



# Sales Email Benchmark Report



## July 2023

Improve the performance of your sales email campaigns with up-to-date insights and best practices from over 49 million Regie.ai analyzed emails.

Regie.ai

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# What is the Sales Email Benchmark Report?

Every quarter, Regie.ai analyzes millions of sales emails to learn what approaches are performing the best.

Using this data, we publish the most effective practices in a benchmark report so you can use proven strategies to up-level your email game.

# How to Use the Data:

1. **Set realistic expectations.** Best practices are just that – guidelines for what has been working well in a general dataset. They are not meant to guarantee success in every situation, but rather illuminate areas of your strategy you may want to revisit.
2. **Keep an open mind.** The best practices recommended by Regie.ai may differ from what you're used to, but that doesn't mean they won't work for you. We encourage you to try new things and see how they impact your results.
3. **Be flexible.** Best practices are meant to be adaptable to your specific situation. What works for one business may not work for another, so tailor the recommendations to fit your needs.
4. **Test, test, test!** The only way to know if a best practice will work for you is to test it out. Try different tactics and see how they impact your results.
5. **Keep track of your results.** Measure your success so you can continue to improve your results over time.

# The Data

The emails included in this analysis are from between April 1 and June 30, 2023. Only campaigns sent to 100 or more people were considered for this analysis. Both Regie.ai-generated and non-Regie.ai-generated email campaigns are included in the data.

**12,862**  
**campaigns**  
**49,716,232**  
**emails**

**15,593,343**  
**opens**  
**31.4%**  
**open rate**

**1,024,021**  
**replies**  
**2.1%**  
**reply rate**

**766,872**  
**clicks**  
**1.5%**  
**click rate**



# Outbound

Outbound campaigns are sales sequences that contact cold prospects who have not yet expressed interest in your products or services.

The goal of an outbound sales campaign is to generate engagement with cold leads, create opportunities for sales conversations, and ultimately close deals.

# Outbound Benchmarks

## Top 10 Subject Lines

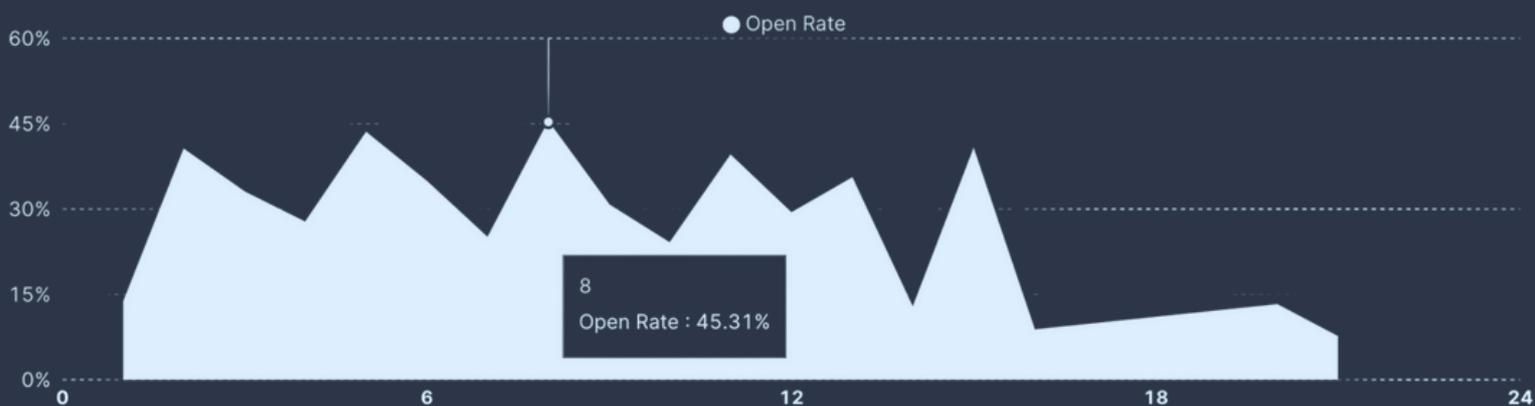
- Open for the Zoom call about {{topic}}?
- Your next adventure
- This Friday
- Accelerating pipeline over the next 6 months
- Booking more qualified meetings
- Shameless last attempt
- Touching Base
- What's your conversion rate?
- Day 8
- The power of {{keyword}}

