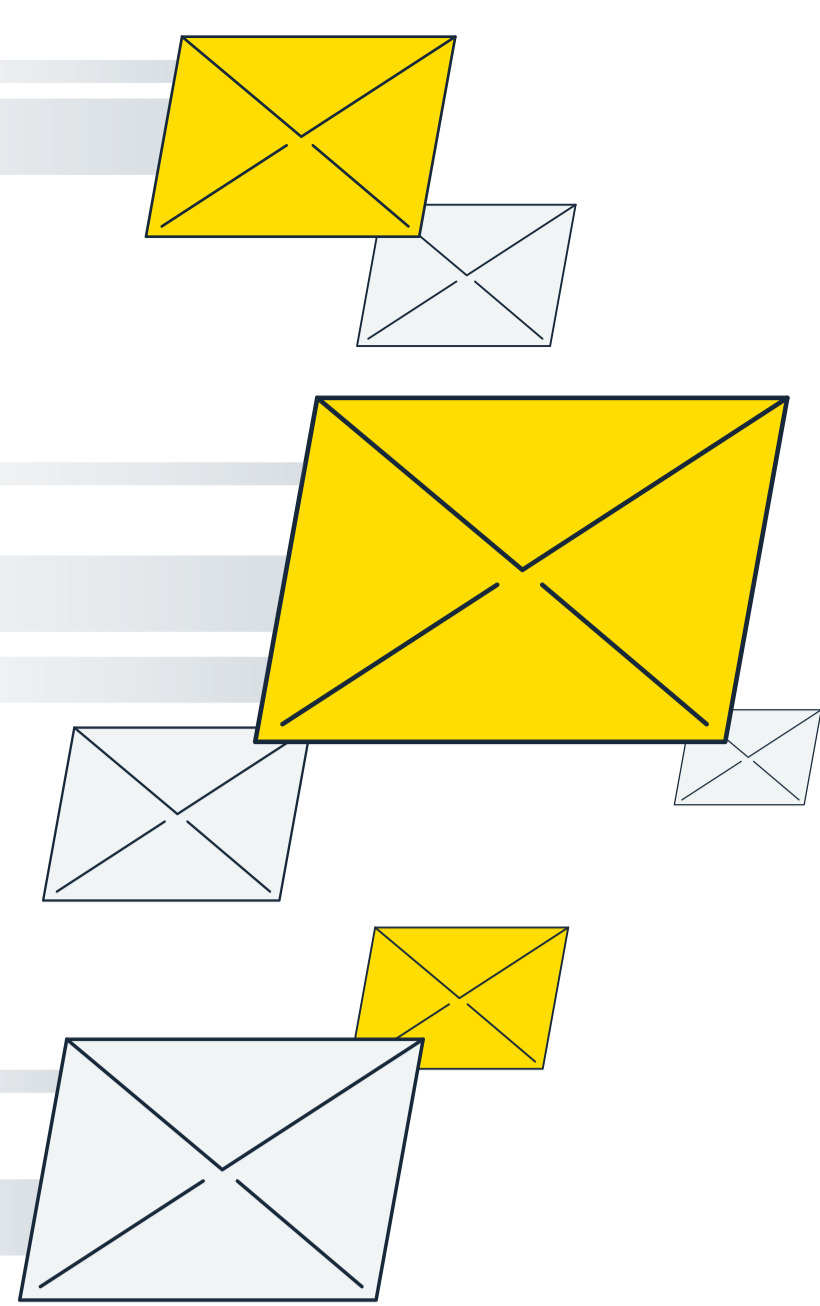


SECRETS OF EMAIL PROSPECTING

Ever been frustrated by an email send that gets absolutely pitiful open rates?

Ever feel like no one is downloading the content you worked so hard to produce and which you attached to that email send?

