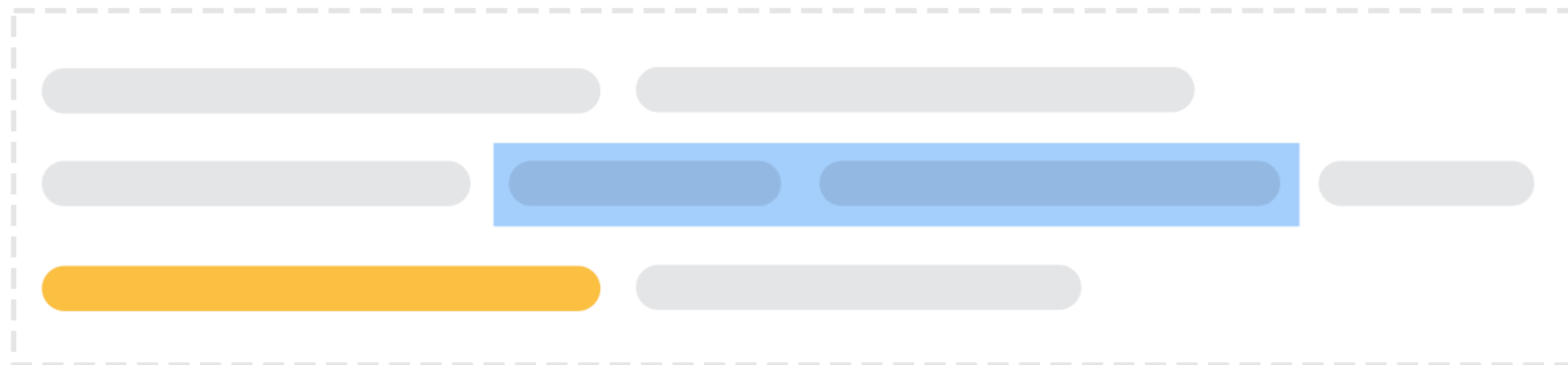




Reply Research

How to Write Better Cold Emails

According to Data



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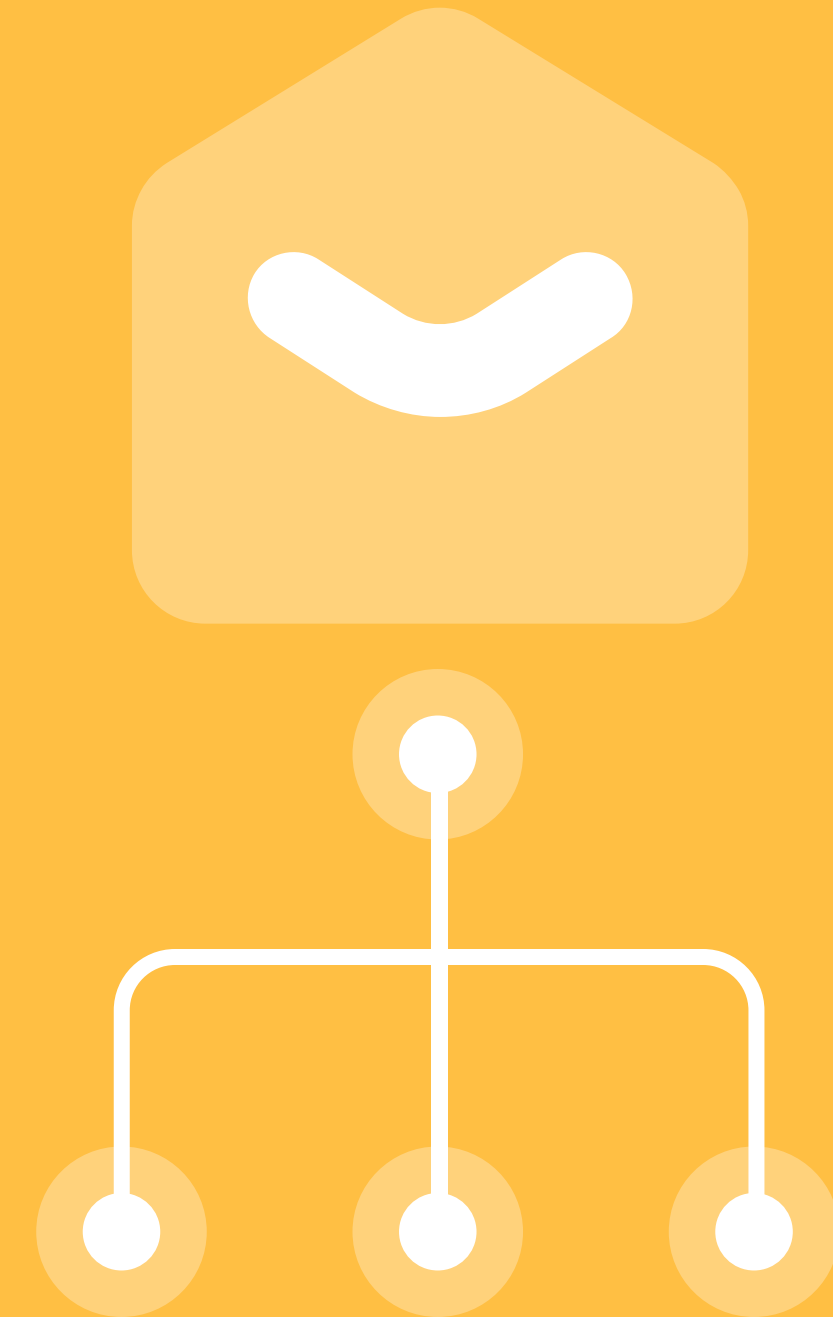