**These subject lines are associated with the highest open rates in the Outbound dataset.**



# Outbound Performance by Step Number

Performance by Step Number



## Open Rate - Step 8

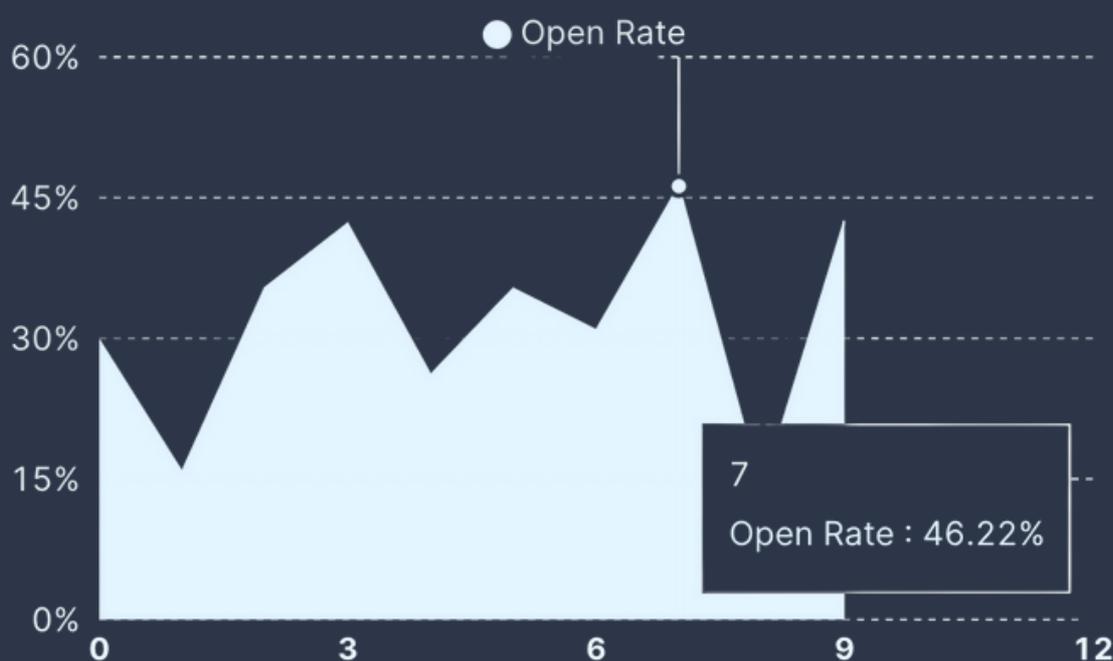
The campaign step number associated with the highest open rate in the Outbound dataset is **Step 8 at 45.3%**.

## Reply Rate - Step 5

The campaign step number associated with the highest reply rate in the Outbound dataset is **Step 5 at 1.5%**.

# Outbound Performance by Word Count

Subject Length



## Subject Line - 7 Words

The subject line word count associated with the highest open rate of the Outbound dataset is **7 words at 46.2%**.

## Body Copy - 144 Words

The email body copy word count associated with the highest reply rate of the Outbound dataset is **144 words at 2.7%**.

# Outbound Recap

Outbound campaign trends, summarized in one page.

Benchmarks	Performance	Subject Lines
3,438 Campaigns	Step 8 - best Open Rate	<ul style="list-style-type: none"> <li>• Open for the Zoom call about {{topic}}?</li> <li>• Your next adventure</li> </ul>
11,092,754 Emails	Step 5 - best Reply Rate	<ul style="list-style-type: none"> <li>• This Friday</li> <li>• Accelerating pipeline over the next 6 months</li> </ul>
30.7% Open Rate	7-word Subject Lines - best Open Rate	<ul style="list-style-type: none"> <li>• Booking more qualified meetings</li> <li>• Shameless last attempt</li> </ul>
1.8% Reply Rate	144-word Emails - best Reply Rate	<ul style="list-style-type: none"> <li>• Touching Base</li> <li>• What's your conversion rate?</li> </ul>
2.6% Click Rate		<ul style="list-style-type: none"> <li>• Day 8</li> <li>• The power of {{keyword}}</li> </ul>

# Outbound Tips

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- Pay attention to email trends based on step number, reply rate, and open rate. If you notice consistent spikes in these metrics at specific campaign steps, take two actions:
  1. Analyze the subject lines, value propositions, word count, or CTAs used in the high-performing emails and apply them to other steps of your campaign.
  2. Adjust the length of your campaigns to match the ones with spikes in performance.
- If your data doesn't show trends based on step number, consider experimenting with campaign lengths overall. Regularly review your campaign lengths every six months to ensure you're optimizing your efforts and not exceeding what's necessary for success.



