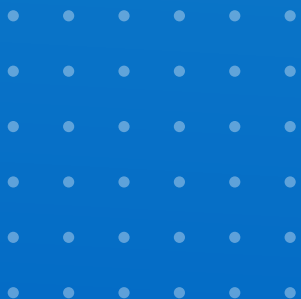




Monthly Benchmarks Report

June 2022



What is Sales Email Performance Benchmarks?

Every month, Regie.ai analyzes millions of sales emails learn what tactics are performing the best. Using this data, we publish the most effective practices in our monthly newsletter so you can use proven strategies that are working across the board.

How to use this information:

1. **Set realistic expectations.** Best practices are just that – guidelines for what has been proven to work well in general. They are not a magic potion that will guarantee success in every situation.
2. **Keep an open mind.** The best practices recommended by the Regie.ai Analysis may be different from what you're used to, but that doesn't mean they won't work for you. Be willing 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 for sure 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.

In This Report You'll Find:

Outbound Sales Emails;

- Benchmarks
- Top Performing Subject Lines by Open Rate
- Open Rate by Subject Length
- Reply Rate by Body Length



Inbound Sales Emails:

- Benchmarks
- Top Performing Subject Lines by Open Rate
- Open Rate by Subject Length
- Reply Rate by Body Length

Overall Benchmarks

2,092 campaigns

11,380,714 emails

2,444,760 opens

21.48% open rate

254,862 replies

2.24% reply rate

117,341 clicks

1.03% click rate

The emails and campaigns included in this month's analysis were used between June 1st and June 30th. Only campaigns that were sent to 100 or more people qualified for the analysis.

Outbound Benchmarks

Outbound Highlights

- 679 campaigns
- 7,186,205 emails
- 937,162 opens
- 13.04% open rate
- 115,171 replies
- 1.6% reply rate
- 68,167 clicks
- 0.95% click rate

Subject Line Takeaway

June's top-performing subject line is pretty standard, and a 98% open rate is basically the best any seller can hope for. But beyond that first subject line, we see a set of subject lines that are a bit more narrative or casual.

"Knocking on the front door" is intriguing and deviates from the typical summary-style subject line. The same is true for "are you really hiring?" Consider testing a few subject lines that are more creative than what you might be used to and see how your audience responds.

Another interesting subject line in the set has a 76% open rate and simply uses the title of a white paper. Making it clear up front that you're sharing a resource is a solid strategy not only for garnering opens but also for upping your email's value and relevance.

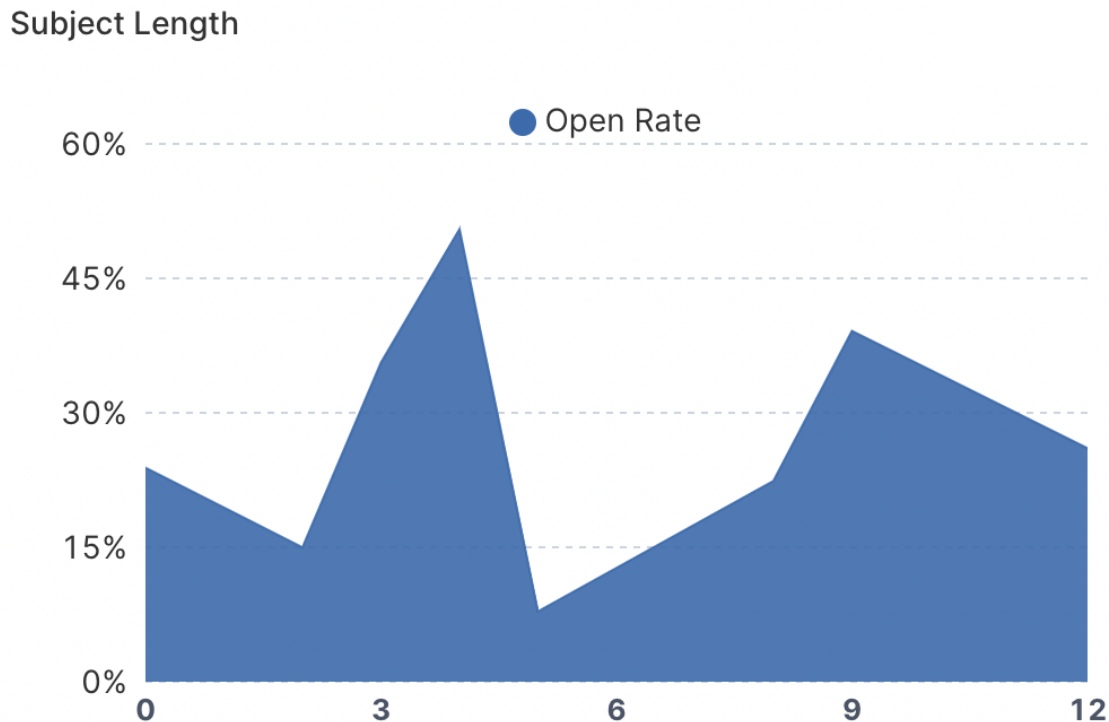
Don't forget to try using "Wrong Person?" and "Getting in touch." They're simple, they're easy to interpret and they're consistently high performers.