Effective cold email is a form of art... with heaps of science thrown in! And we at Reply are determined to crack the code by analyzing **millions of emails** sent through our platform over the past few years.

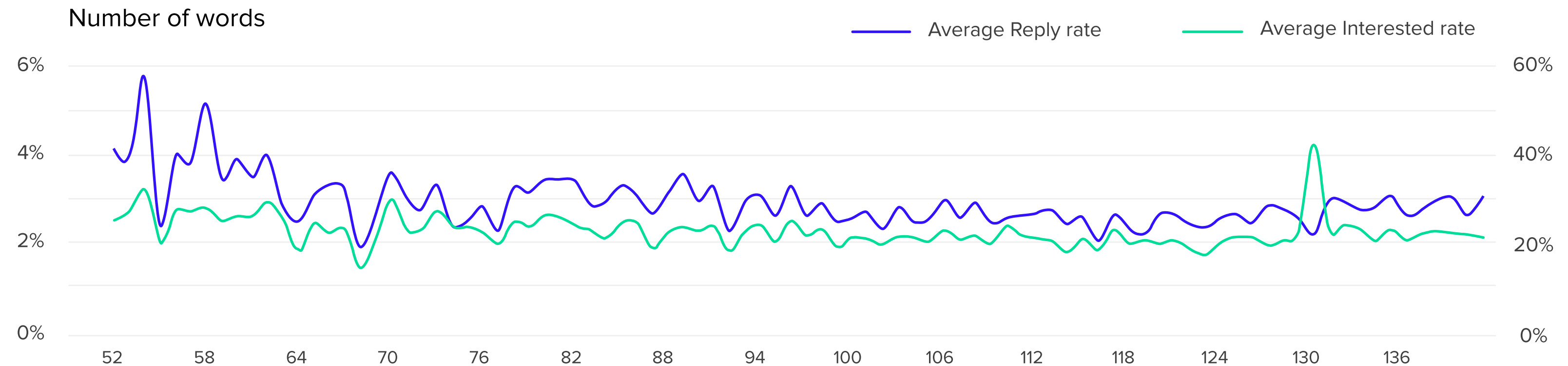
In this issue of Reply Research, we share data-backed insights on several aspects of effective cold email copy, including **length, variables, questions, and non-text elements**.

Disclaimer:

The average metrics for the analyzed emails that we will be using as benchmarks are 3.02% reply rate and 22.99% Interested rate.

