



SECRETS OF EMAIL PROSPECTING

THE WHEN AND HOW OF
INCREASED OPEN RATES

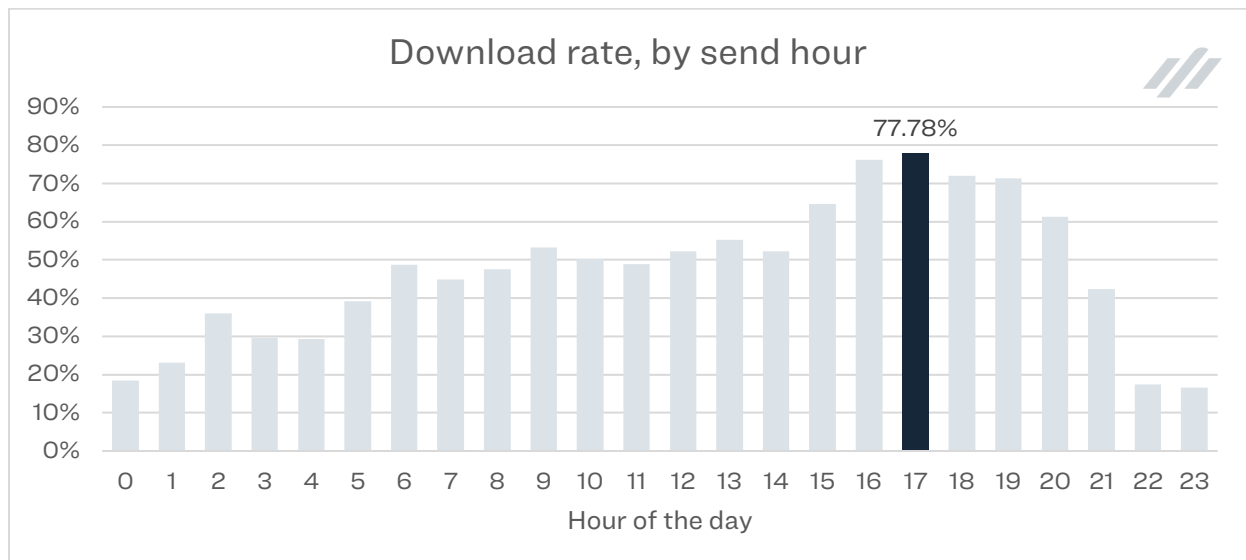
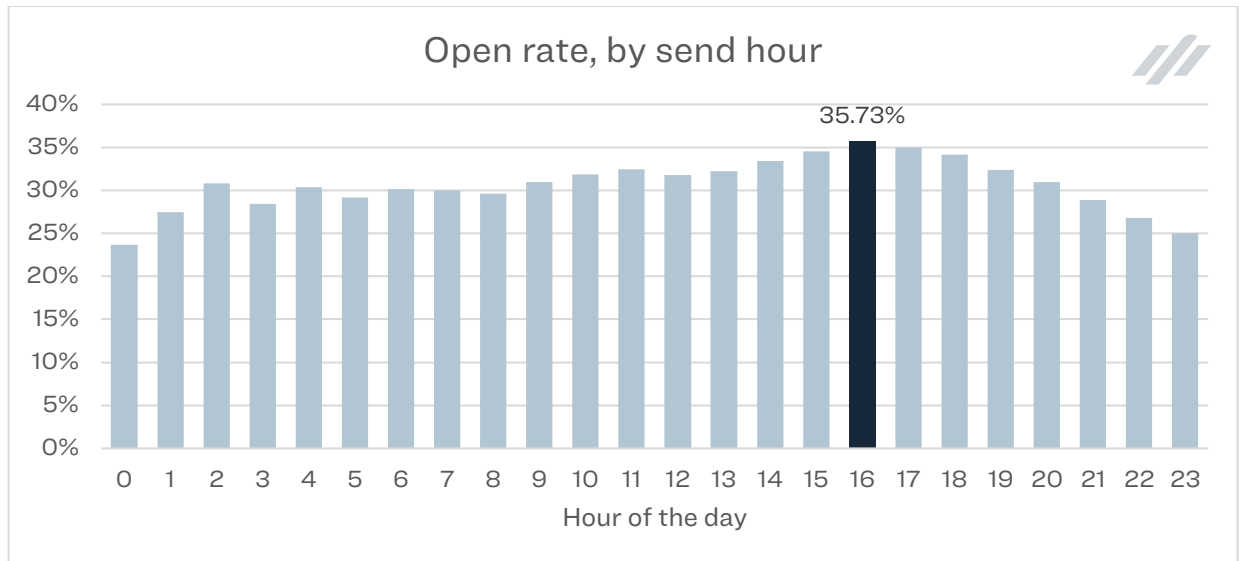
SALES EMAIL SECRETS