# Inbound

Inbound campaigns aim to attract potential customers to a business by creating and sharing valuable content and experiences that align with the interests and needs of the target audience.

The goal of an inbound campaign is to engage prospects and convert them into loyal customers by providing them with helpful information and resources at each stage of their buying journey.

# Inbound Benchmarks

## Top 6 Subject Lines

- Your {{title}} trial
- Re: your interest in {{company}},  
{{first\_name}}
- Hello from {{company}}!
- Reconnecting with {{company}}
- Anything I can do?
- Per your request

**These subject lines are associated with the highest open rates in the Inbound dataset.**



# Inbound Performance by Step Number

Performance by Step Number



## Open Rate - Step 2

The campaign step number associated with the highest open rate in the Inbound dataset is **Step 2 at 52%**.

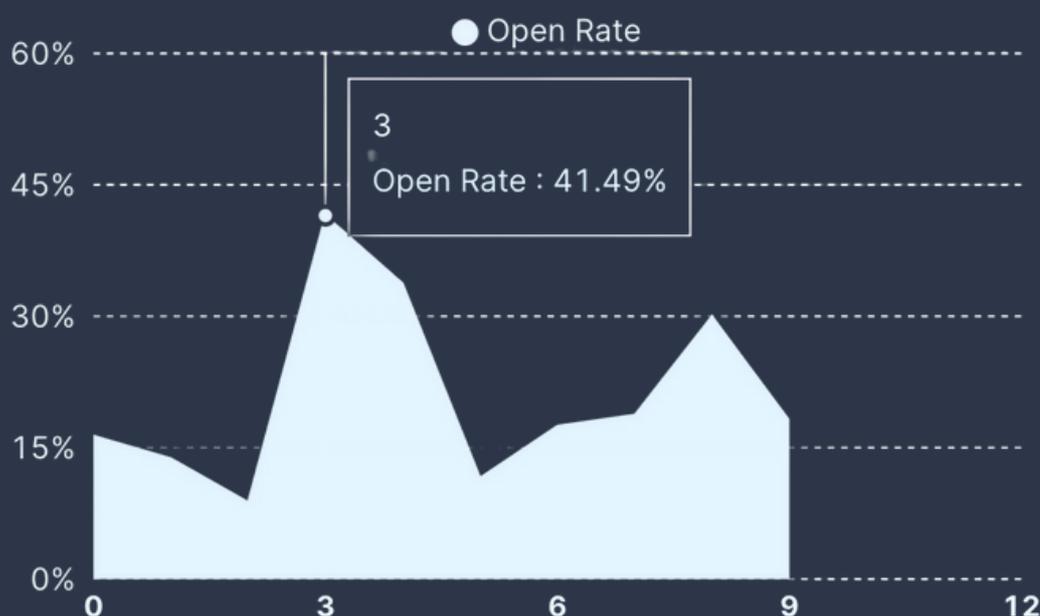
## Reply Rate - Step 3

The campaign step number associated with the highest reply rate in the Inbound dataset is **Step 3 at 10.3%**.



# Inbound Performance by Word Count

Subject Length



## Subject Line - 3 Words

The subject line word count associated with the highest open rate of the Inbound dataset is **3 words at 41.5%**.

## Body Copy - 90 Words

The email body copy word count associated with the highest reply rate of the Inbound dataset is **90 words at 33.3%**.

# Inbound Recap

Inbound campaign trends, summarized in one page.