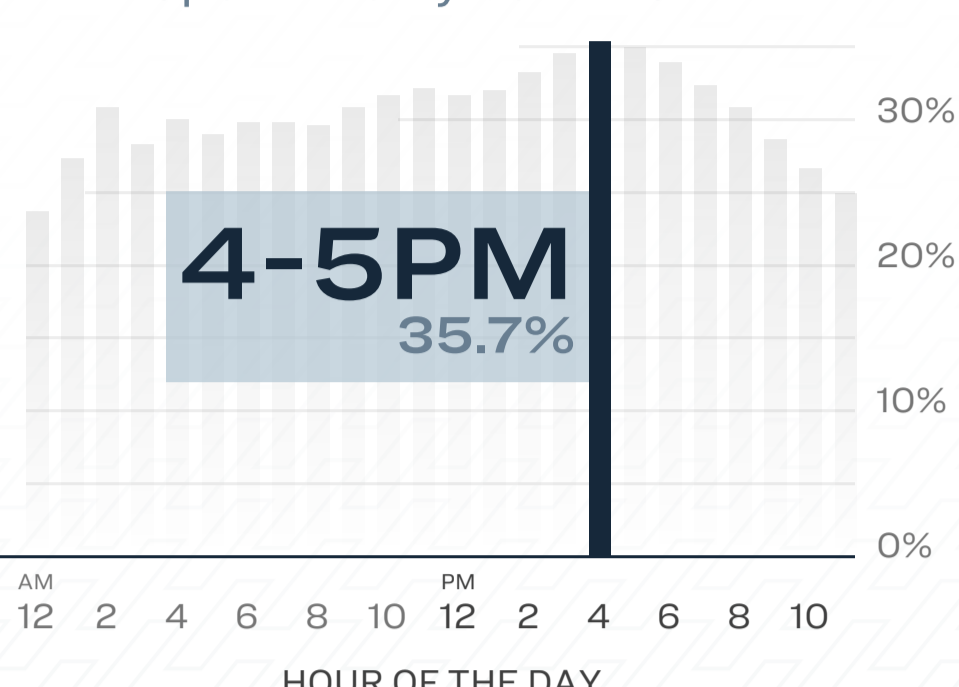
This year, XANT analyzed over **18 million** emails to help boost your open and download rates and fuel your business development efforts.



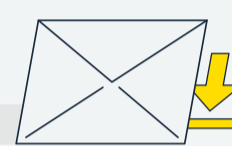
4-5PM is the best time for **OPEN RATES**