What 18 million emails tell us about email prospecting

Sales reps are relying more and more on email as a form of communication in prospecting and closing activities. In fact, our data shows that the average sales rep sends 34 emails per day, up 20% from 2017. As this communication method becomes increasingly important, sales reps are constantly working to discover the best practices that surround it. This year, XANT analyzed over 18 million emails (which excluded marketing emails) to find that on average only 31.29% of were opened. That means that out of three emails, less than one is being opened by prospects. We also tried to find out what day and time result in the best open and download rates, and what subject-line best practices we could extract. In this study you'll find the day, time, and subject-line content secrets that will help boost your open and download rates and fuel your business development efforts.

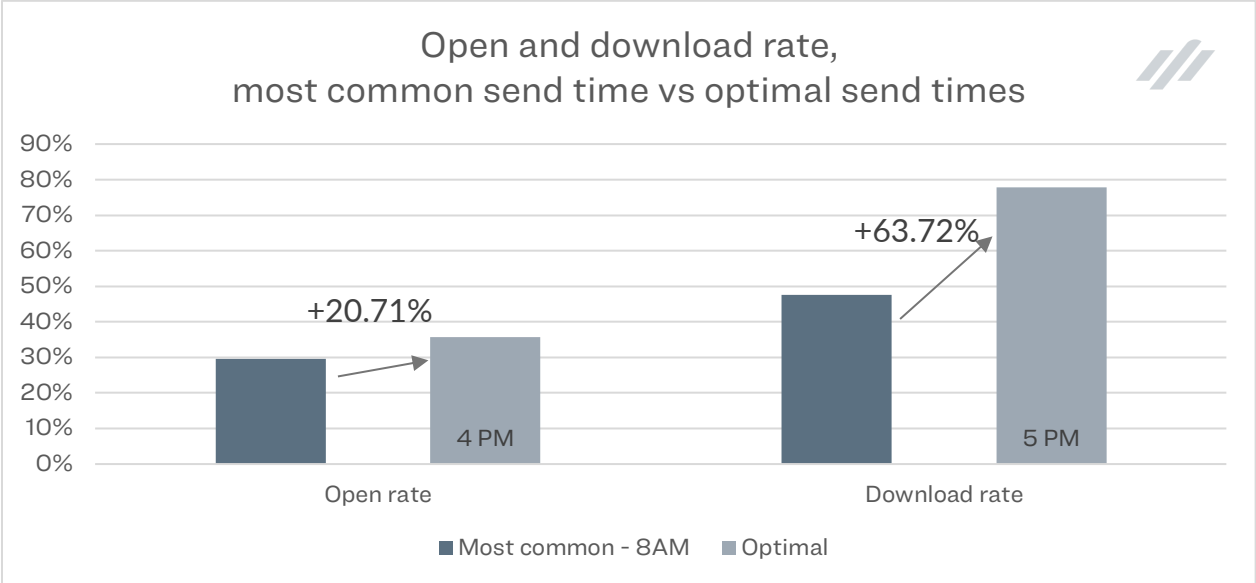
Best time for open rates was 4-5PM, for download rates it was 5-6PM

People most frequently (10.86% of emails we looked at) send email between 8:00 AM and 9:00 AM. Optimal time for getting the best open rates was between 4:00 PM and 5:00 PM, which produced an open rate of 35.73%. For the best download rates, the optimal time was between 5:00 PM and 6:00 PM, resulting in a 77.78% download rate when emails contained attachments.