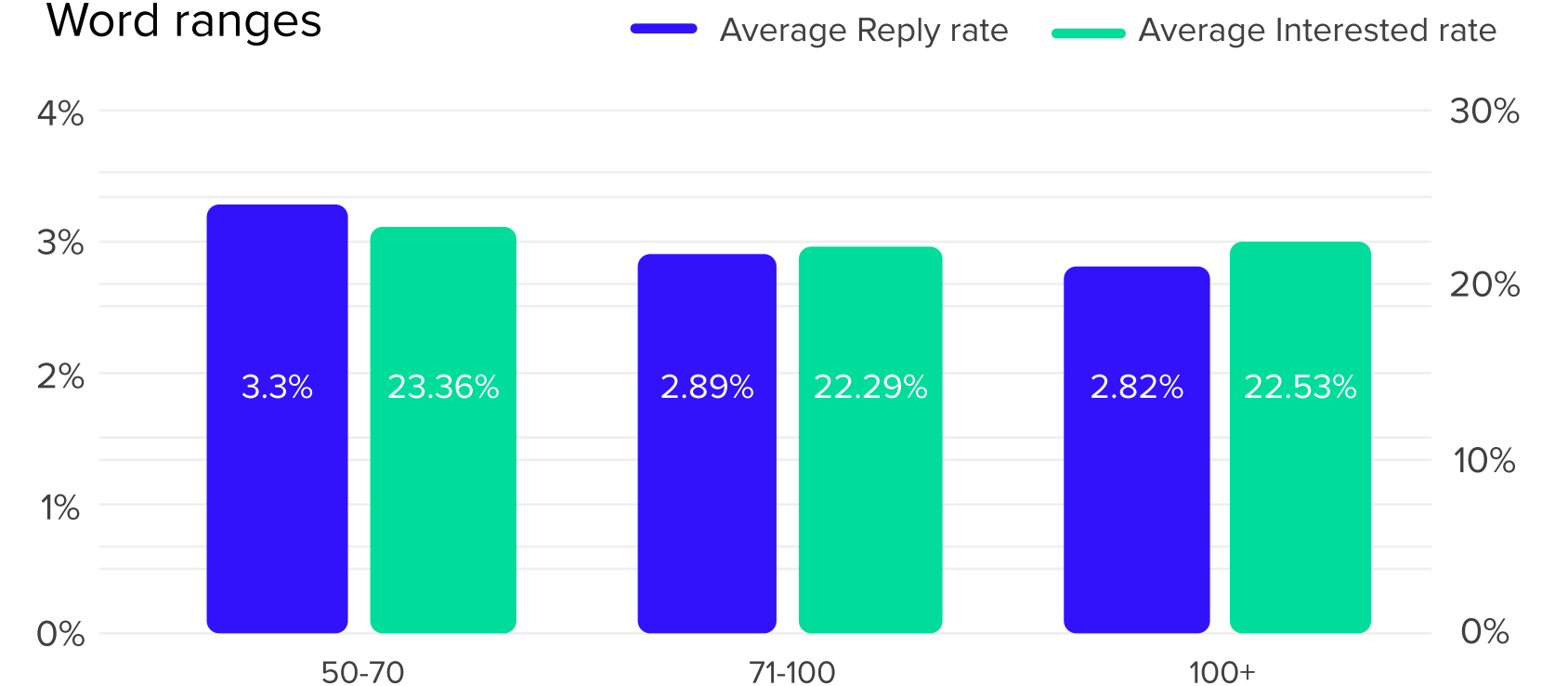


How many words should your cold email include?



- 1 Email templates containing 54 words show the best results in terms of reply rate (5.72%) and Interested replies (31.47%).
- 2 Shorter emails – 50-70 words – on average get 9% more replies (with an extra 1.6% being positive).
- 3 The number of replies (including interested ones) would drop below the average if the email is longer than 100 words.

