THE ULTIMATE
COLD EMAIL DATA REPORT

In partnership with Gong, 30 Minutes to President's Club, and Jason Bay from Outbound Squad

We analyzed **85M+ cold emails in partnership with Gong** to figure out what actually books meetings in 2025.

Cold email is really, really hard right now.

Some reps play the volume game and send 1000+ emails per week and can't even get one meeting.

Others play the hyper-personalized game and spend hours writing over-researched emails... wondering if the prospect will ever actually reply.

But here's the harsh truth: the top 10% of reps **book 8x more** meetings than the average rep.
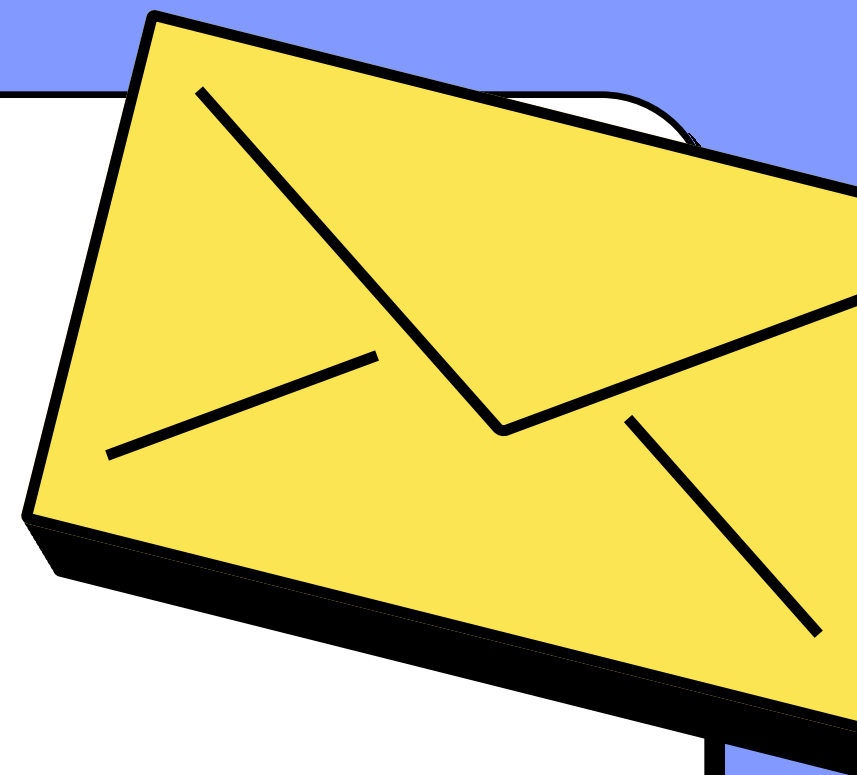
OUTBOUND SQUAD™   GONG

So we partnered with Gong to break down **85 million cold emails** to figure out what they do differently.

And we partnered with the best outbound trainer in the game: **Jason Bay from Outbound Squad** to turn those findings into a tactical playbook you can steal.

This report is a sneak peek into our course where we'll break down the perfect cold email:

01 | Cold Email Benchmarks (Top Reps vs Average)

02 | Subject Lines

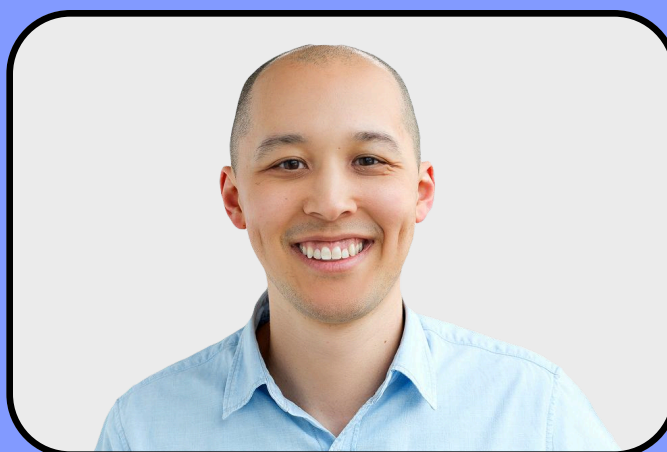03 | Email Length

04 | Personalization

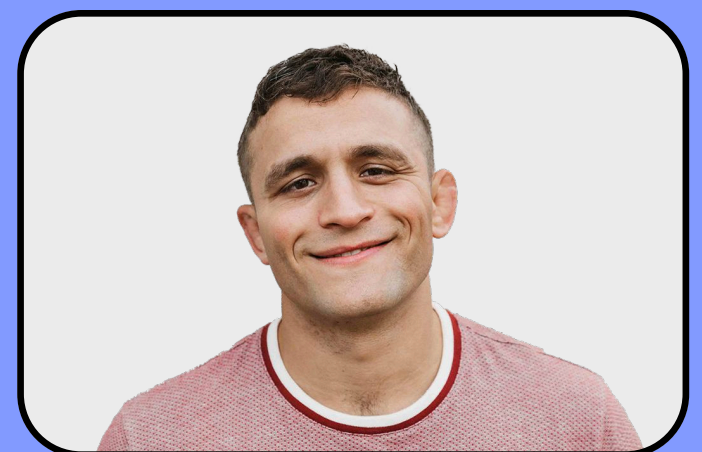05 | Problem & Value Statements

06 | CTAs

07 | Multi-Touch Prospecting

ARMAND FARROKH   **JASON BAY**   **NICK CEGELSKI**

LET'S GET INTO IT!

01 COLD EMAIL BENCHMARKS

Before we dive in, here's how average, top 25%, and top 10% reps stack up on Opens, Replies, and Bookings.

TOP REPS BOOK 8.1X THE MEETINGS

Rep Performance	Opens	Replies	Meetings
Average	273	19	3
Top 25%	465	46	13
Top 10%	**579**	**79**	**23**

✔️ **Emails get opened**
Top reps see a 57.9% open rate vs. 27.3% for the average rep.

✔️ **Turn replies into meetings**
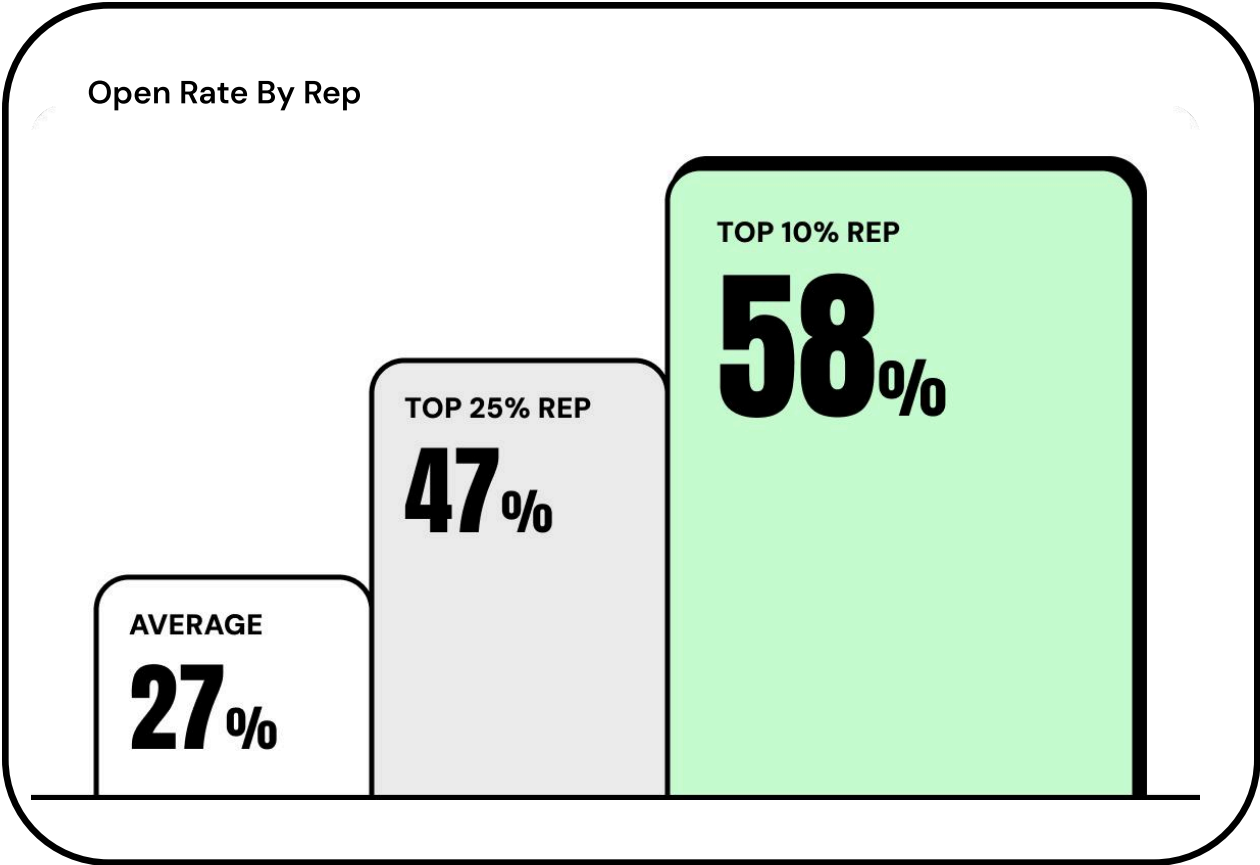Top reps convert replies to meetings at 29.6% vs. 15.3% for the average.

