

New projectLibrary

GE

Help

Table of Contents

Large Email List Reach-Out Strategies Follow-UP (Cadence)

Delivered October 7th, 2022. Contributors: Grace E.

6 min read

Project Details

Research Outline: [Large Email List Reach-Out Strategies...](#)

Large Email List Reach-Out Strategies Follow-UP (Cadence)

Key Takeaways

- According to Adam Wiggins (Director of Marketing at Palmer Ad Agency), “after years of testing emailing frequency for internal and external clients, the highest return on investment has come from sending weekly emails, in most instances.”
- Salesloft recommends that email sends be limited to 250 per day. Consistency with the volume of sends is key, as abrupt spikes can trigger red flags on spam filters, resulting in deliverability issues.
- Beyond the feeling of being authentic, thoughtful, and human, personalization affects deliverability. Enhancing emails with custom snippets makes each one distinctive and reduces the probability of getting caught up in spam filters. According to Woodpecker, personalized emails with custom snippets further than the most basic ones has a 17% response rate.
- Top priorities in testing email subject lines include length, personalization, and tone. There is a 22.2% increase in open rates for emails with personalized subject lines. A full 69% of email receivers conclude that an email is a spam based just on the subject line.

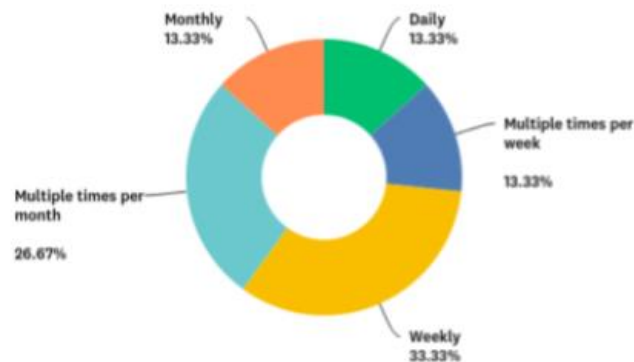
Introduction

This report provides 3 best practices for mass emailing. We have focused specifically on the best cadences for mass emails and specific features in mass emails that make receivers more likely to open and/or respond. The best practices discussed include frequency, personalization, and subject line.

Frequency

- With email frequency, there is no mystery number — frequency differs with business. As such, it may take a while to get the appropriate frequency for sending business emails. A better knowledge of the client would help segment cadences according to the distinct groups identified within the client base, based on what is right for their business. For instance, factors such as job role and seniority will determine the frequency of sending emails — a C-suite executive would not be started in a touchpoint-packed cadence, considering their busy schedule.
- According to a survey by HubSpot, to get the most engagement, send emails on Monday, Tuesday, and Wednesday, with emails sent on Friday, Saturday, or Sunday receiving minimal open and click-through rates. Marketing emails sent between 9 a.m. to 12 p.m. on Tuesday gained the most engagement, followed by those sent at the same time on Monday or Wednesday.
- Most marketers who responded to a survey by Databox revealed that their sending frequency was weekly. According to Adam Wiggins, the director of marketing at Palmer Ad Agency, “after years of testing emailing frequency for internal and external clients, the highest return on investment has come from sending weekly emails, in most instances.” For Markelle Harden, the founder of Classy Inbound, “sending emails more than once a week increased the unsubscribe rate in the B2B space and a decline in the open rate for B2C clients. Data reveals that sending emails weekly is the ‘sweet spot’ across industries and platforms.”
- On the other hand, AdRoll, a digital growth and marketing platform, recommends sending between 4-8 bulk emails per month: “The typical merchant is only willing to send between one and four bulk emails per month to their subscribers. However, based on open rates for broadcasts, optimal results are achieved when companies send between four and eight emails per month.”
- Salesloft advises a daily send limit of 250 emails. It is important to be consistent with the volume of sends, as abrupt spikes in volume can trigger red flags on spam filters, resulting in issues with delivery. The total email size should be kept below 100KB and 10MB for attachments. Oversized emails and attachments are common flags to spam filters, particularly on B2B domains.