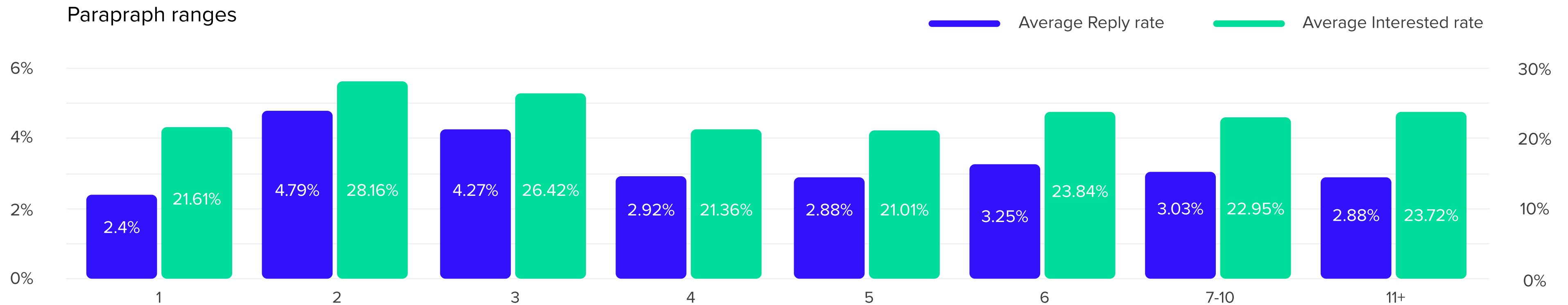
Word ranges



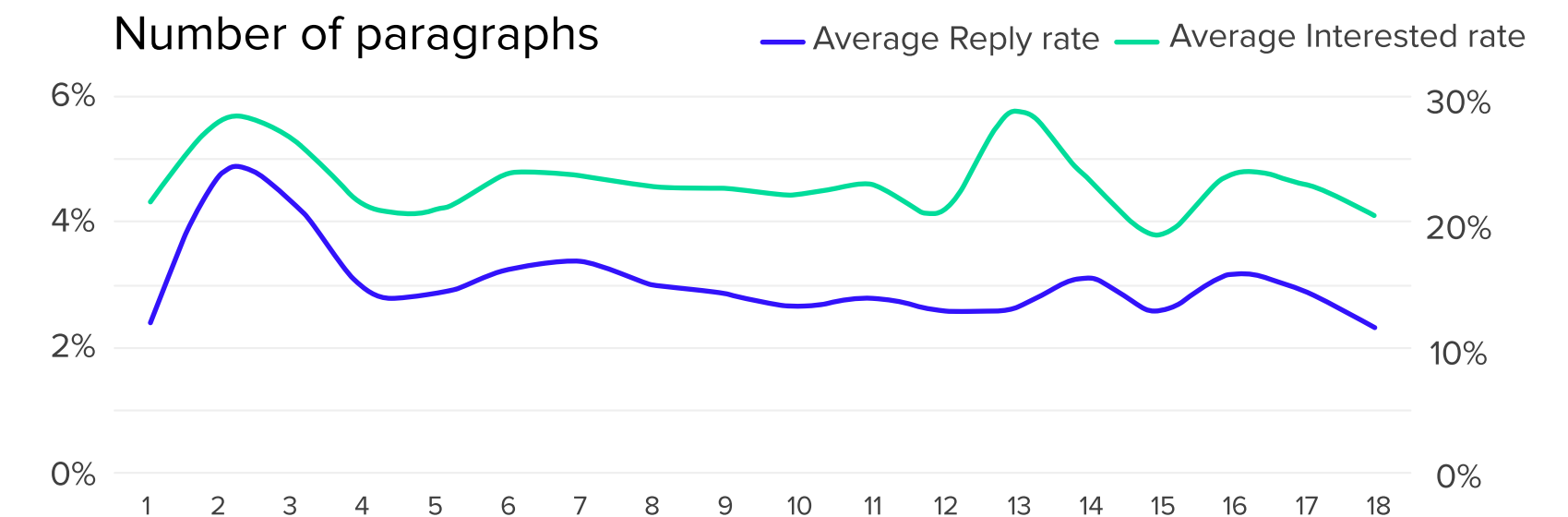
Takeaway:

For maximum results, keep your cold emails short – under 60 words.

How many paragraphs should your cold email include?