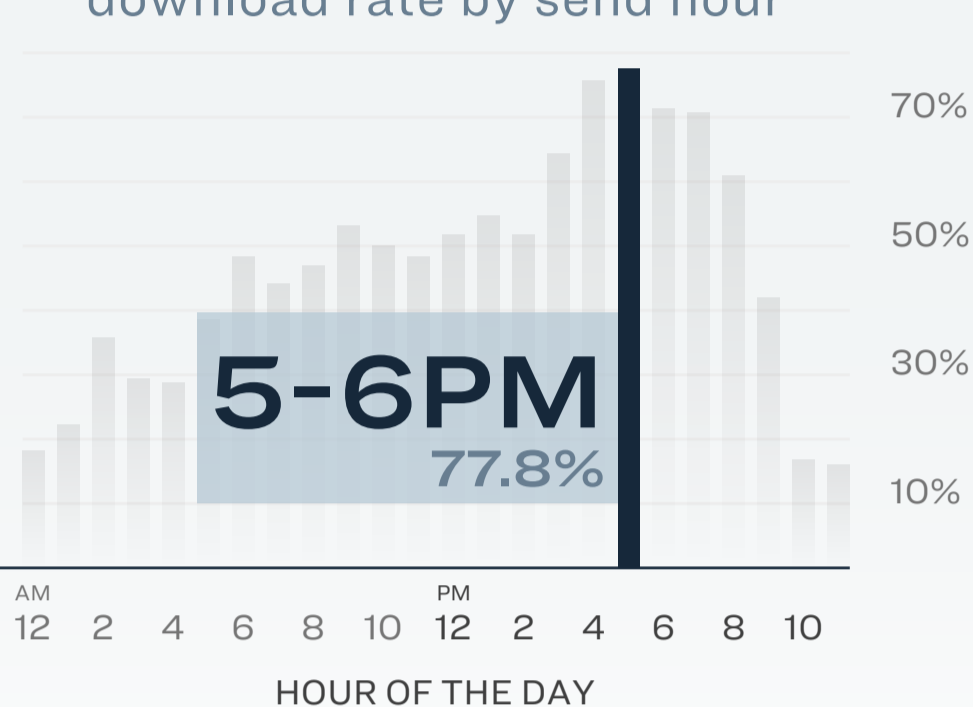
open rate by send hour



5-6PM is the best time for **DOWNLOAD RATES**



download rate by send hour

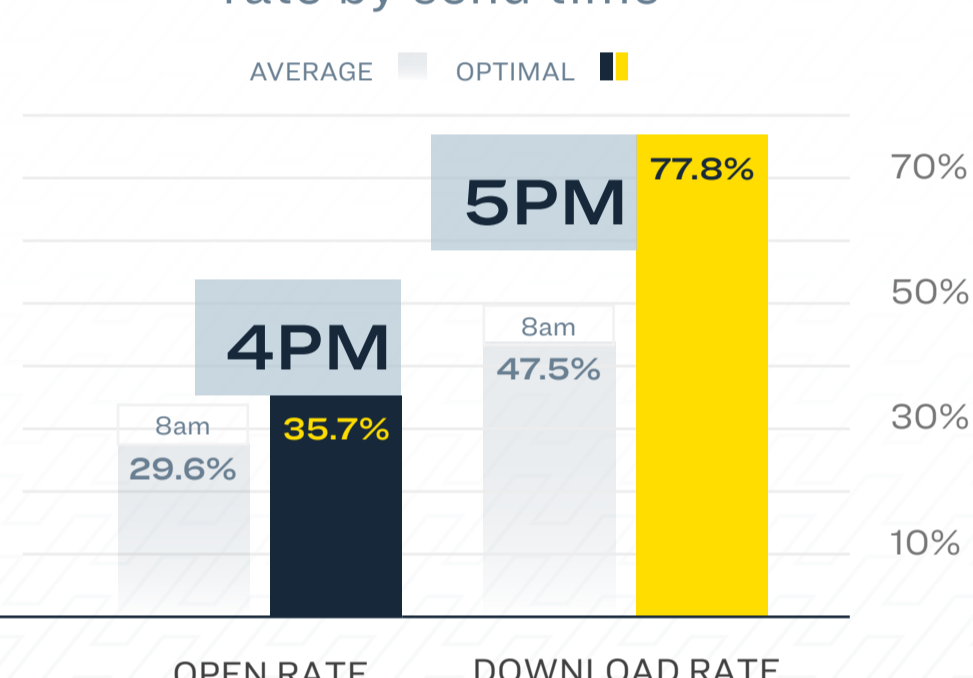