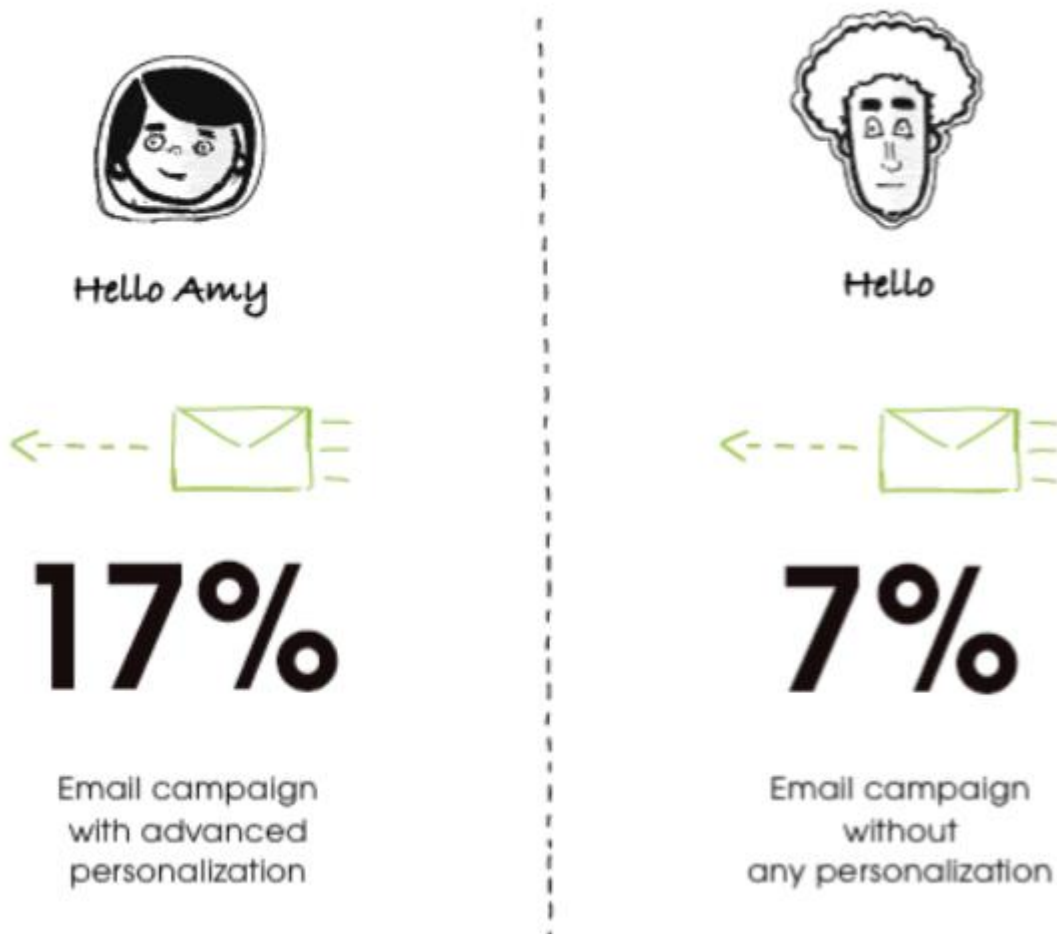
How frequently do you send email marketing campaigns to your list(s)? (For the purposes of this question, we are defining an 'email marketing campaign' as a message that is sent to a bunch of recipients at once in order to promote your content or an offer.)



Source

Personalization

- Customized emails feel more personal, authentic, thoughtful, and human. Additionally, personalization affects deliverability. It is important to include about 3 custom snippets with exclusive information about the clients, such as good wishes on an achievement or commendation for their article. Enhancing emails with snippets makes each one distinctive and reduces the probability of them getting caught up in spam filters.
- The content for personalized emails is generated from customer data platforms. Information and actions that clients and prospective customers share with the brand can help enhance the conversion rate. The process, however, can be automated by leveraging some emailing software.
- According to data from Woodpecker, emails without advanced personalization received a 7% response rate, while the average response rate for emails that included custom clips further than the most basic ones, like the first name or company name, is 17%.
- Personalization tips include sending emails based on an action taken, the inclusion of the receiver's name in the salutation, a personalized subject line comprising something the receiver has indicated an interest in, and consideration for reaching out at the best time for the recipient, e.g., time zone.



Source

Subject Line

- The email subject line is read first before opening the email, hence, the need to have a subject line that sparks interest and indicates an intent to help the reader. About 50% of emails are opened or deleted based only on their subject line. According to Campaign Monitor, readers are 26% more prone to open emails with personalized subject lines.
- Personalized subject lines improve email open rates by 22.2%, while those showing uniqueness and urgency boost open rates by up to 22%. A full 69% of email receivers conclude that an email is spam based just on the subject line.
- It is important to test and revise various types of subject lines until an ideal one is found. Length, personalization, and tone are top priorities in testing email subject lines. In terms of length, studies recommend the use of three to five words and less than 24 characters, given that most emails are opened on mobile devices.
- The use of assertive, active terms like “account,” “campaign,” and “next” have shown to increase open rates, while more passive words like “join,” “invite,” and “confirm” have the opposite result. Subject lines should provoke rarity, Fear Of Missing Out (FOMO), self-interest, or sheer curiosity.