Top Performing Subject Lines

- Subject: {{keyword}} Initiatives
 - Open Rate: 98.85%
- Subject: Wrong Person?
 - Open Rate: 97.93%
- Subject: Getting in touch
 - Open Rate: 76%
- Subject: White paper - {{!! WHITE PAPER TITLE }}
- Open Rate: 69.03%
- Subject: are you really hiring?
 - Open Rate: 66.2%
- Subject: Knocking on the front door
 - Open Rate: 61.69%
- Subject: Hoping to Help
 - Open Rate: 58.86%

Outbound Benchmarks

Open Rate By Subject Length



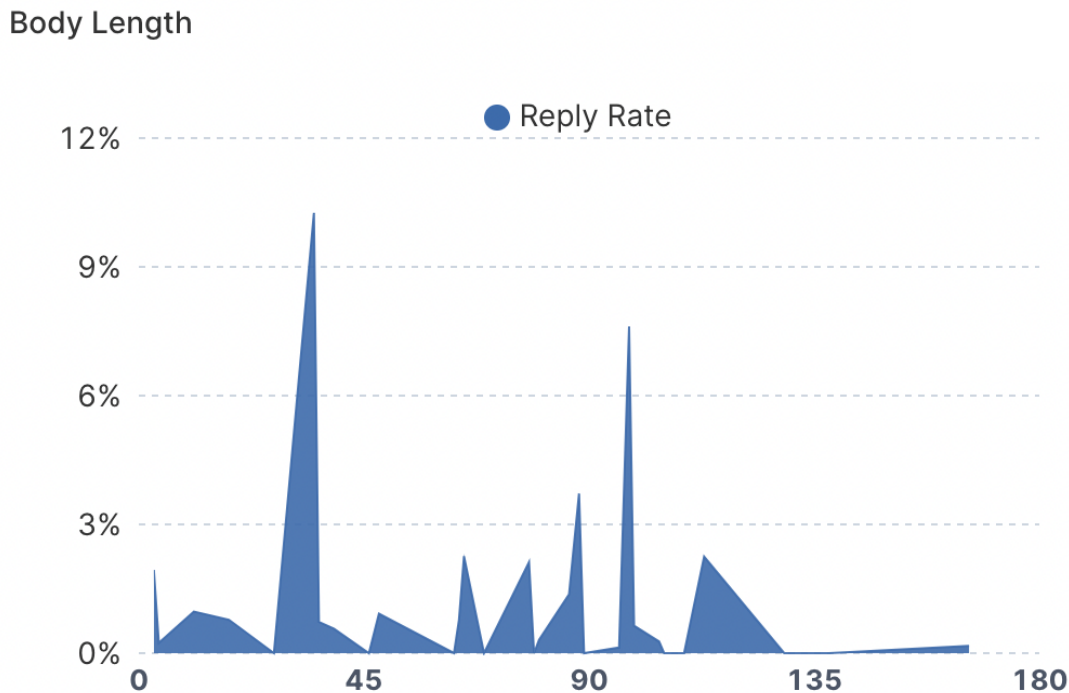
The Takeaway

Throughout 2022, we've seen a common theme with outbound subject lines. That is, keeping them short is a good idea, but brevity won't do all the work. June's top-performing subject length is four words, but right behind it at a 39% open rate is nine words.

