



IMPACT OF PERSONALIZED SUBJECT LINES AND FOLLOW-UPS ON EMAIL CONVERSIONS.

ANALYSIS OF 2.16M EMAILS



SalesHandy

Index

Why are emails still important?	01
What is in the report for you?	03
Introduction	04
Section 1	05
Email Personalization and its effect on various elements/parameters.	
Section 2	06
Importance of email follow-up and its effect on email open and reply rate.	
Section 3	08
How SalesHandy helps you boost email effectiveness?	
Conclusion	11
References	12

Why Are Emails Still Important?

Email still shows a strong growth even though we are witnessing a rise in other modes of connecting with customers and professionals like Social media, Instant messaging and Chat.

Email marketing is still an important part of the marketing mix. A study by [The Radicati Group](#)² shows that there are 3.7 billion email users in the world in 2017 and it is pegged to cross 4.1 billion by 2021. In 2017, 269 billion emails were sent and received each day and this number is expected to grow at an average annual rate of 4.4% per year for the next 4 years.

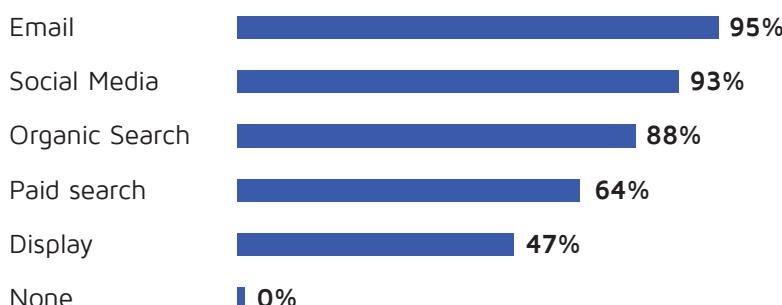
As compared to this, Facebook has a reported active user base of [2.07 billion](#)³ and Twitter is reported to have a user base of [330 million](#)⁴ in 2017. At least 91% of users check their emails daily whereas only 51% of Facebook users and 17% of Twitter users do the same. Moreover, 77% of consumers prefer [email vs. social media](#)⁵ to receive an opt-in promotional message.

As businesses organic reach on social media continues to decline, emails are still reported to have an [average deliverability rate of 98%](#)⁶. Email is still the primary mode of communication for professionals, as 95% of professionals use email, making it the ideal choice for B2B communication.



[Email Monday](#)¹ reports an average ROI of **\$38** for every dollar spent on Email marketing, which is the highest overall as compared to other mediums.

Which of the following channels are part of your digital marketing mix?



Source: [Demandwave](#)⁷

Even platforms that are pitched as potential Email alternatives use email for validation and as a means of secondary communication and that says a lot. Apart from the above-mentioned benefits, other factors that stand in favor of Email communication are:

- **It has no learning curve:** To send an email all you need to do is fill in the "To" field frame the copy of your email and hit on send. Your recipient receives the email almost immediately and can access it through desktop, laptop or a web-enabled mobile device. No formal training is required to use email.
- **It is a personal means of communication:** Email is a mode that enables one-to-one communication. There are no algorithms or ranking factors that hinder the deliverability of your message. It ensures that you reach a given recipient without any external factor affecting.
- **Record keeping:** It is a paperless way to keep a record of correspondence between parties. It is not just environment-friendly but also creates a virtual paper trail that is easily trackable and explorable.

WHY ARE EMAILS STILL IMPORTANT?

- **Ownership:** You own your email list, and it is not dependent on the platform. It makes your reach immune to platform changes that would otherwise affect message deliverability. Moreover, a person has to opt-in to become a part of your list. Putting in this much effort shows that the recipient has high interest in your offering.
- **It is private and universal:** No third-party can view a conversation unless added as a recipient. Moreover, a recipient can send an instant reply in case they have any queries. Additionally, most people have an email address. You need an email address even to register on a social network.
- **Low-cost mass-mailing:** Using email and a tool like SalesHandy, one can send a message to multiple people at a single time without one recipient knowing that the same has been sent to others too - A feat not possible through social media. Moreover, adding personalization and automation to it increases the overall effectiveness of the message.
- **It is mobile compatible:** Emails have a high compatibility with mobile. Whereas other places on the internet struggle to fit in content on a mobile screen, emails are inherently mobile responsive and render a good user experience, especially with white background and plain text in front. Moreover, out of the 1 billion Gmail users around 75% use the same through a mobile device. According to [Adestra⁸](#), 86% of people use their phones to check personal email, and 34% use them for business email.



"If Social Media is the cocktail party, then Email Marketing is the 'meet up for coffee'. The original 1 to 1 channel."

- Erik Harbison



"Email has an ability many channels don't: creating valuable, personal touches – at scale."

- David Newman

What Is In The Report For You?

It is true that email is one of the most effective modes of communication, but it has its share of challenges too.

For example, Spam filters are always advancing and restricting people from reaching the inbox of the recipient. However, there are ways using which we can optimise email communication and increase results derived from it.

In this report, we have presented ways in which you can improve email effectiveness and focused on how you can increase conversions using email personalization and automation.

For this report we have analyzed **2,162,106 emails** that were sent using SalesHandy and derived insights using it. The report covers following aspects:

- Factors that affect email effectiveness.
- How sending personalized email affect email open and response rate.
- Why following up an email is not just important but necessary.
- What is the optimum number of follow-up stages?
- When should one follow up or how long should one wait before sending another follow-up email.