Benchmarks	Performance	Subject Lines
428 Campaigns	Step 2 - best Open Rate	Your {{title}} trial
2,930,380 Emails	Step 3 - best Reply Rate	Re: your interest in {{company}}, {{first_name}}
43% Open Rate	3-word Subject Lines - best Open Rate	Hello from {{company}}!
5.8% Reply Rate	90-word Emails - best Reply Rate	Reconnecting with {{company}}
2.4% Click Rate		Anything I can do?
		Per your request

# Inbound Tips

- Focus your attention on perfecting the initial emails of your inbound campaigns, perhaps reserving your strongest CTA for the second or third email. Consider the rest of the emails in your inbound sequences as nurture steps that are designed to simply check-in and ensure your inbound lead's attention stays on your offering.
- Across the inbound data, we're seeing a trend toward being succinct. If your inbound emails are wordy, consider shortening their subject lines by aiming for a maximum of 3 words and breaking up their text across multiple emails so no email in the sequence surpasses a 90-word word count. This is a quick way to experiment with your inbound follow-up effectiveness.



# Follow-up

A follow-up sales campaign nurtures and converts leads into customers after an initial contact or interaction.

The goal of a follow-up campaign is to maximize the conversion rate and customer lifetime value while minimizing the cost of acquisition.

# Follow-up Benchmarks

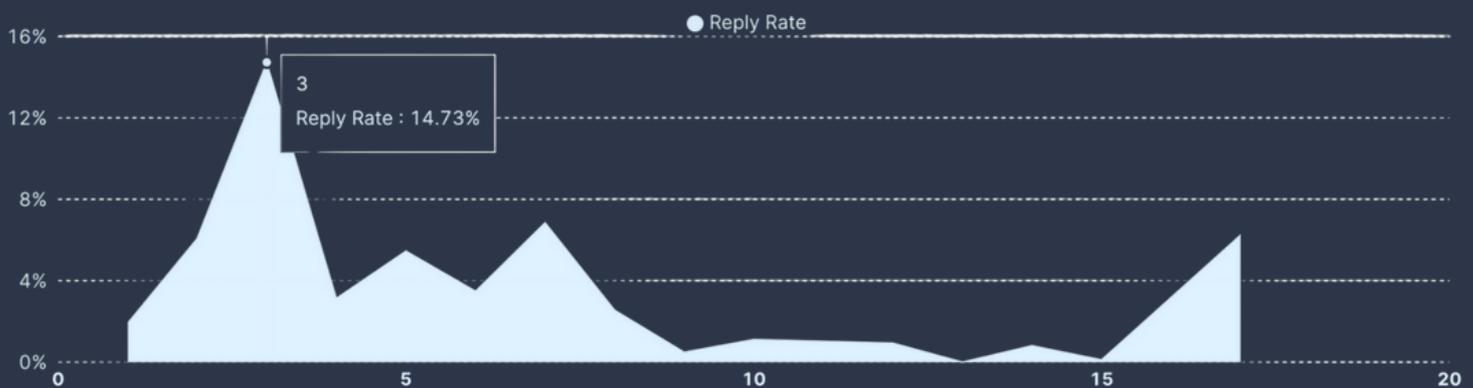
## Top 7 Subject Lines

- missed meeting
- New {{company}} Point of Contact
- Where'd you go?
- Timeline?
- Past conversations about {{company}}
- Midway through now
- Unanswered questions about {{company}}

**These subject lines are associated with the highest open rates in the Follow-up dataset.**

# Follow-up Performance by Step Number

Performance by Step Number



## Reply Rate - Step 3

The campaign step number associated with the highest reply rate in the Follow-up dataset is **Step 3** at **14.7%**.