TAKEAWAY ☆

The top rep books a whopping 23 meetings whereas the average rep books only 3.

TOP REPS GET 2.1X THE OPENS

TAKEAWAY ☆

Top reps get 2.1x the cold email opens with subject lines and preview text that piques interest (see section 2).

Open Rate By Rep

TOP 10% REP
58%

TOP 25% REP
47%

AVERAGE
27%

TOP REPS GET 4.2X THE REPLIES
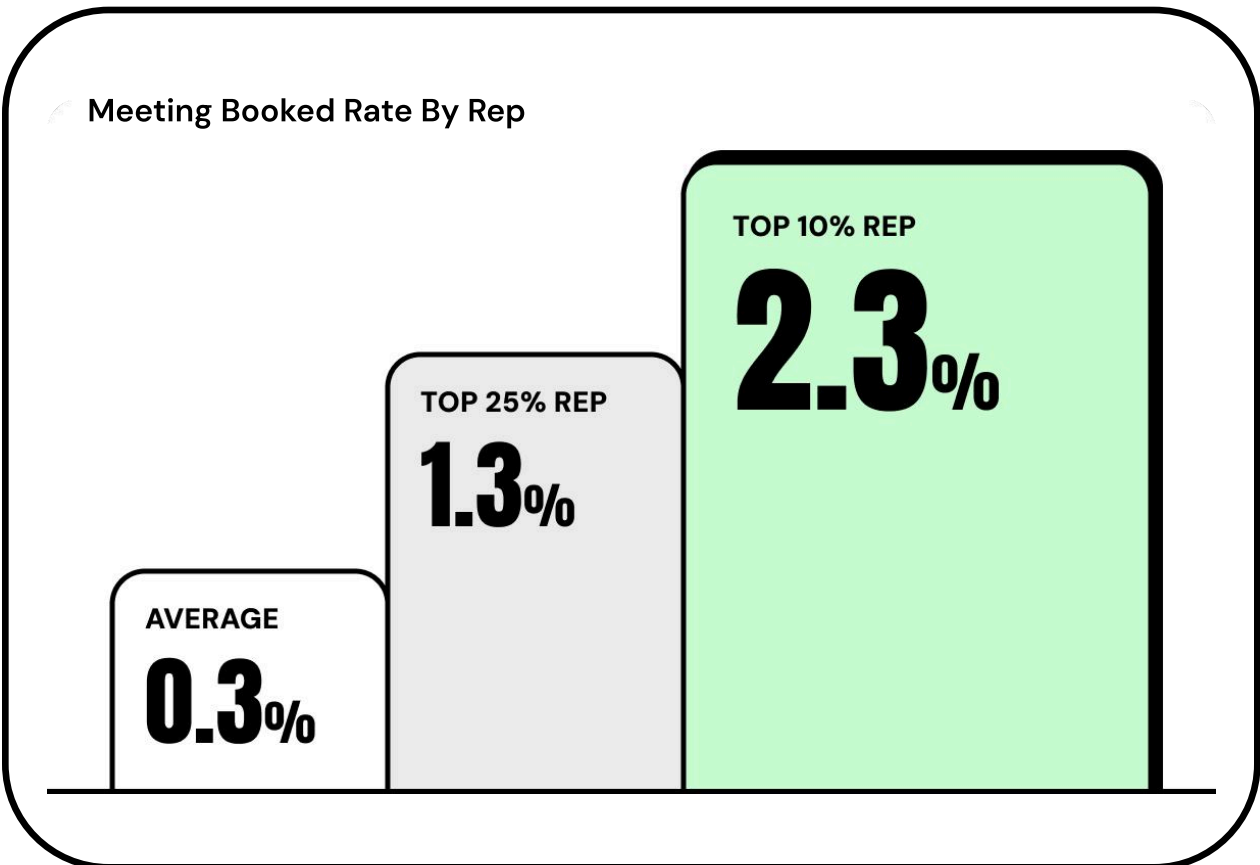
TAKEAWAY ☆

Top reps get 4.2x the cold email replies by prioritizing the A tier prospects and crafting messaging in *their* language, not seller jargon (see section 3).

Reply Rate By Rep

TOP 10% REP
8%

TOP 25% REP
5%
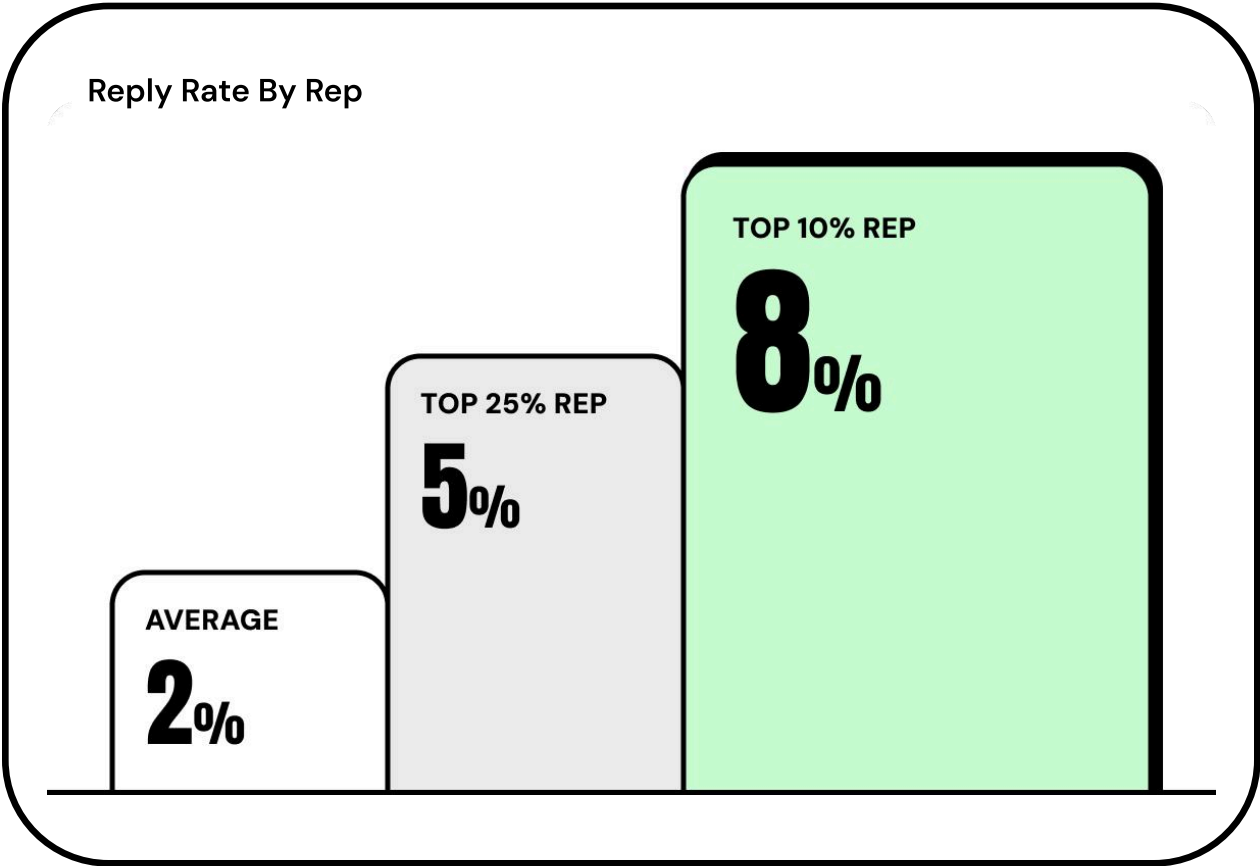
AVERAGE
2%

TOP REPS BOOK 8.1X THE MEETINGS

TAKEAWAY ☆

Top reps book 8.1x more meetings than the average rep. They write subject lines that actually get opened, format their email for easy replies, and get positive replies because they speak the buyer's language.