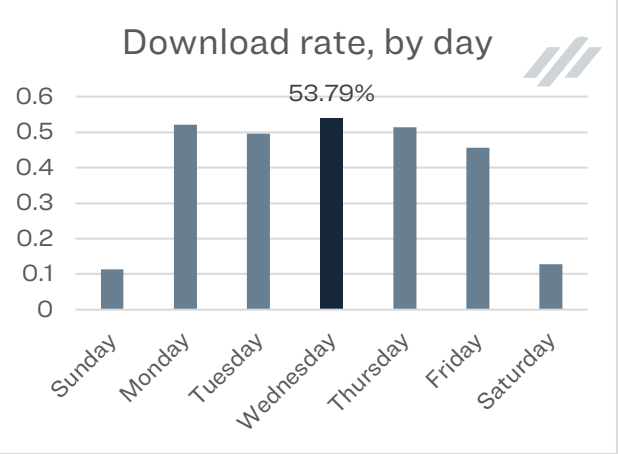
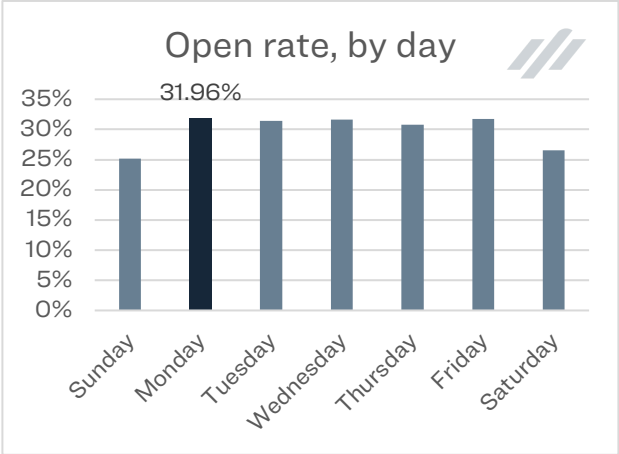
Optimal send time produced 21% better open rate, 64% better download rate

Both open and downloads rates during optimal times were significantly better than during the most common time, between 8 and 9 AM. The optimally timed (4 PM-5 PM) open rate was 35.73%, 20.71% higher than during the most common time (8 AM-9 AM), at 29.60%. Download rate showed an even steeper (63.72%) difference, from 77.78% during the optimal time (5-6 PM) to 47.51% during the most frequent send window.



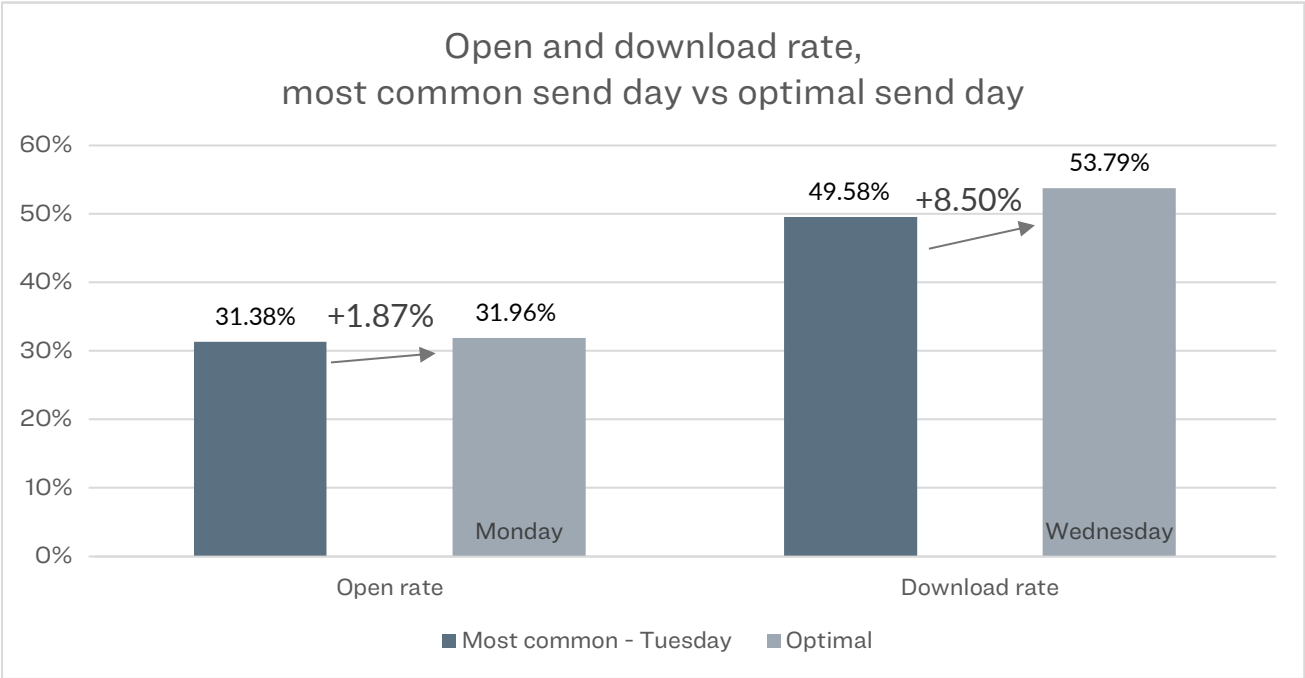
Monday best day for open rates, Wednesday best for download rates