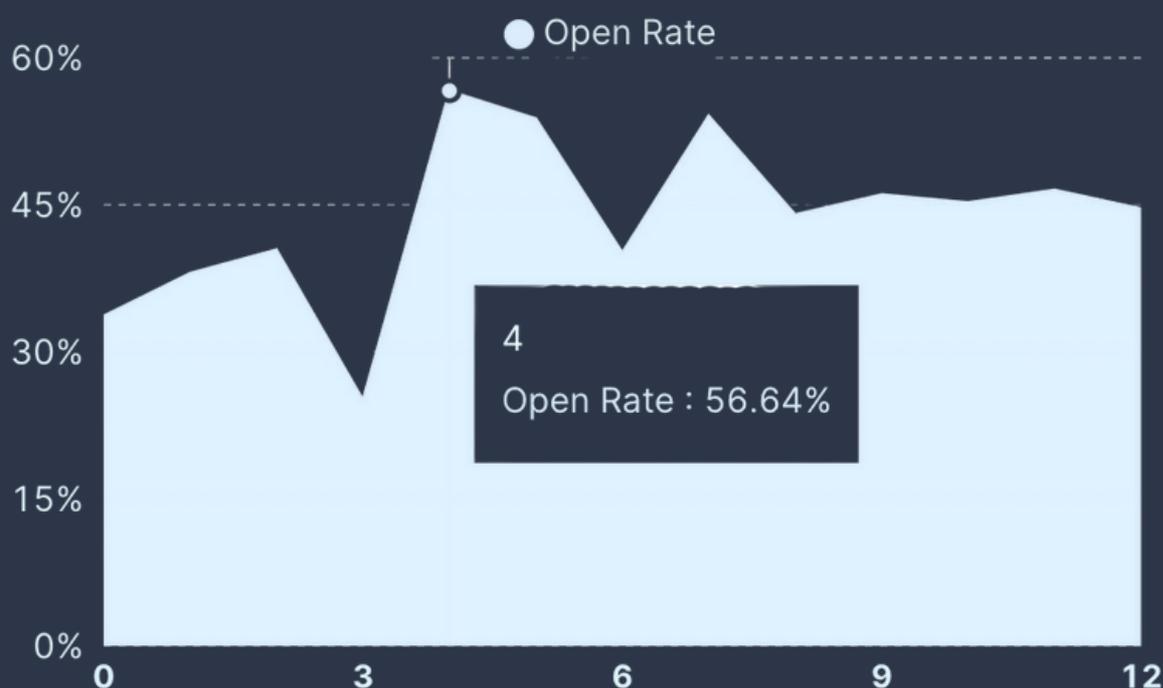
## Open Rate - Step 7

The campaign step number associated with the highest open rate in the Follow-up dataset is **Step 7** at **48.8%**.



# Follow-up Performance by Word Count

Subject Length



## Subject Line - 4 Words

The subject line word count associated with the highest open rate of the Follow-up dataset is **4 words at 56.6%**.

## Body Copy - 39 Words

The email body copy word count associated with the highest reply rate of the Follow-up dataset is **39 words at 41.8%**.

# Follow-up Recap

Follow-up campaign trends, summarized in one page.

Benchmarks	Performance	Subject Lines
70 Campaigns	Step 7 - best Open Rate	<ul style="list-style-type: none"> <li>missed meeting</li> <li>New {{company}} Point of Contact</li> </ul>
363,574 Emails	Step 3 - best Reply Rate	<ul style="list-style-type: none"> <li>Where'd you go?</li> </ul>
40.3% Open Rate	4-word Subject Lines - best Open Rate	<ul style="list-style-type: none"> <li>Timeline?</li> </ul>
6.4% Reply Rate	39-word Emails - best Reply Rate	<ul style="list-style-type: none"> <li>Past conversations about {{company}}</li> </ul>
1.3% Click Rate		<ul style="list-style-type: none"> <li>Midway through now</li> <li>Unanswered questions about {{company}}</li> </ul>

# Follow-up Tips

- Prospects value efficiency and relevance in their email communications and this preference is heightened when it comes to follow-ups. By crafting subject lines and email content that are concise yet compelling, sales reps can respect the recipients' time while delivering a clear and enticing message, especially when reaching out to prospects who've already been sequenced before.
- Keep emails focused, concise, and relevant to enhance the overall effectiveness of your follow-ups by setting aside an hour each week to pare down your text. Delete any words or sentences that don't move the conversation forward or plainly communicate your message.



# Events

Event campaigns are designed to promote a specific event. They may also include follow-up emails after the event to gather feedback and encourage attendees to take further action.

The primary objective of an events campaign is to encourage recipients to register for the event, attend the event, or take some other desired action related to the event.

# Events

## Benchmarks

### Top 6 Subject Lines

- Thank you for attending!
- Coffee on me?
- Personal invite to {{title}}
- Best contact?
- Join us for the {{title}}
- Movie Invitation

These subject lines are associated with the highest open rates in the Events dataset.