Meeting Booked Rate By Rep

TOP 10% REP
2.3%

TOP 25% REP
1.3%

AVERAGE
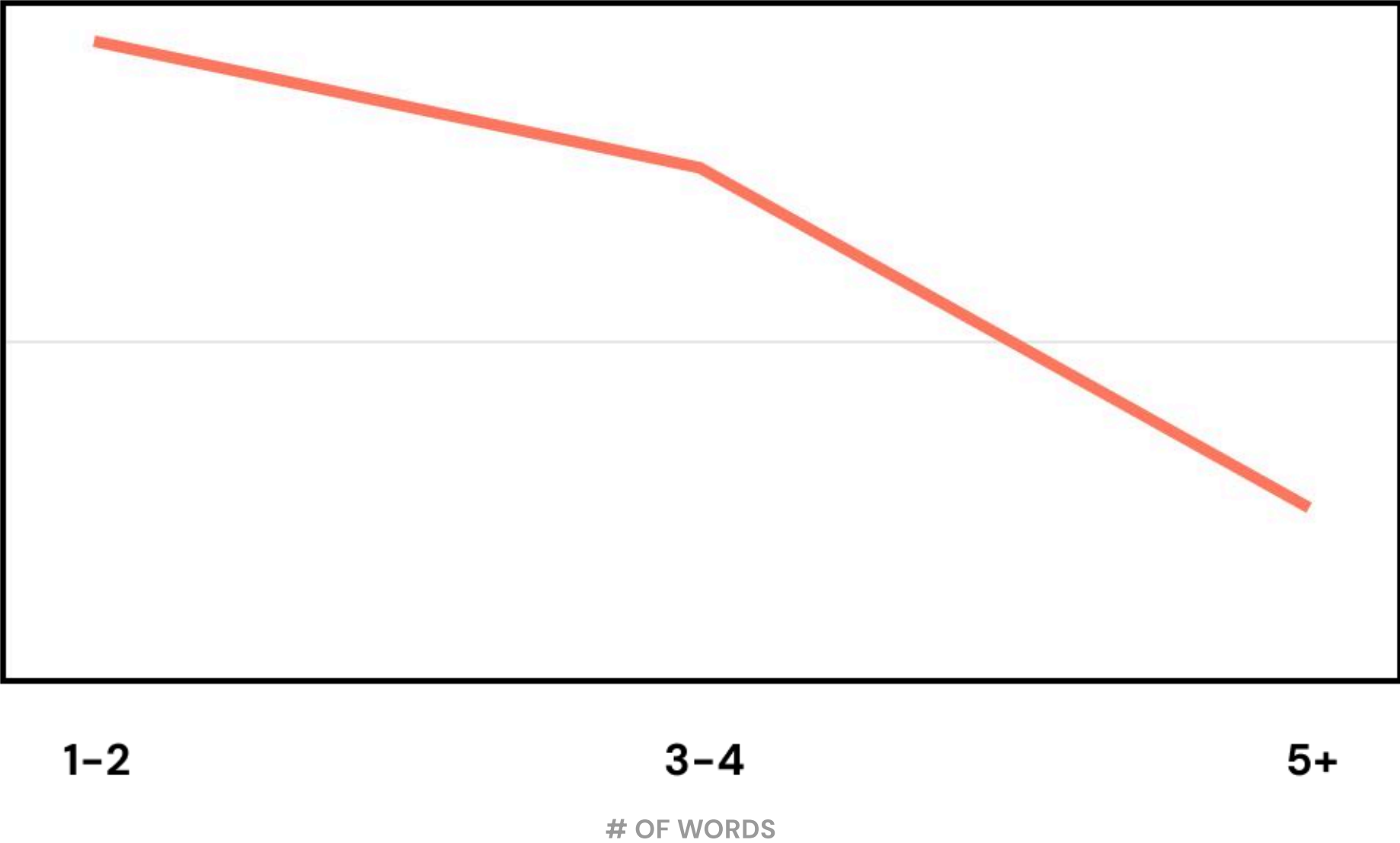**0.3**%

02 SUBJECT LINES

The subject line determines whether or not your email gets opened in the first place.

LONG SUBJECT LINES = LOWER REPLIES

Email Reply Rate By Subject Line Length

| 1–2 | 3–4 | 5+ |

 # OF WORDS

Keep subject lines under 4 words. Avoid full sentences and use short phrases that look like internal emails (ie: "trial delays", "hiring ops", "2024 forecasts").
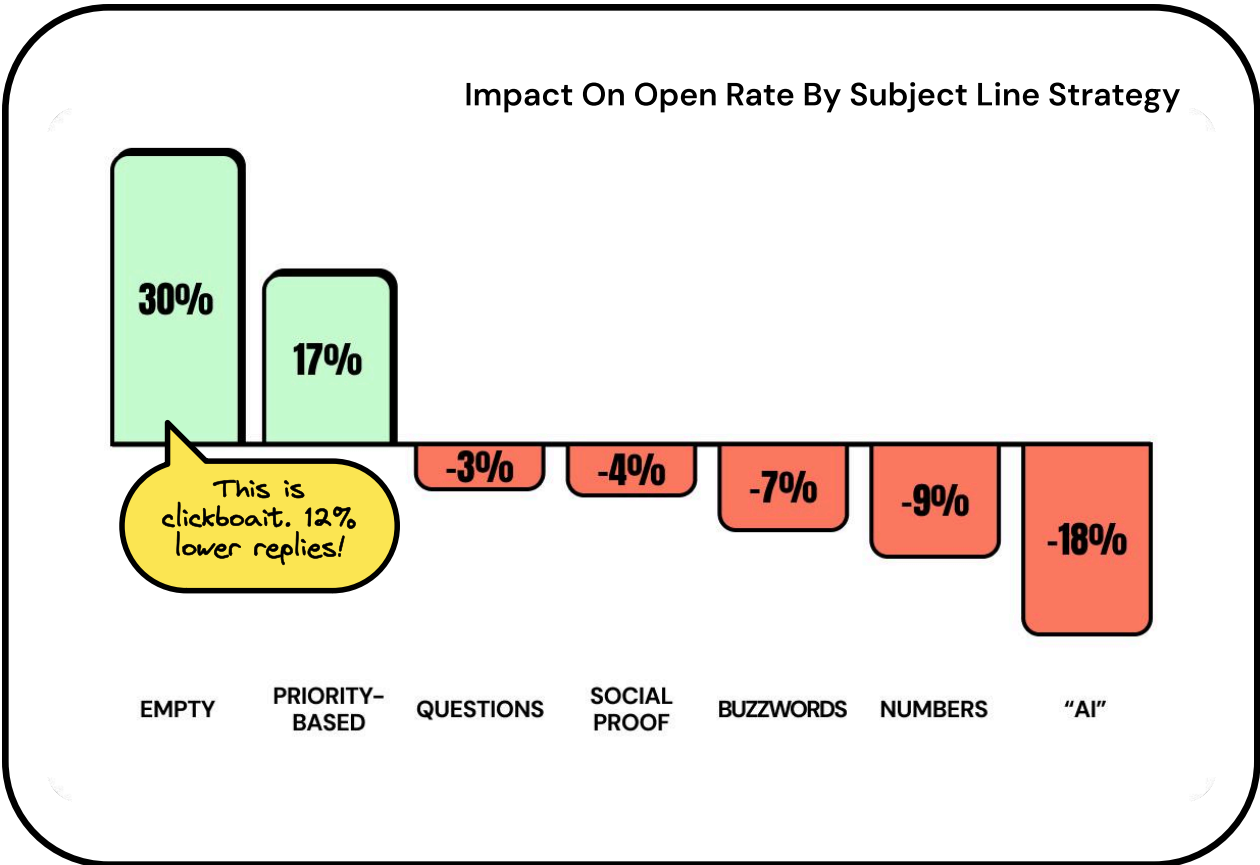
LOWERCASE SUBJECT LINES = MORE OPENS

TAKEAWAY ☆

Keep your emails lowercase so they feel more casual and human (versus a marketing headline).