At 21.1% of our sample, Tuesday was the most common day to send emails. Interestingly, the best open rate was achieved by sending on Monday, with 31.96%. The best download rate was for emails sent on Wednesday, with 53.79%.



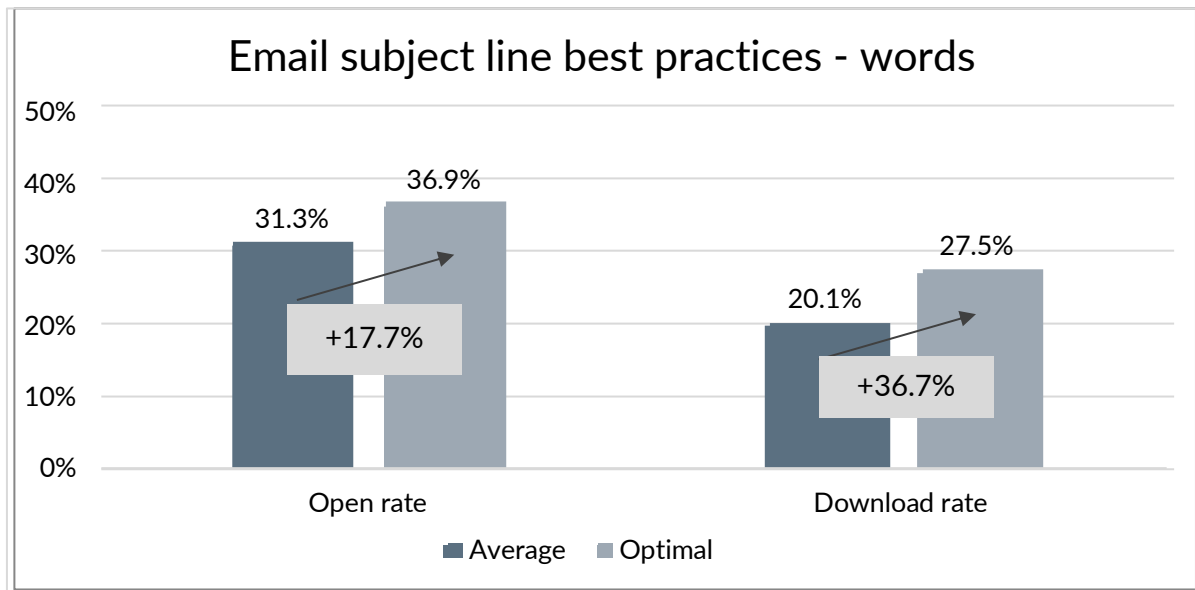
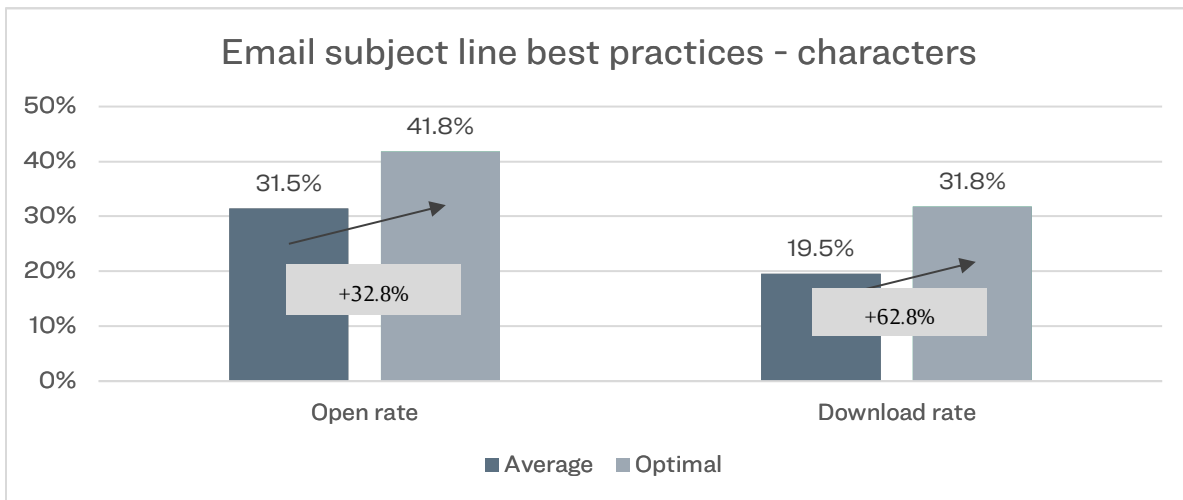
Optimal send day increases open rates 2%, download rates 9%