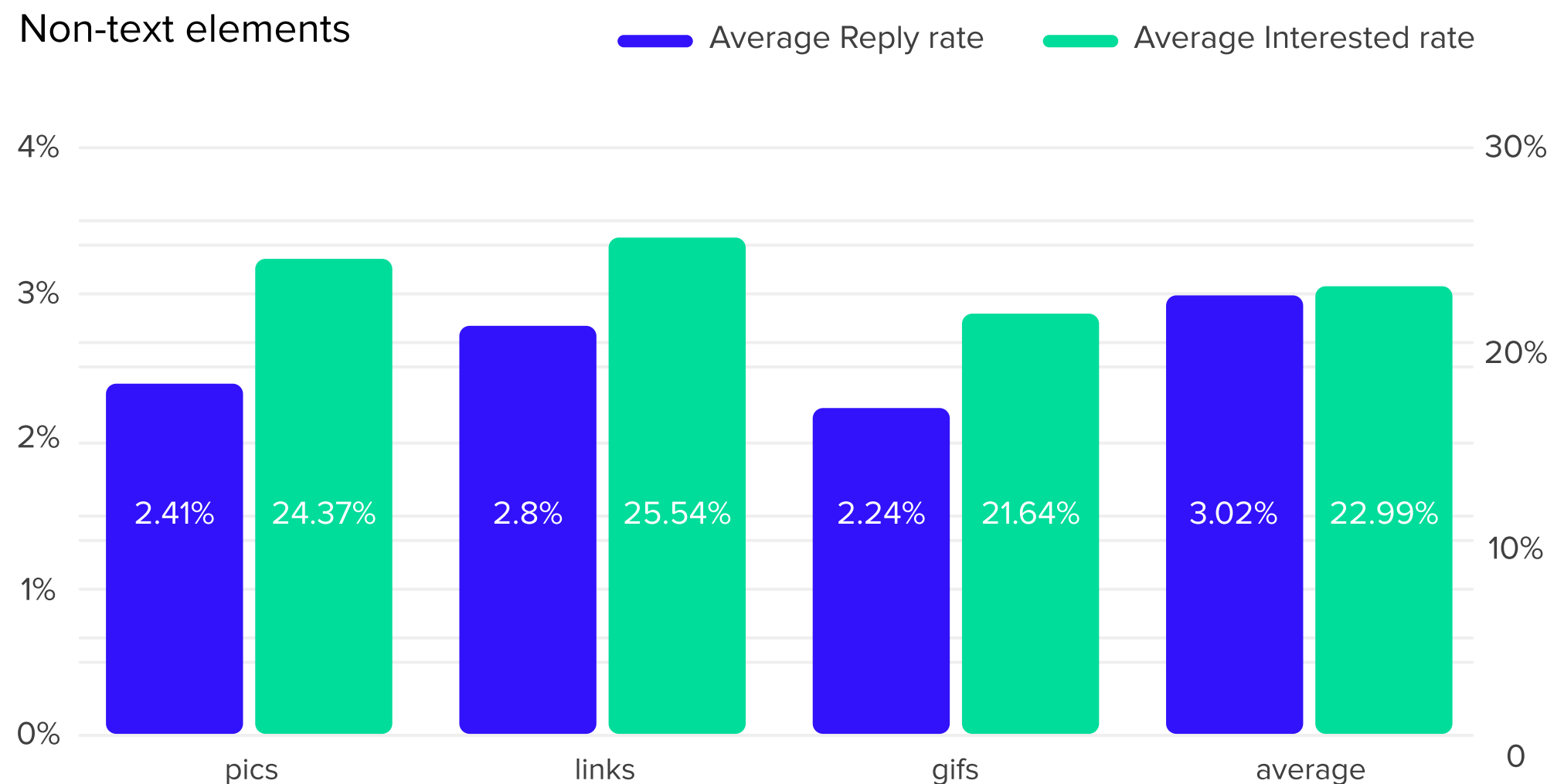
- 1 Emails that are 2-3 paragraphs long perform the best, up to a 58% higher reply rate and up to 66% more Interested responses.
- 2 Emails containing just 1 paragraph generate the fewest responses while the Interested rate for them will be close to the longer ones (4-5 paragraphs).
- 3 The templates consisting of 7-10 paragraphs show average results in terms of reply and Interested rates, so it's relatively safe to use them if needed



Takeaway:

Try to limit your emails to 2-3 paragraphs. But if you have to elaborate on something it's best to break the text into more paragraphs (for readability).

Should you include non-text elements in your cold emails?



