a host of candidates over the years, and not everyone has been offered a role. Your team has an entire pool of “silver medalists” it’s cultivated relationships with—talent who knows your organization, has bought into your product and culture, and who may be interested in a new role. So say goodbye to sourcing from scratch, and cut your time-to-hire by sourcing those warm candidates from your ATS and CRM.

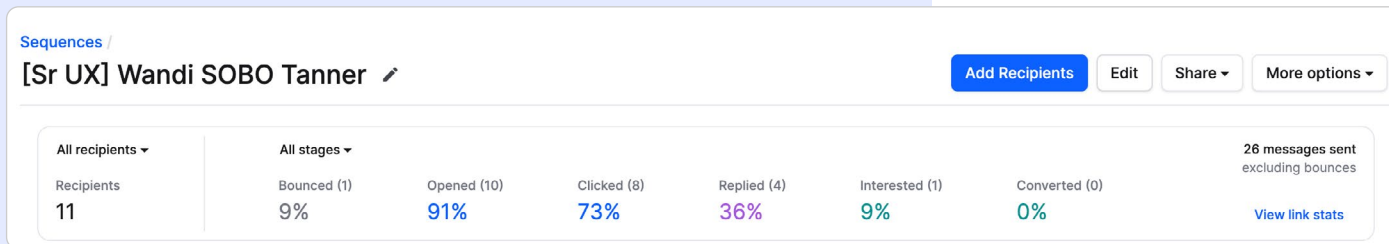
Gem’s Candidate Rediscovery surfaces talent profiles from within your silver medalist pool. Filter by criteria such as stage reached, rejection reason, source, DEI attributes, or interview feedback; easily add prospects to a re-engagement sequence; or share candidates between teams.

“I love Gem! It's been such a game-changer for me in terms of reporting, outreach automation, and more.”

Kristen Hunter
Senior Recruiting Partner

STARTUPTAP

The screenshot displays the 'Prospects' interface in Gem. At the top, there's a 'Share' button and a search bar with the placeholder text 'Search resume keywords (e.g. senior AND python)'. Below the search bar, a 'Filters' sidebar lists various criteria: Work, Education, Location, Diversity, Contact history, ATS activity, Closed applications, Projects, Contact information, and Profile. The main content area shows 'Showing 0 of 123,456' prospects. A central card prompts the user to 'Start your search in Gem' with a subtext 'Try one of the quick searches, or set your own filters. Learn how' and a 'Quick Searches' dropdown menu. A tooltip is visible over the 'Quick Searches' dropdown, listing three options: 'Silver medalists' (Find people who made it far in past application processes), 'Engaged prospects to nurture' (Find people who recently clicked a link in an email), and 'Prospects to follow up with' (Find people who responded “later” a few months ago).



Track what matters

You can't improve upon what you don't measure. Gem's Outreach and Content Stats automatically track the success of all outreach, and let sourcers and recruiters A/B test elements of their messaging such as subject lines. Which content sees the highest interested rates, and ultimately converts the most candidates into process?

Open, click, & reply tracking: Know who opened your email, and when. Track click activity, link engagement, and all responses in one place across your team. Sourcers and recruiters can discover best practices and optimize their outreach with this data.

Visibility into recruiter activity: Analyze activity by team member and track KPIs: numbers of LinkedIn views, prospects added to Gem, first messages and follow-ups sent, replies received, and candidates converted to process.

Track diversity automatically: Diversity efforts must begin at the very top of the funnel. Dig into the demographics of the recipients of your outreach, filtering by gender and race/ethnicity. Are your team's reachouts equitable? Are there elements of your messaging that are inadvertently alienating certain groups?

"I really enjoy using Gem and how easy it makes customizing emails. It allows me to automate personal touches. This has increased my response and interested rates."

Andrew O'Connell

Recruitment Consultant -Engineering

ROBERT WALTERS



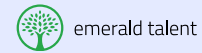
Keep track of all candidate conversations in one place

Whether you're sending InMails, messages on Indeed, or text messages, Gem serves as the central hub for *all* prospect and candidate communications. When you message and add candidates to Gem from wherever you source, all interactions sync back into the candidate's activity feed. *Every* member of your recruiting team has visibility into that feed. Say goodbye to siloed conversations, and hello to visibility and collaboration.

“Gem will manage all the busy work of reachout follow-ups without missing a prospect, plus give you data on your campaigns.”

Bruce Lee

Technical Recruiter



Gem's end-to-end modern recruiting solution empowers talent acquisition teams to engage their entire talent network, optimize sourcing efforts, and uncover actionable insights that guide smarter, forward-looking decisions. Gem works alongside LinkedIn and other places that you source, while integrating with Gmail, Outlook, and your ATS. Find the talent you need to meet hiring targets and scale your teams with Gem.

To learn more and see a demo, visit gem.com



Lauren Shufan, Author

Lauren is a content strategist with a penchant for 16th-century literature. When they're not trying to tap into talent teams' pain points, they're on their yoga mat or hiking the hills of Marin County. Come at them with your favorite Shakespeare quote.



Jaeman Kim, Contributor

Jaeman has an accomplished career in analytics and strategic planning across a variety of industries and high growth start-ups. When not diving into data, Jaeman enjoys exploring new places, both local and abroad, and catching the UCLA game. Go Bruins!

Methodology

Over the last five years, Gem has worked with 1,200+ customers across a wide range of industries, including tech, finance, healthcare, and professional services. In that time, we've analyzed well over ten million outreach sequences, sent from thousands of sourcers and recruiters. The data in this report was drawn from both the recruiting firms and agencies in those analyses and our own research in the industry. Big gratitude to our very own Jaeman Kim for pulling all our user data.