When compared to the most common send day, the open-rate optimized day was slightly better, while the download-rate optimized day yielded significantly better rates. While the average open rate on Monday (the best day for open rates) was 31.96%, just 1.87% higher than Tuesday (the most popular day for email sends), the average download rate on Wednesday (the best day for download rates) was 53.79%, or 8.50% higher than on Tuesdays.



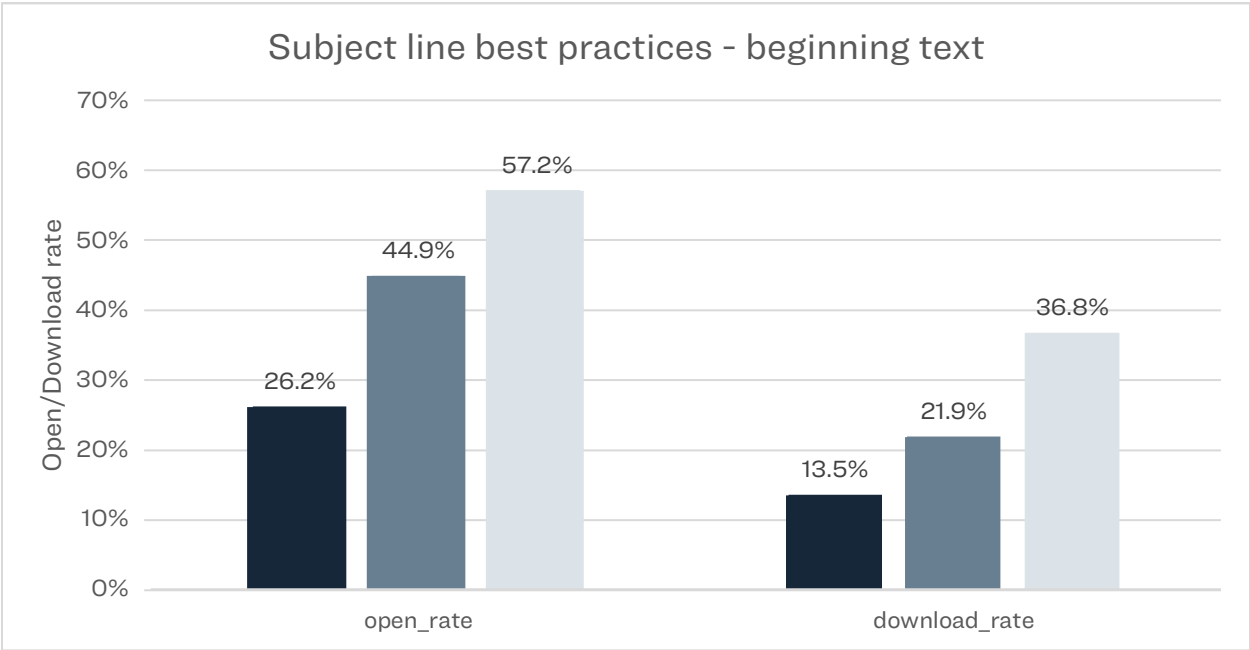
Shorter subject lines get more opens

We not only looked at the best time to send emails, but the content of those emails as well. Optimal subject lines were short, consisting of 1-3 words, with 6-10 characters. This contrasts with normal practice, which we found to be 5.7 words made of 35.1 characters on average. Compared to the average, emails with the optimal number of characters had 32.8% higher open rates and 62.8% higher download rates, while those with the optimal word count had 17.7% higher open rates and 36.7% higher download rates.



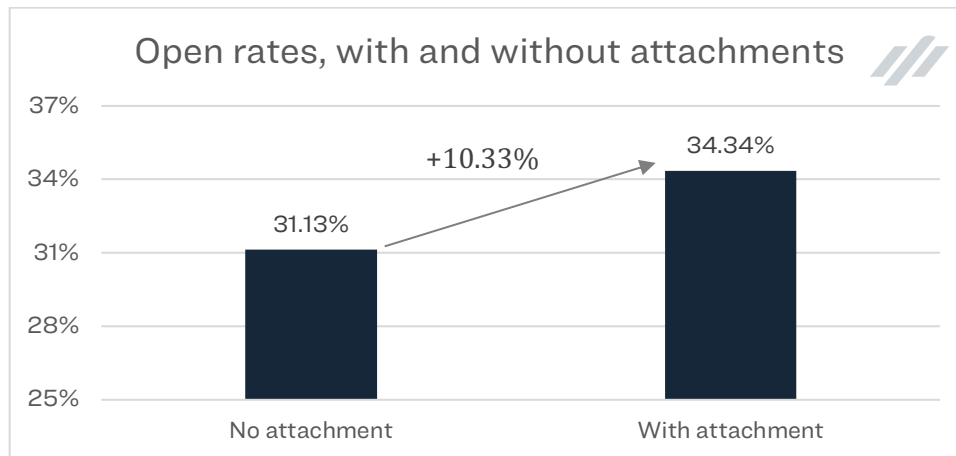
Subject lines beginning with “FWD:” got opened more than 2X as often as regular emails

Emails with subject lines beginning with “FWD:” were most opened and downloaded, versus those beginning with “RE:” or normal emails. “FWD:” emails were opened an average of 57.2% of the time, versus 44.9% for “RE:” emails and 26.2% for all others. “FWD:” emails with attachments had those attachments downloaded 36.8% of the time on average, compared to “RE:” emails with 21.9% and 13.5% for all others.



Emails with attachments 10% more likely to be opened than those without attachments

Emails carrying attachments were 10.33% more likely to be opened than emails that were not. With attachments, emails were opened 34.34% versus those without attachments at 31.13%.



Conclusion

Email is a staple of every marketer’s toolbox, and it has been increasingly adopted by sales reps as an effective outreach tool. While there are surely dozens of variables affecting your open rates, the timing and subject line of your sends don’t have to remain an enigma. For increased open and download rates, try to send Monday or Wednesday around 4PM-6PM, and include attachments when possible. Sales reps often wonder when to send emails and when to call instead of emailing, or how long they should wait between attempts. XANT has all these answers, and they have all been collated into the book “The Definitive Guide to Sales Cadence.” Pairing best practices with smart sales technology that automates mundane tasks and offers behavioral data is the key towards significantly improving sales rep’s productivity.

XANT Playbooks is the cadence tool that allows sales reps to include these best practices into their workflow seamlessly. Click [here](#) and fill out your name, email, and company to talk to one of our solution experts about how XANT can help you increase your pipeline by 30%!