If they're the right words, word count becomes secondary. To stack the odds in your favor, come up with a list of four-word subject lines and find out how they perform. If there's a standout in the group, use that subject line as a model to create more like it.

Outbound Benchmarks

Reply Rate By Body Length



The Takeaway

We saw the same jump in reply rates happen at 35 words in April as well.

The data here is consistent- keep your body copy word count below 40 words. You don't even have to write all new emails or sequences to get started. Just comb through your current or old sequences to see if you can refresh the copy by simply paring it down.

Look for sentences that don't actively add value and remove them. Delete filler words or phrases that add unnecessary bulk to a sentence. You can even break up one email into two. Removing words can be a lot easier than adding them, so set aside time to check the word count of the emails you're already using for a quick way to give your campaigns a boost.

Inbound Benchmarks

Inbound Highlights

- 138 campaigns
- 320,060 emails
- 112,538 opens
- 35.16% open rate
- 13,654 replies
- 4.27% reply rate
- 9,479 clicks
- 2.96% click rate

Subject Line Takeaway

Whether it's the name of your company, the name of the inbound lead's company or the lead's name itself, use a name like five of the seven subject lines in this set do.

"Knocking on the front door" is intriguing and deviates from the typical summary-style subject line. The same is true for "are you really hiring?" Consider testing a few subject lines that are more creative than what you might be used to and see how your audience responds.

Another interesting subject line in the set has a 76% open rate and simply uses the title of a white paper. Making it clear up front that you're sharing a resource is a solid strategy not only for garnering opens but also for upping your email's value and relevance.

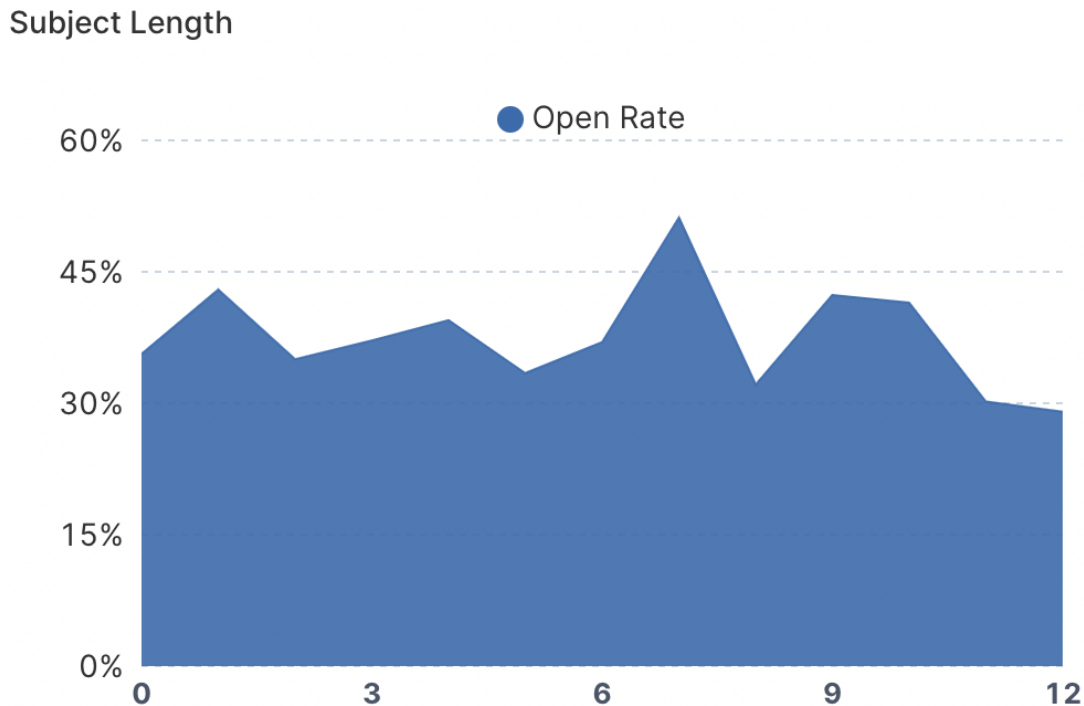
Don't forget to try using "Wrong Person?" and "Getting in touch." They're simple, they're easy to interpret and they're consistently high performers.