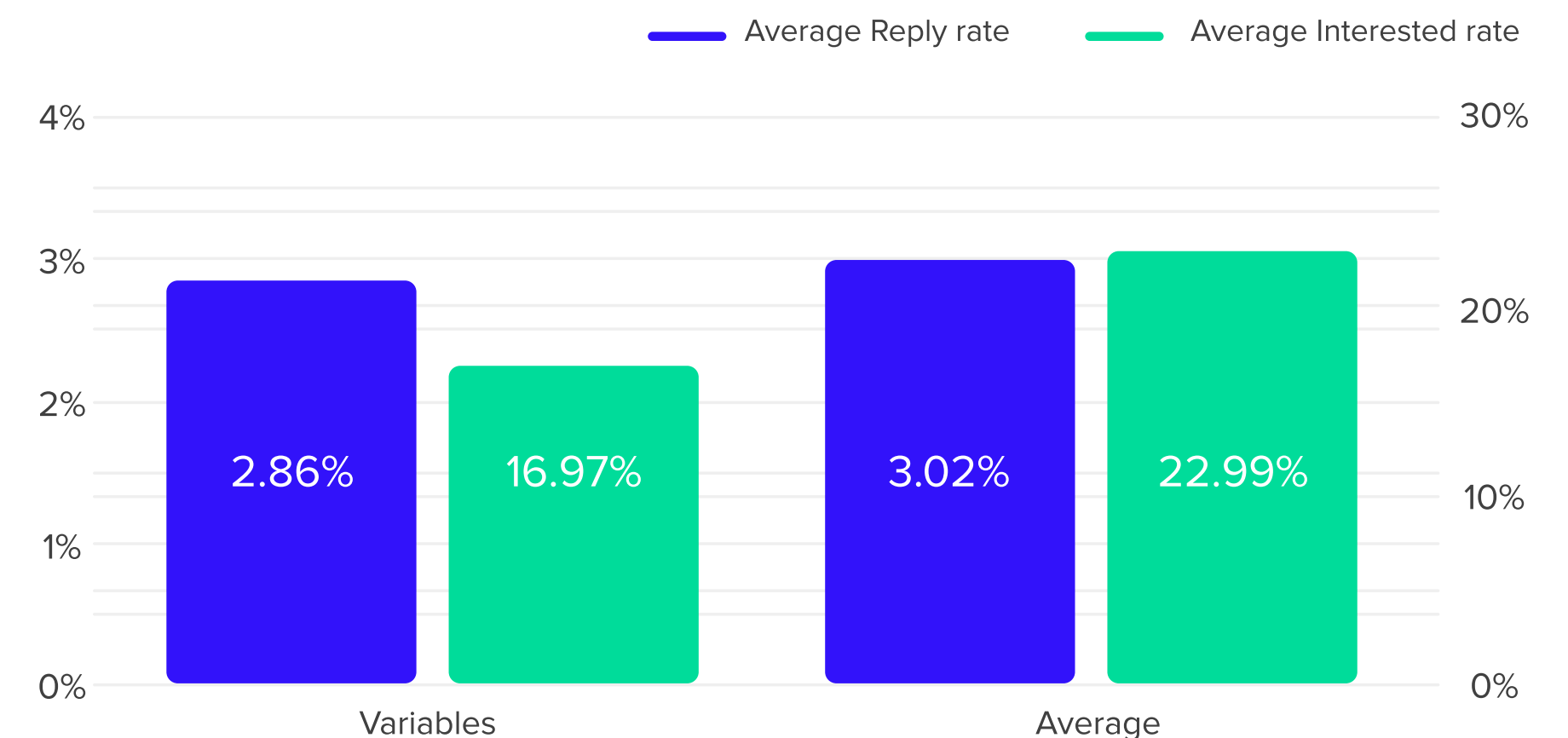
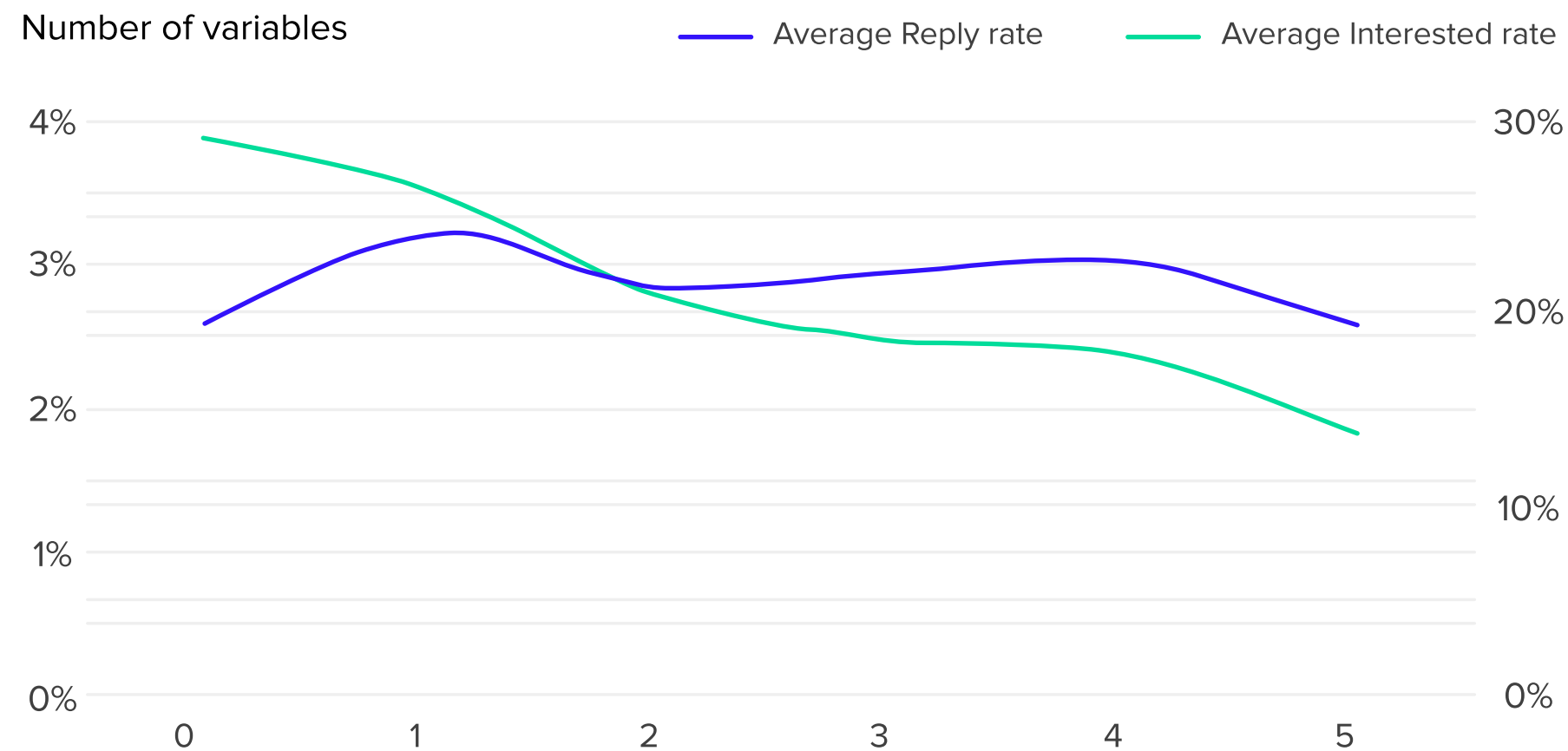
- 1 Using images and links in your cold emails can boost your Interested reply rate by 6% and 11% respectively despite the lower reply rate in general (which may be caused by deliverability issues).
- 2 GIFs tend to harm your cold email performance, leading to 26% lower reply rate and 6% lower Interested rate.