Optimal send time produces

- 21% BETTER OPEN RATES**
- 64% BETTER DOWNLOAD RATES**



open and download rate by send time

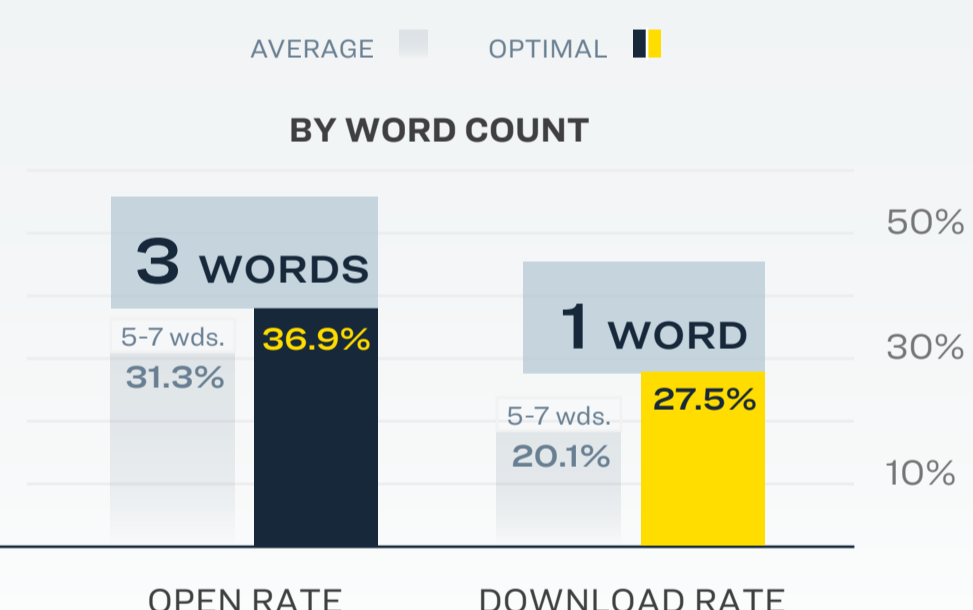
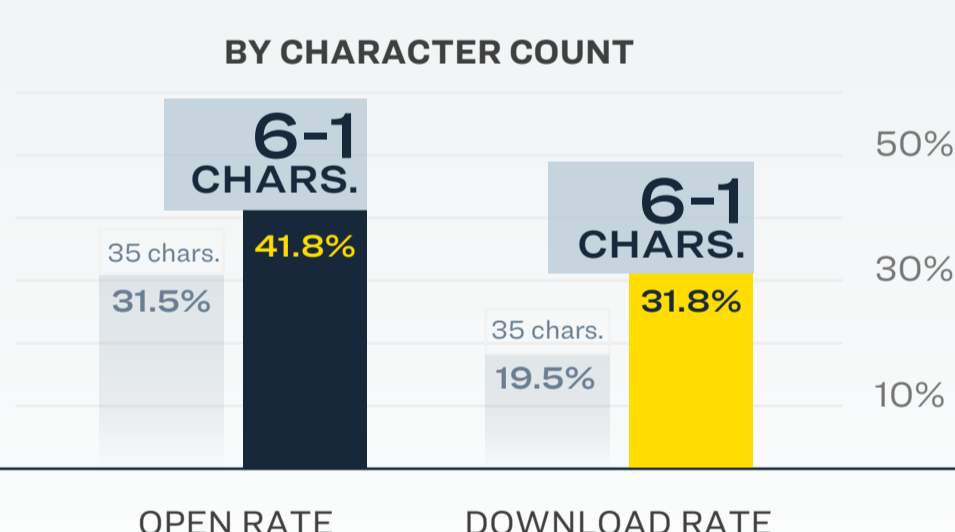