	4 Words	5 Words	6 Words	7 Words	8 Words	9 Words	10+ Words
Sent	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Open Rate	18.26%	17.10%	15.30%	15.20%	12.20%	10.30%	13.70%
Opens	18,260	17,100	15,300	15,200	12,200	10,300	13,700
Click to Open	8.00%	7.90%	10.10%	10.80%	6.60%	10.60%	7.90%
Clicks	1,461	1,351	1,545	1,642	805	1,092	1,082

Source

The Best Email Subject Lines for Sales



Source

Research Strategy

For this research on the cadence and outreach strategies for mass emailing, we leveraged the most reputable sources of information that were available in the public domain, including [Close](#), [HubSpot](#), [Databox](#), [Salesloft](#), [Woodpecker](#), and [Pipedrive](#).

Did this report spark your curiosity?

Start Wondering

Sources

8 Email Cadence Best Practices for Better Email Marketing Campaigns

blog.hubspot.com

Publication Year: 2022

How to build a sales cadence: examples, best practices, & top tools

blog.close.com

Publication Year: 2022

How to build a sales cadence: examples, best practices, & top tools

blog.close.com

Publication Year: 2022

8 Email Cadence Best Practices for Better Email Marketing Campaigns

blog.hubspot.com

Publication Year: 2022

8 Email Cadence Best Practices for Better Email Marketing Campaigns

blog.hubspot.com

Publication Year: 2022

8 Email Cadence Best Practices for Better Email Marketing Campaigns

blog.hubspot.com

Publication Year: 2022

8 Email Cadence Best Practices for Better Email Marketing Campaigns

blog.hubspot.com

Publication Year: 2022

How Often Are Marketers Sending Email? | Databox Blog

databox.com

Publication Year: 2022

How Often Are Marketers Sending Email? | Databox Blog

databox.com

Publication Year: 2022

How Often Are Marketers Sending Email? | Databox Blog
databox.com
Publication Year: 2022

How Often Are Marketers Sending Email? | Databox Blog
databox.com
Publication Year: 2022

How Often Are Marketers Sending Email? | Databox Blog
databox.com
Publication Year: 2022

[H](#)
Salesloft Help Center
help.salesloft.com

[H](#)
Salesloft Help Center
help.salesloft.com

[H](#)
Salesloft Help Center
help.salesloft.com

[H](#)
Salesloft Help Center
help.salesloft.com

[H](#)
Salesloft Help Center
help.salesloft.com

Best Practices for Perfecting Mass Email Marketing
pipedrive.com

Best Practices for Perfecting Mass Email Marketing
pipedrive.com

Best Practices for Perfecting Mass Email Marketing
pipedrive.com

Personalized Email Campaigns: 10 Ways to Nail Them
learn.g2.com
Publication Year: 2021

How to Improve Your Email Open Rates - weMail
getwemail.io
Publication Year: 2020

How to Improve Your Email Open Rates - weMail
getwemail.io
Publication Year: 2020

How to Improve Your Email Open Rates - weMail
getwemail.io
Publication Year: 2020

9 Best Practices to Increase Email Open Rates
sendx.io

9 Best Practices to Increase Email Open Rates
sendx.io

9 Best Practices to Increase Email Open Rates
sendx.io

9 Best Practices to Increase Email Open Rates
sendx.io

Here's What We've Learned From Sending 20M Sales Emails

woodpecker.co
Publication Year: 2022

Here's What We've Learned From Sending 20M Sales Emails

woodpecker.co
Publication Year: 2022

Here's What We've Learned From Sending 20M Sales Emails

woodpecker.co
Publication Year: 2022

Here's What We've Learned From Sending 20M Sales Emails

woodpecker.co
Publication Year: 2022

Here's What We've Learned From Sending 20M Sales Emails

woodpecker.co
Publication Year: 2022

Should You Personalize Your Subject Lines?

campaignmonitor.com
Publication Year: 2022

Email Subject Line Tips That Guarantee High Open Rates | LoginRadius Blog

loginradius.com

Email Subject Line Tips That Guarantee High Open Rates | LoginRadius Blog

loginradius.com

164 Best Email Subject Lines And Why They Work! (2022)

optinmonster.com
Publication Year: 2022

H

Salesloft Help Center

help.salesloft.com

Here's What We've Learned From Sending 20M Sales Emails

woodpecker.co

Publication Year: 2022

Here's What We've Learned From Sending 20M Sales Emails

woodpecker.co

Publication Year: 2022

Here's What We've Learned From Sending 20M Sales Emails

woodpecker.co

Publication Year: 2022

Email Subject Line Tips That Guarantee High Open Rates | LoginRadius Blog

loginradius.com

164 Best Email Subject Lines And Why They Work! (2022)

optinmonster.com

Publication Year: 2022

The Ideal Email Cadence for Your Audience | AdRoll

adroll.com

Publication Year: 2020