# Events Performance by Step Number

Performance by Step Number



## Open Rate - Step 2

The campaign step number associated with the highest open rate in the Events dataset is **Step 2 at 44.3%**

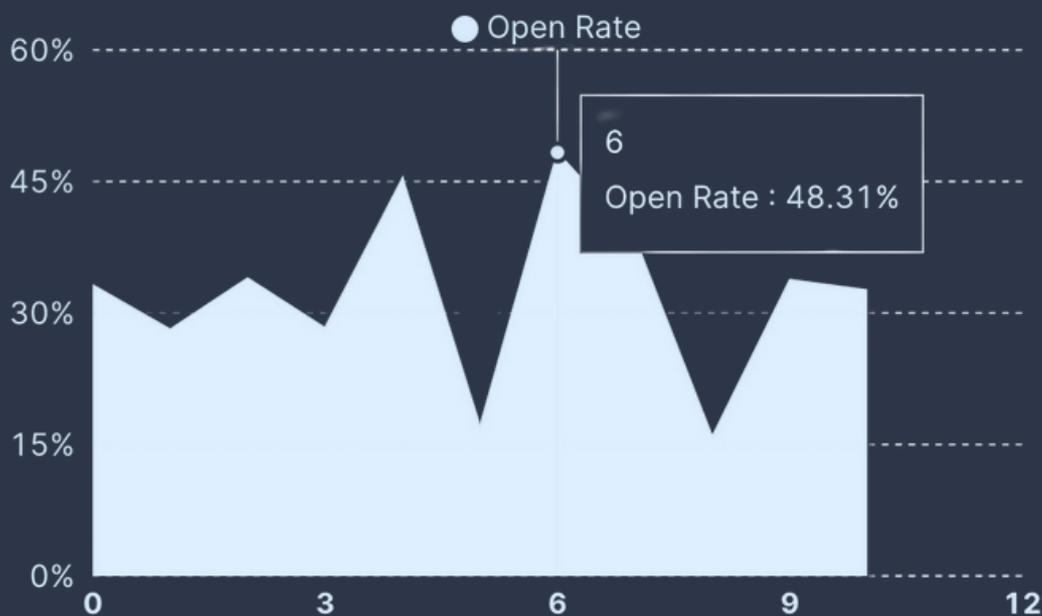
## Reply Rate - Step 11

The campaign step number associated with the highest reply rate in the Events dataset is **Step 11 at 3.2%**.



# Events Performance by Word Count

Subject Length



## Subject Line - 6 Words

The subject line word count associated with the highest open rate of the Events dataset is **6 words at 48.3%**.

## Body Copy - 64 Words

The email body copy word count associated with the highest reply rate of the Events dataset is **64 words at 17.8%**.

# Events Recap

Every Events-related finding from this report, summarized in one page.

Benchmarks	Performance	Subject Lines
108 Campaigns	Step 2 - best Open Rate	Thank you for attending!
293,657 Emails	Step 11 - best Reply Rate	Coffee on me?
36.3% Open Rate	6-word Subject Lines - best Open Rate	Personal invite to {{title}}
1.4% Reply Rate	64-word Emails - best Reply Rate	Best contact?
4.2% Click Rate		Join us for the {{title}}
		Movie Invitation

# Events Tips

- While event campaigns may seem like a lighter lift content-wise, don't fall into the trap of thinking they don't require nuance to be effective. Whether you're inviting prospects to attend an event or following up with them after, personalized and contextually relevant messaging is crucial for engaging prospects in event campaigns.
- By personalizing the messaging and highlighting the unique aspects of the event that are relevant to each prospect, sales reps can create a stronger connection, increase the likelihood of opens and replies, and ultimately drive better outcomes in the event campaign.

# Happy Prospecting!

By leveraging the insights gleaned from this email performance data, we hope you can better target leads, create content that resonates with your potential customers, and optimize your sales and marketing outreach strategies for maximum impact.

With these tips in place, you'll be well on your way to achieving success in the competitive landscape.

Good luck!  
-Team Regie.ai

PS - Wondering how Regie.ai can streamline your sales and marketing content creation using Generative AI and industry best practices? Drop us a line at [riley@regie.ai](mailto:riley@regie.ai) - we'd love to share more!