Open Rate By Subject Line Capitalization

ALL LOWERCASE
+11%

TITLE-CASE
+6%

SENTENCE-CASE
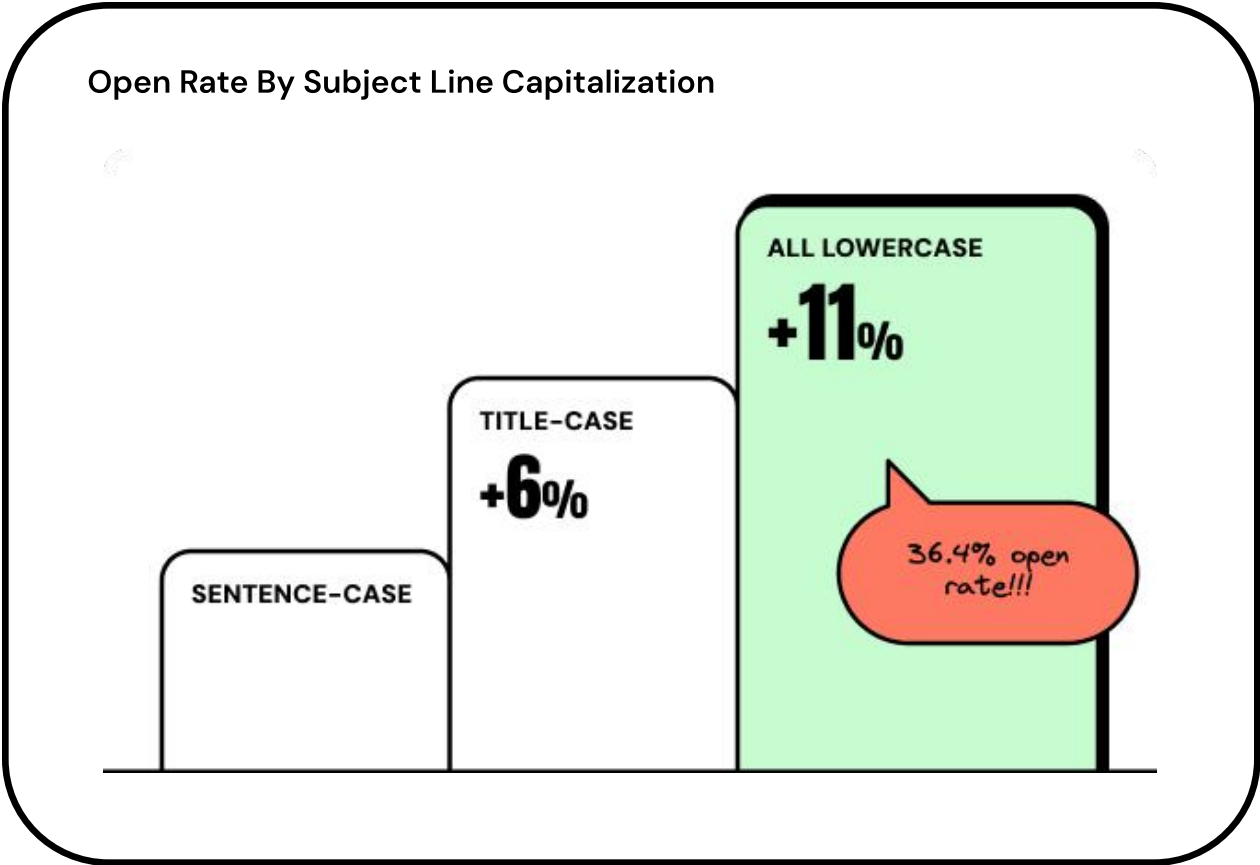
36.4% open rate!!!

PRIORITY-BASED SUBJECT LINES INCREASE OPEN RATES

TAKEAWAY ☆

Buzzwords, numbers and social proof all kill your open rates. Speak in problems and priorities instead. Empty subject lines look good, however....

Impact On Open Rate By Subject Line Strategy

| 30% | 17% | -3% | -4% | -7% | -9% | -18% |

This is clickbait. 12% lower replies!

EMPTY | PRIORITY-BASED | QUESTIONS | SOCIAL PROOF | BUZZWORDS | NUMBERS | "AI"

EMPTY SUBJECT LINES ARE CLICKBAIT

TAKEAWAY ☆

Empty subject lines feel like spammy clickbait. Put an actual subject line in there.