Shorter subject lines produce **MORE OPENS & DOWNLOADS**

6-10 CHARACTERS

1-3 WORDS

open and download rate by character & word count

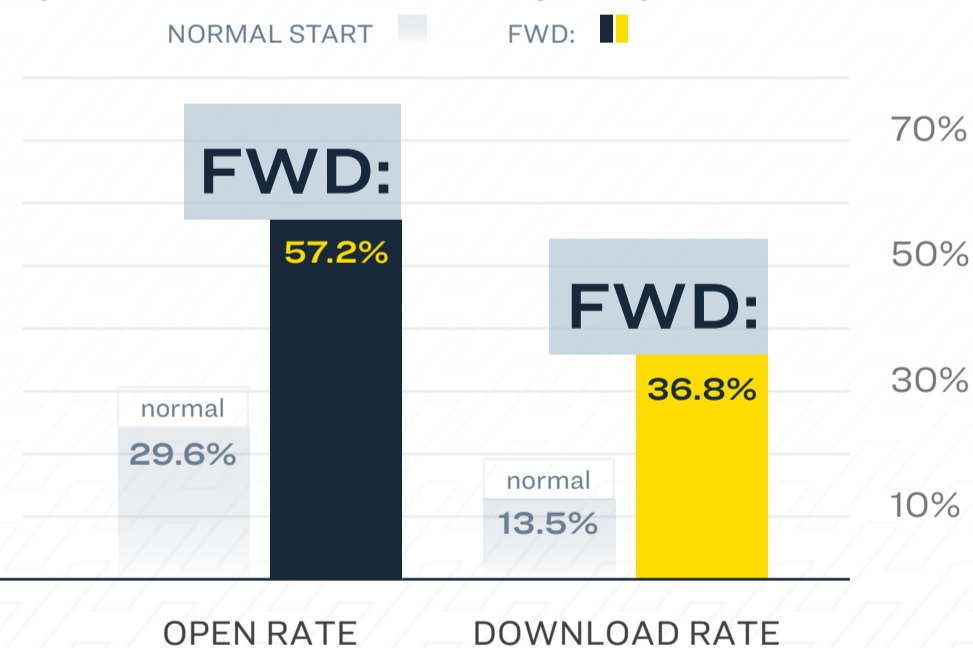


Starting a subject line with

FWD: INCREASES OPEN & DOWNLOAD RATES



open and download rate by subject starter

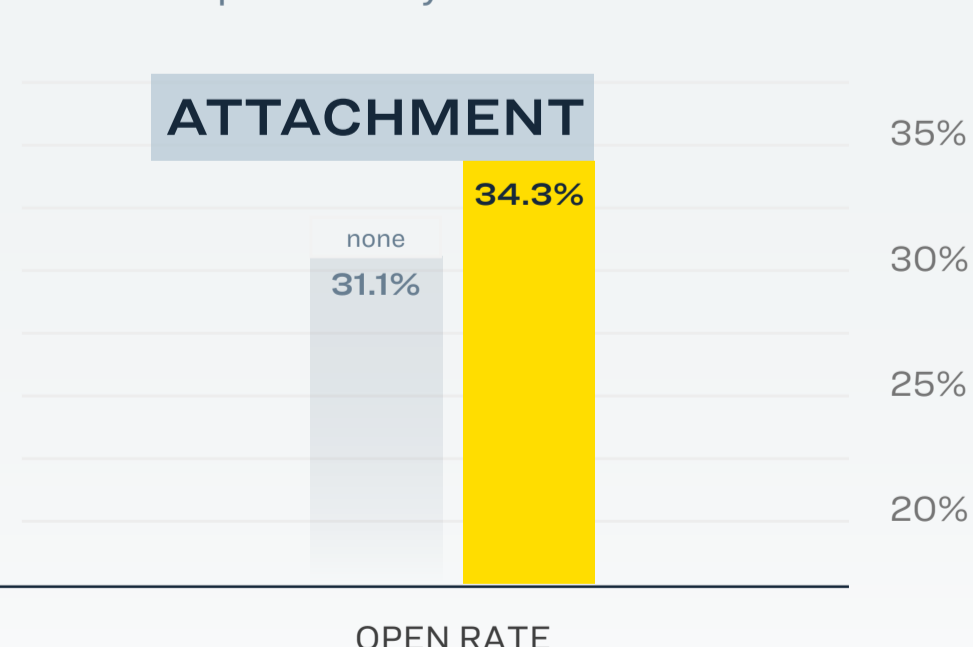


Emails with attachments

ARE **10% MORE LIKELY TO BE OPENED**



open rate by attachment



WANT TO LEARN MORE?

Look into our Secrets of Email Prospecting study. While dozens of variables affect your open & download rates, the timing and subject line of your sends don't have to remain an enigma.

[DOWNLOAD RESEARCH >](#)