Top Performing Subject Lines

- subject: Free {{company}} {!! KEYWORD !!} Review
 - open rate: 83.17%
- subject: Thank you for reaching out to {{company}}
 - open rate: 76.02%
- subject: Re: your interest in {{company}}, {{first_name}}
 - open rate: 75.85%
- subject: Getting in touch
 - open rate: 71.76%
- subject: {{first_name}} - your quote
 - open rate: 71.05%
- subject: Thank you for your interest in partnering with us!
 - open rate: 69.72%

Inbound Benchmarks

Open Rate By Subject Length



The Takeaway

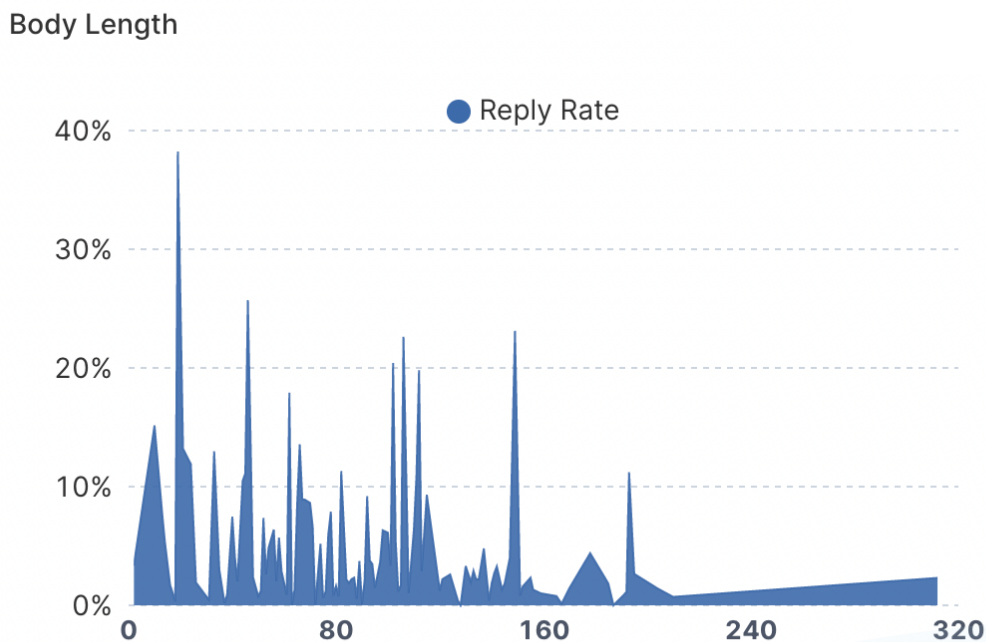
The reason we see a higher word count associated with June's top-performing subject line length is likely due to the fact that to earn an open, your inbound subject lines need to inform. If an inbound lead has an interest in your company, seeing that interest reflected back to them in a subject line is important.

For example, if a lead has requested a demo, your subject line should reflect that.

Typically this will require using your company's name, your lead's name or the name of their company, and including the word "demo" in your subject line. While doing so won't always keep your subject lines short, it will give your inbound leads the information they need to continue moving forward.

Outbound Benchmarks

Reply Rate By Body Length



The Takeaway

June's data shows a significantly shorter set of inbound emails than the months prior. We're used to seeing inbound emails hover around 100 words but this month the top-performing word count is about a third of that. This could be due to longer sales sequences, allowing sellers to parse out the information they need to share across more emails. Another explanation could be the use of call-heavy sequences, where a bulk of the information exchange happens over the phone.

We suggest testing both longer sequences and call-heavy sequences this month, as well as your inbound sequences for length. To test for length, copy a sequence you're already using, but cut down the emails' word count to 40 words or fewer and see how it performs.

Want to see Regie.ai in action?

Visit regie.ai to schedule a demo today,
or simply [click here](#).