Open Rate Vs. Reply Rate On Email With Empty Subject Lines

30%

-12%

OPEN RATE IMPACT | REPLY RATE IMPACT
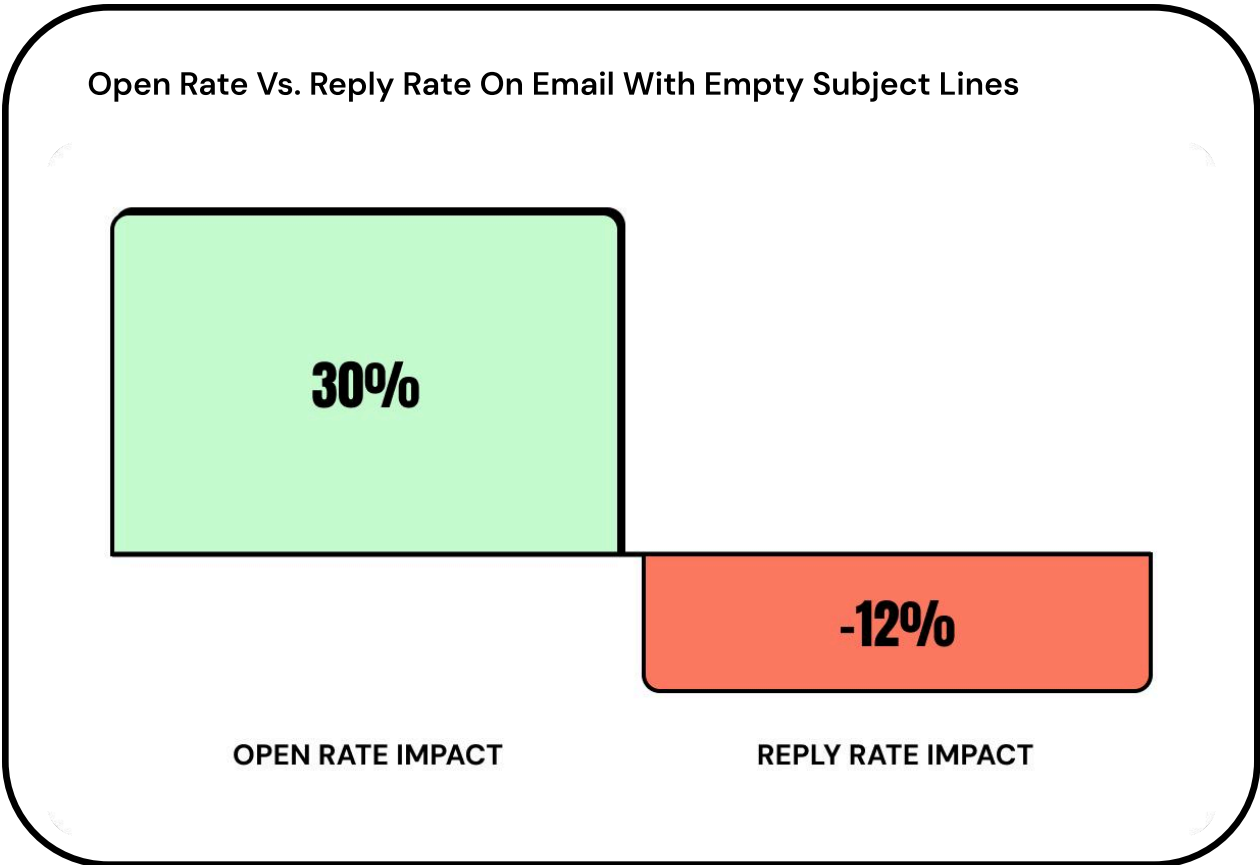
03 EMAIL LENGTH

The email length determines whether or not they actually digest your email or auto-delete it.
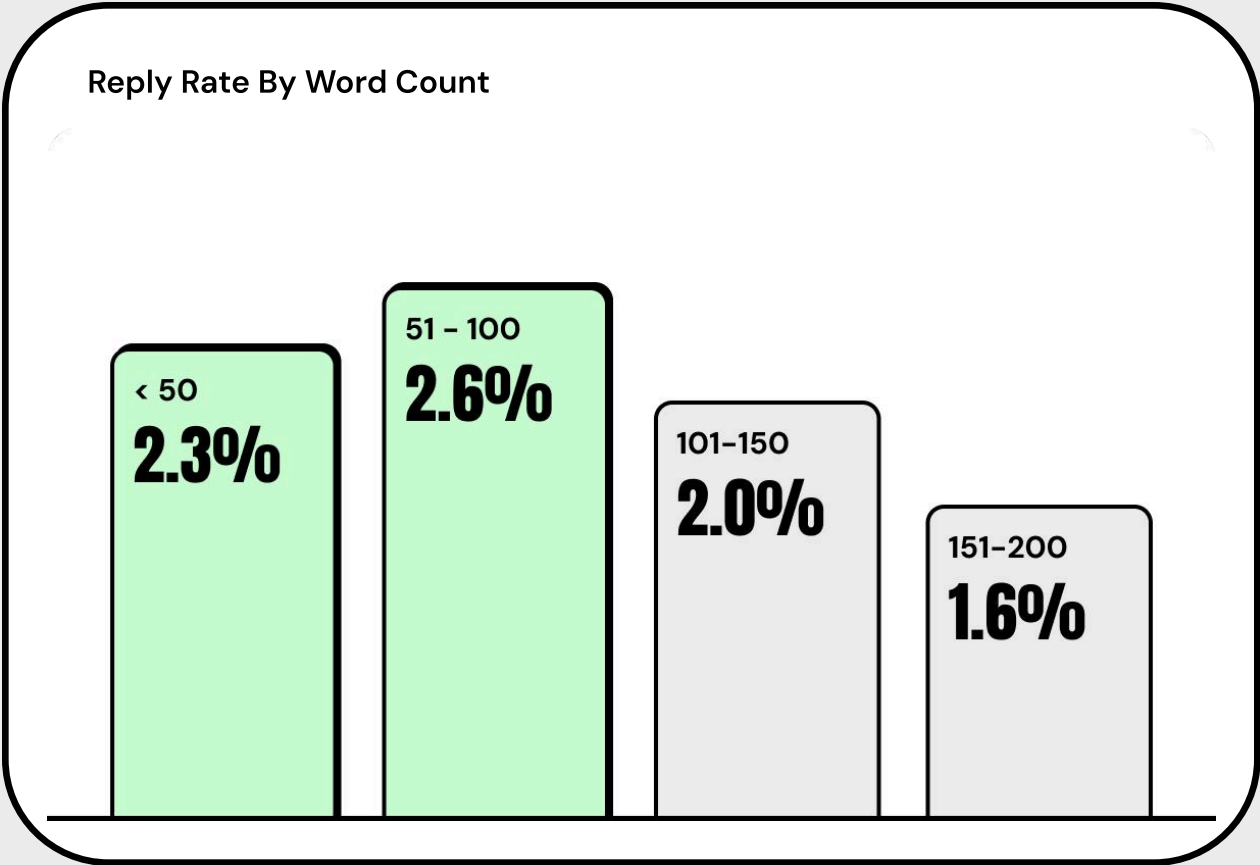
EMAILS UNDER 100 WORDS = MORE REPLIES

TAKEAWAY ☆

Keep your emails under 100 words! You shouldn't have to scroll to read it on your phone.

Reply Rate By Word Count

< 50
2.3%

51 - 100
2.6%

101-150
2.0%

151-200
1.6%

EMAILS WITH 3-4 SENTENCES = MONEY ZONE

TAKEAWAY ☆

You only need 4 sentences. Personalization > Problem > Solution > CTA.

Reply Rate By Bodies Of Text

1 SENT.
1.9%

2 SENT.
2.3%

3 SENT.
2.9%

4 SENT.
2.7%

5 SENT.
2.3%

6 SENT.
2.3%
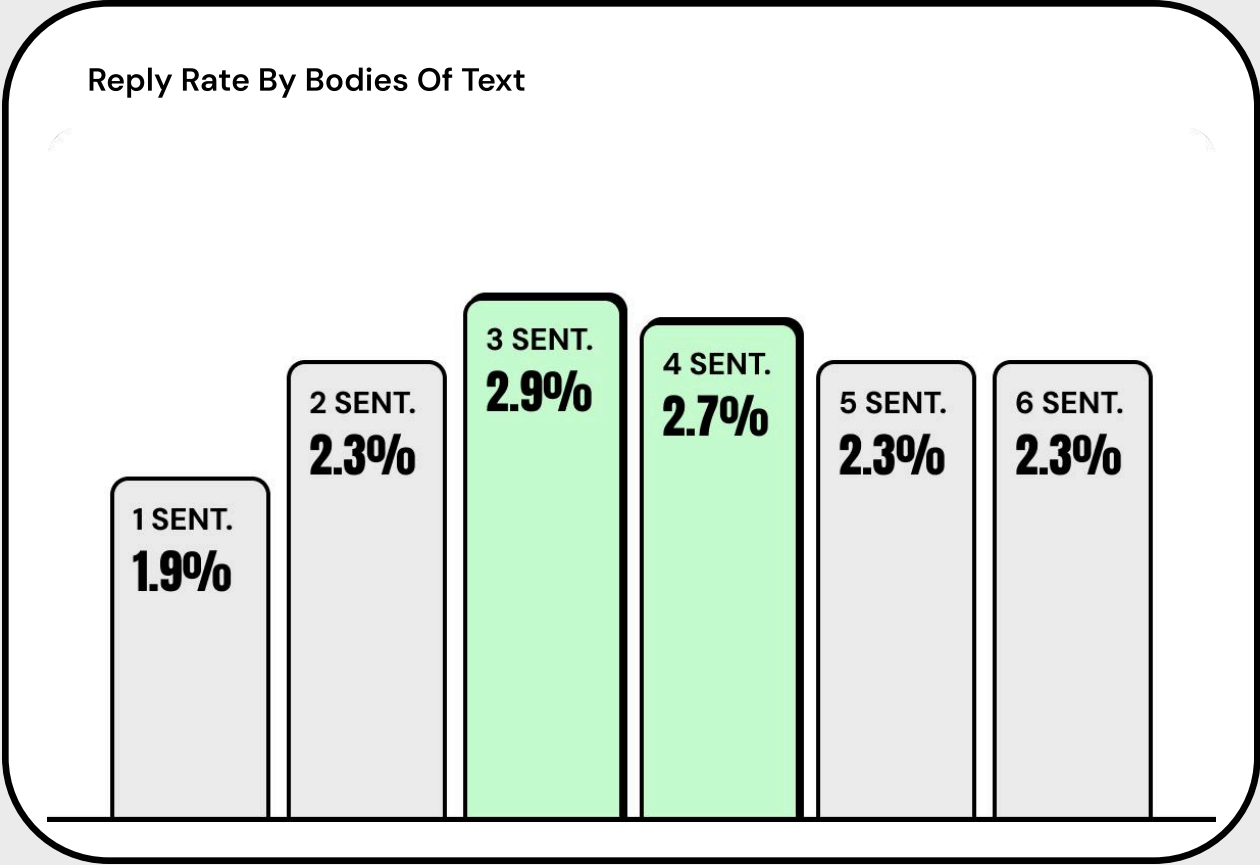
04 PERSONALIZATION

The personalization gets them to sit up and keep reading about the problem.

PERSONALIZED EMAILS GET MORE MEETINGS
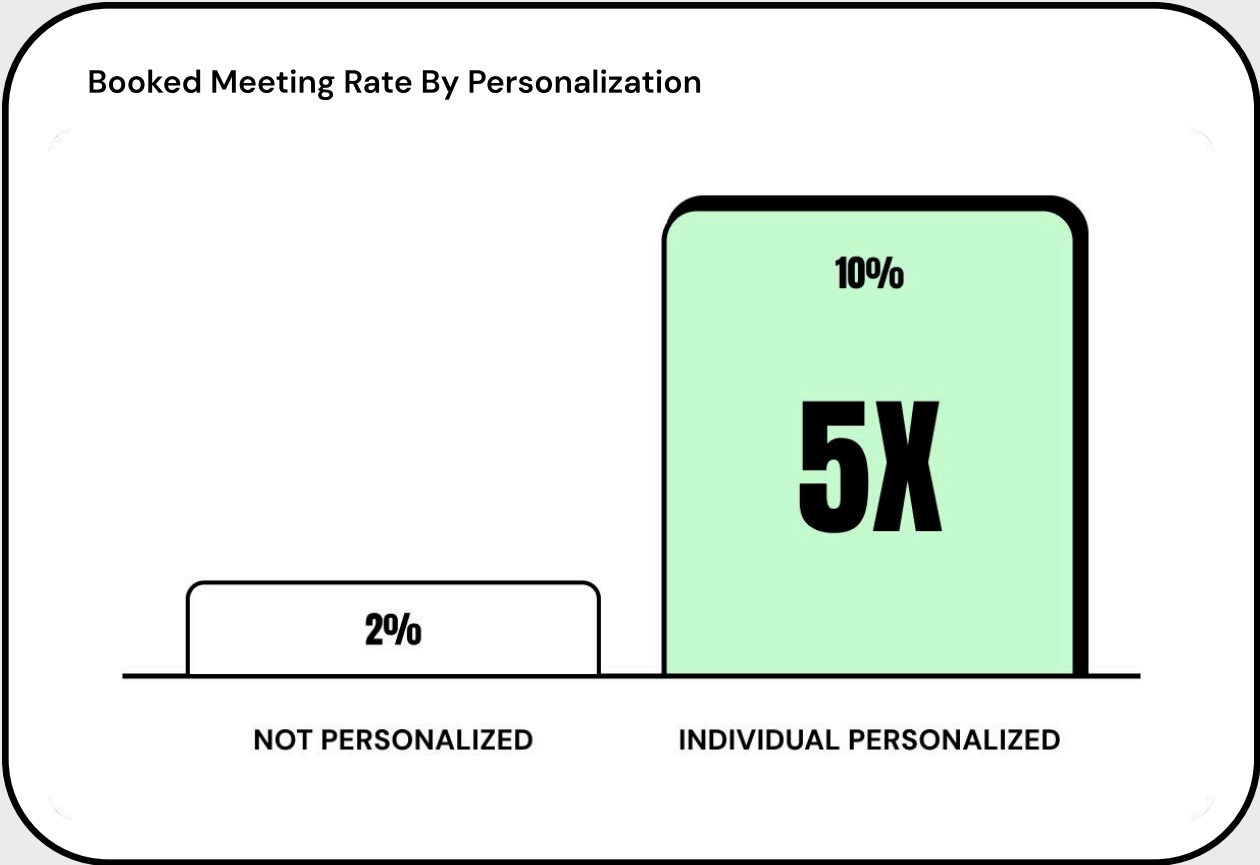
TAKEAWAY ☆

Personalization increases reply rates, which lead to meetings booked.