Takeaway:

When using images and links in your cold outreach, double down on deliverability – warm up your email account, including the exact template you’re going to use.

Warm up your email with Reply

Do variables impact your cold email template's performance?



1 Cold emails without variables have a higher chance of getting a positive response (by up to 27%) while the Reply Rate in general will be lower (by 14%).

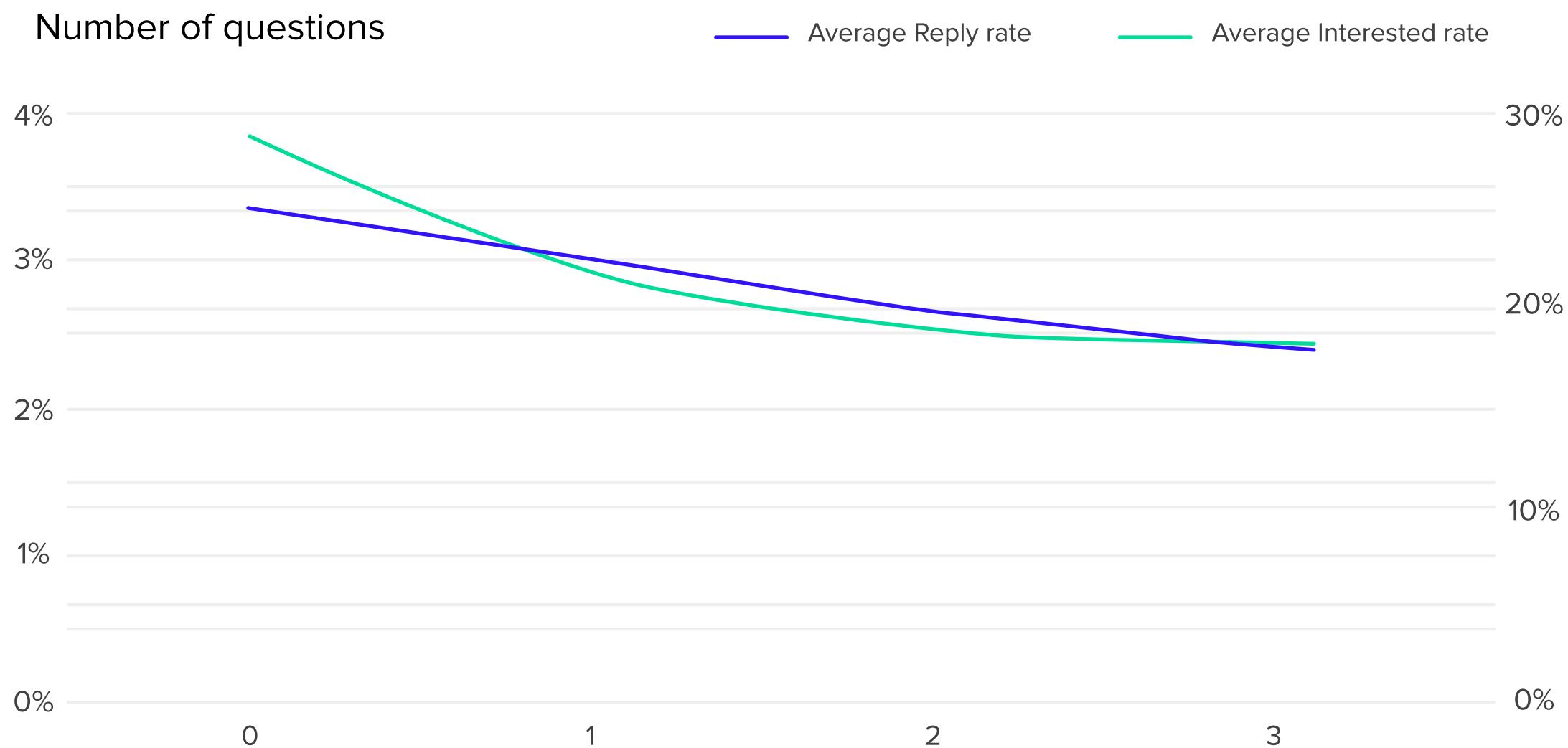
2 As you add some variables (up to 4) your Reply Rate should reach the average, but Interest Rate could drop by 23%.

3 On average, using personalized variables can harm your cold email performance, lowering the reply rate by 6% and Interested rate by 26%.

Takeaway:

Variables no longer guarantee your cold emailing success. Consider more sophisticated personalization methods to boost your results.

How many questions should you use in your cold emails?



- 1 Cold emails without any questions result in higher reply rate (by 11%) and Interested rate (by 25%).
- 2 As you add more questions to your cold email template, the reply and Interested rates may drop significantly (by up to 21% in both metrics for emails with 3 questions).

Takeaway:

Avoid asking too many questions in your emails. If possible, try to use affirmative CTAs.

Key takeaways for effective cold email templates



With our research results in mind, here are some cold email best practices to follow in your outreach.

Do's

- ✓ Keep your emails short (<60 words, 2-3 paragraphs).
- ✓ Break down longer emails into more paragraphs.
- ✓ Pay attention to your deliverability with images and links.
- ✓ Experiment with creative personalization tactics.
- ✓ Use softer, affirmative CTAs.

Dont's

- ✗ Don't go into too much detail with your cold emails.
- ✗ Don't try to squeeze too much text into 2-3 paragraphs.
- ✗ Don't add GIFs to your first-step emails.
- ✗ Don't use only variables to personalize your cold emails.
- ✗ Don't ask too many questions.

And remember: What works for one team might not work just as well for you. Always A/B test new tactics and templates first.



Ready to level up your cold outreach
with data-based insights?

Implement the listed tips and tactics to engage your
prospects at scale with multichannel, hyper-
personalized sequences.

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