Booked Meeting Rate By Personalization

10%

5X

2%

NOT PERSONALIZED   INDIVIDUAL PERSONALIZED

RANKING THE 5 TYPES OF PERSONALIZATION

TAKEAWAY ☆

Executives don't care if you reference their alma mater. Prioritize the high intent leads, then reference business problems (not personal fun facts).

Personalization Type From Highest To Lowest Direct Reply Rate

| Personalization	Dir+ reply rate
Activity-based	24%
Company	9%
Individual	6%
Industry	6%
Baseline	2%

05 PROBLEM & VALUE STATEMENTS

The problem and value statement show the buyer you understand their world and why they should care.

PITCH WORDS = LOWER REPLY RATES

TAKEAWAY ☆

The email should be about their problems, not your seller jargon.

Percent Impact Of Pitch Words On Email Reply Rate

BUZZWORDS	"AI"	"PLATFORM"	ROI-BASED	PRIORITY-BASED	SOCIAL PROOF
-57%	-36%	-26%	-17%	20%	41%
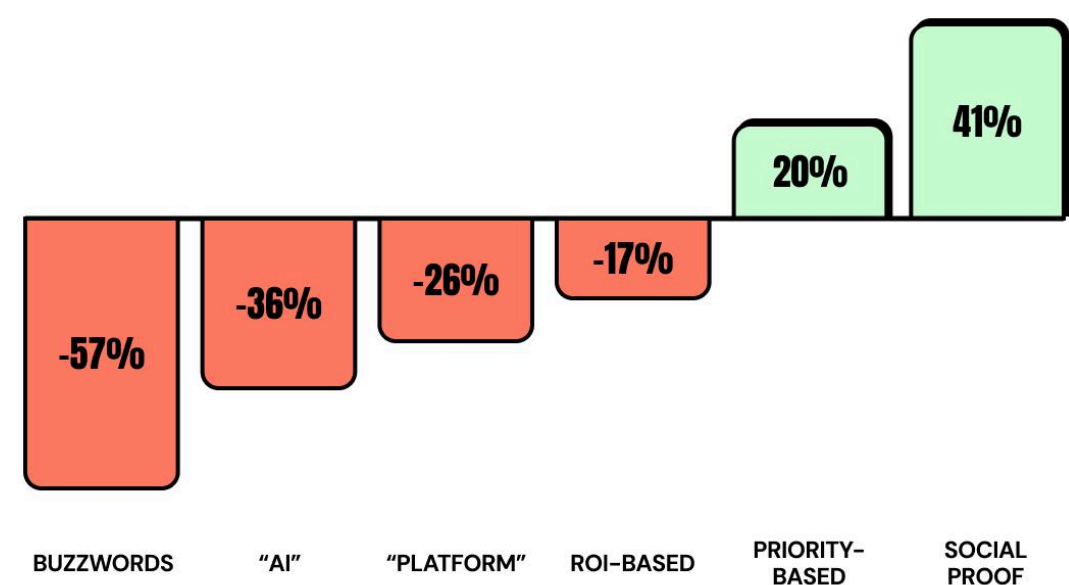
TOP PERFORMERS USE MORE PROSPECT-FOCUSED LANGUAGE

TAKEAWAY ☆

"You" language typically references what they care about (problems and priorities). "We" language leads to pitching (and that kills your cold emails).

Usage Of "You" Focused Language Among Top Reps

Stat: Top reps use you, your, and your team **29% more often** than their average and underperforming peers.
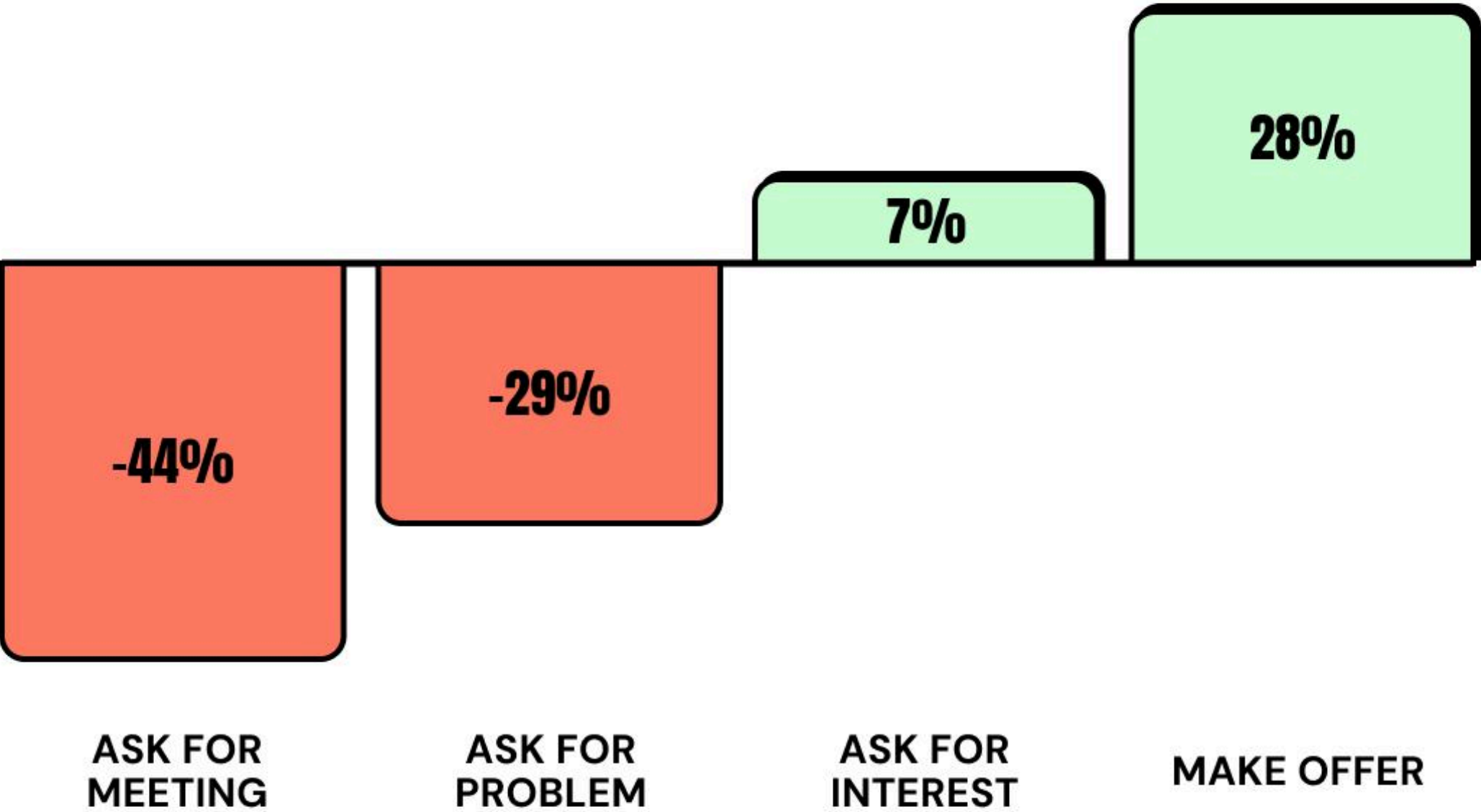
*Pronoun-heavy emails – think **you**, **your**, and **your team** – read as more personal. Even when they're automated.*

06 CALL-TO-ACTION (CTA)

The CTA is the final ask or the reason to take the next step.

THE BEST COLD CTAS MAKE AN OFFER INSTEAD OF ASKING FOR A MEETING

Percent Impact Of CTA On Email Reply Rate

|			
-44%	-29%	7%	28%
ASK FOR MEETING	ASK FOR PROBLEM	ASK FOR INTEREST	MAKE OFFER

TAKEAWAY ☆

Your "meeting" isn't good enough. Ask for interest (open to learning more) or create compelling offers like free trials, data reports, or audits (think: what will they get even if they don't buy).

07 MULTI-TOUCH PROSPECTING

You can't just send one email. You've gotta send multiple touchpoints across multiple channels.

THE POWER OF MULTI-TOUCH OUTREACH

Reply Rate By # Of Emails Sent
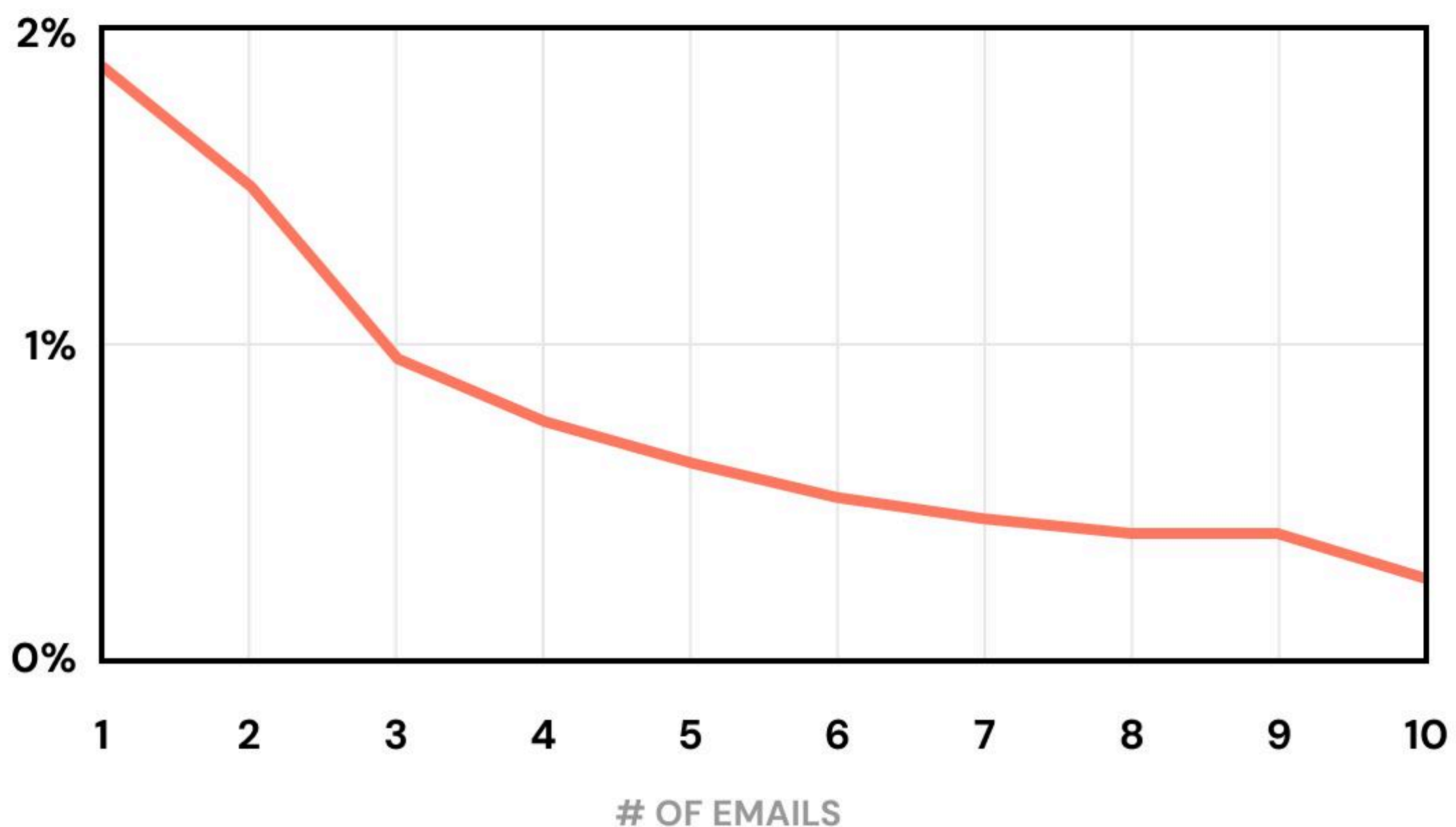
OF EMAILS

TAKEAWAY ☆

Never send one email and stop. Send ~6 emails across 14–28 days to maximize cold email replies (but after that, reply rates drop below 0.5% so give it a rest).

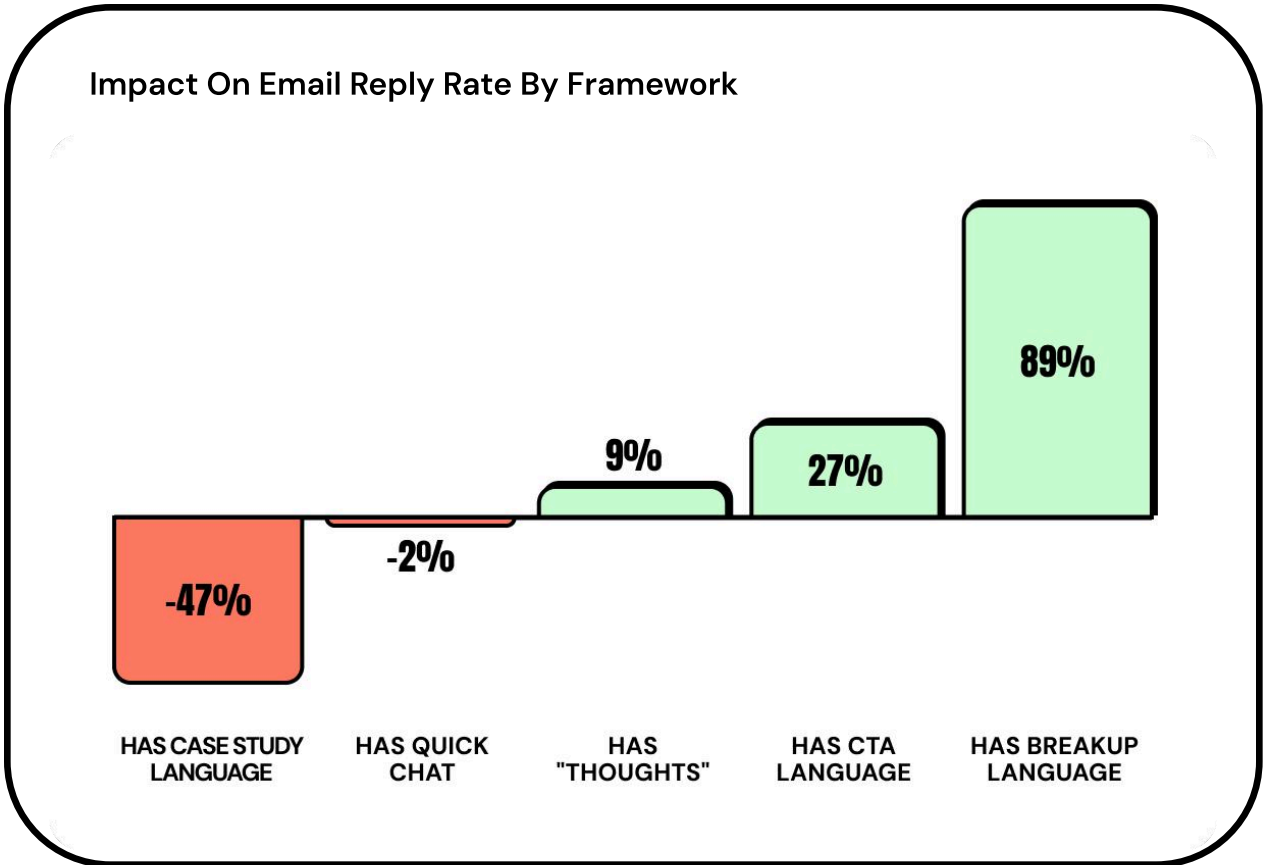# BUMP EMAILS WITH 1-2 SENTENCES GET MORE REPLIES

TAKEAWAY ☆

Keep your bump emails 1 sentence long.

Reply Rate By Number Of Sentences In The Bump Email

2x MORE REPLIES!!!

OF SENTENCES
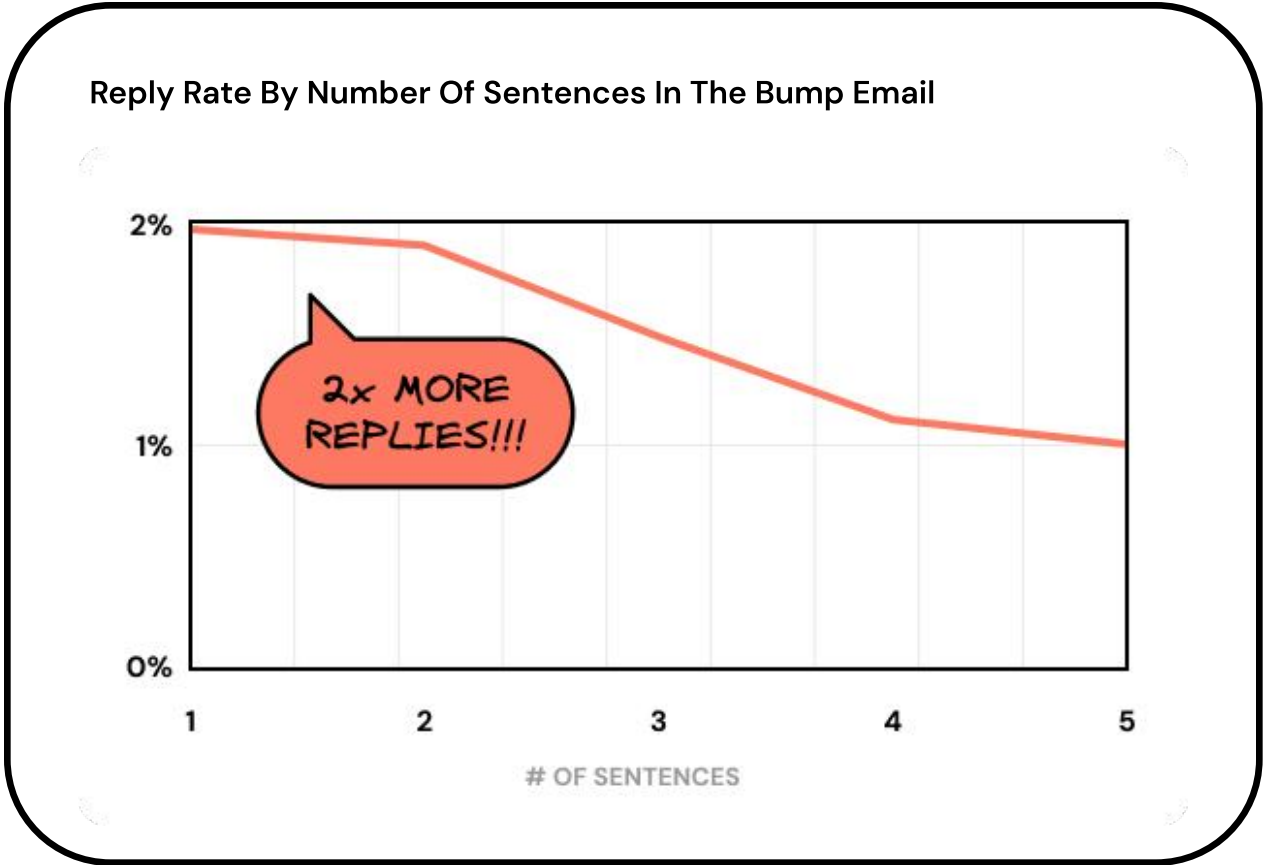
BUMP EMAILS WITH BREAKUP LANGUAGE NEARLY DOUBLE YOUR EMAIL REPLY RATE

TAKEAWAY ☆

Don't keep pitching value. Bump your previous email with "thoughts," rephrase your CTA, or eventually send a breakup in your latter emails.

Impact On Email Reply Rate By Framework

-47%	-2%	9%	27%	89%
HAS CASE STUDY LANGUAGE	HAS QUICK CHAT	HAS "THOUGHTS"	HAS CTA LANGUAGE	HAS BREAKUP LANGUAGE

COLD CALLS DOUBLE / TRIPLE YOUR COLD EMAIL REPLIES

TAKEAWAY ☆

Use cold calls and voicemails to drive replies over email.

"Hey Jason, I work with a few other partners in the Scatton Downtown LA offices. It's Armand from Northwestern Mutual. I'm going to send you an email after this thing. No need to call me back, just reply there and let me know if what I'm sending you is even moderately interesting."

Impact On Email Reply Rate With Cold Calling

COLD EMAILS

COLD CALLS
2X
REPLY RATE

COLD CALLS + VOICEMAIL
3X
REPLY RATE
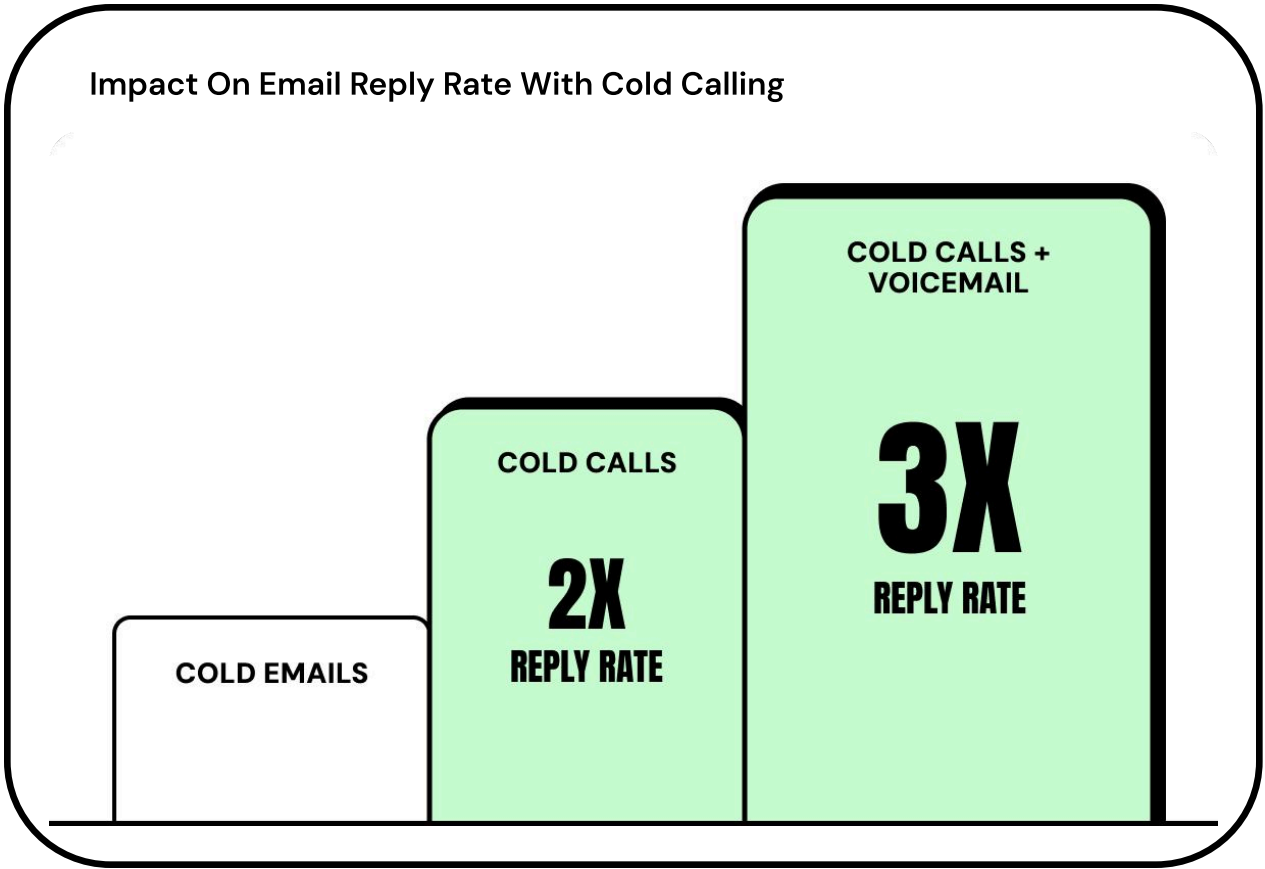
WANT MORE?

THIS IS THE BLUEPRINT FOR DOUBLE DIGIT COLD EMAIL REPLIES

If you liked this, we partnered with **Gong** and **Jason Bay** to teach you how to get double-digit replies over email consistently.

The Cold Email Course: The Reply Method for Double Digit Replies teaches you how to book 8x more meetings from cold emails without burning out on hours of personalization that doesn't even work.

1

The Art of Outbound Messaging

Learn to craft emails that feel 1:1 while scaling your outreach. Use AI to work smarter, not harder.

2

The Reply Method Deconstructed

Get step-by-step training on the REPLY framework with industry-specific examples and templates you can use today.

3

The Ultimate Sequence Blueprint

Build multi-step sequences that *actually* drive replies (and meetings), not unsubscribes.

Check it out right here

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