Introduction

Email is an effective channel for getting in touch with prospects and professionals but even it needs optimization for improved efficiency.

Email deliverability is the primary factor that determines the effectiveness of an email campaign. Secondly, there are other facets like email personalization, sending time, etc. that determines an email's open and response rate. Major factors that affect email deliverability and effectiveness are:

- DNS, DKIM and SPF record configuration.
- The volume of emails sent daily.
- Number and quality of links and attachments in an email.
- Image to text ratio.
- Personalization in email subject line and body.
- Using spam-triggering words in the email.
- Quality of email list. (Bounce Rate)
- Quality of HTML code in the email.
- Clear, short and spell-checked email body.
- Email List Segmentation.
- Effective email automation.
- Prompt email follow-up.

These factors can be divided into two sets, one that affect an email's deliverability and the other which affect its open and reply rate, affecting overall conversions from it. This report focuses on the later set. Out of the factors mentioned above, two major factors whose optimization can increase conversion rates are email personalization and email follow-up automation. But again there are a few variables within them, that one needs to have a knowledge of, to maximize open and reply rates.

It is important to know the effects of personalizing a subject line, after all, it is the first thing that a recipient will see. To increase conversions using conditional auto follow-ups one should have an idea about the ideal number of follow-up stages to be used and the time one should let by before hitting a prospect with another follow-up message.

To help you get a more data backed insight, we have analyzed more than **2.16 million emails** sent through SalesHandy, and found out the effects of using conditional automated follow-ups on email open and reply rates. We have also analyzed and put forward the optimum number of email follow-ups one should send and the number of days, one should wait before sending the next follow-up email to maximize results. The analysis also highlights the effect of email personalization on email response rates.

You would be surprised to know how optimizing these two factors and using it to your advantage can increase the effectiveness of your email campaigns. However, it is challenging to keep a tab on them, especially while sending emails to many prospects at a given point in time. To make the most of it you can take help from SalesHandy. Using SalesHandy's Mail Merge with auto follow-up feature, you can send mass personalized emails to up to **2000 prospects** in a day. You can also set-up trigger based auto follow-up emails, up to 9 consecutive stages and increase the overall conversion rate for your email campaign. We have covered this in detail, later in the report.



With most people delivery issues come from data; specifically not having the best strategy for dealing with the lifecycle of customers and their data.

- Steve Henderson

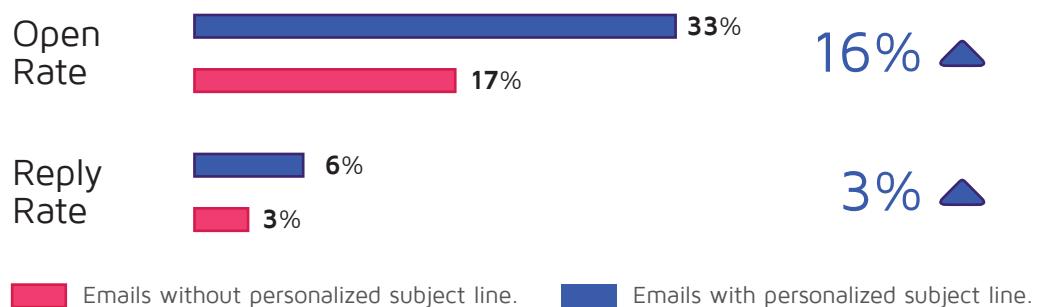
Section 1

Email Personalization and its effect on various elements/parameters.

We are living in a time when personalization is of utmost importance whenever you are communicating with someone. However, many businesses have been slow in integrating the same within their email communication. Email personalisation helps you form a rapport, establish credibility and make your prospects happy. Moreover, it increases email open rate. In short, email personalization can help you win big.

Imagine you walk into your favorite store, and they recognize you, greet you with your name and suggest a new product that would go perfectly with the one you had bought earlier from them. It would feel awesome, right? It is possible to deliver this level of personalization using emails.

We analyzed 2,162,106 emails that were sent using SalesHandy and checked what effect does adding personalization to subject line has on open and reply rate.



The data showed that emails with personalized subject lines received **33% open rate** and **6% reply rate** as compared to **17% open rate** and **3% reply rate** for the emails without a personalized subject line, it shows that using personalization in subject line increases open rate by **16%** and reply rate by **3%**. Still, it's been reported that [70% of Marketers⁹](#) fail to personalize emails. Mostly it is because of lack of data or lack of tools.

The first thing you want to make sure is that you are collecting user data at all times whenever a user takes action. Data like Email, Name, Location, Business, Birthday, Interests, etc. are of crucial importance. Using this data to personalize user communication to the prospects advantage will help you score brownie points and form meaningful relationships.

Once you have the data, you can use an Email productivity tool like SalesHandy to personalize your mass emails. Using SalesHandy's Mail Merge feature, you can send personalized emails to thousands of prospects at one go. All you need to do is upload the CSV file containing custom fields that you want to use in the email, and the tool will detect the custom mail merge fields by itself, which you can then use anywhere in your email to fill in personalized data.

What goes into Happy customer Experience?



Source: [Genesys Global Survey, 2009](#)

Section 2

Importance of email follow-up and its effect on email open and reply rate.

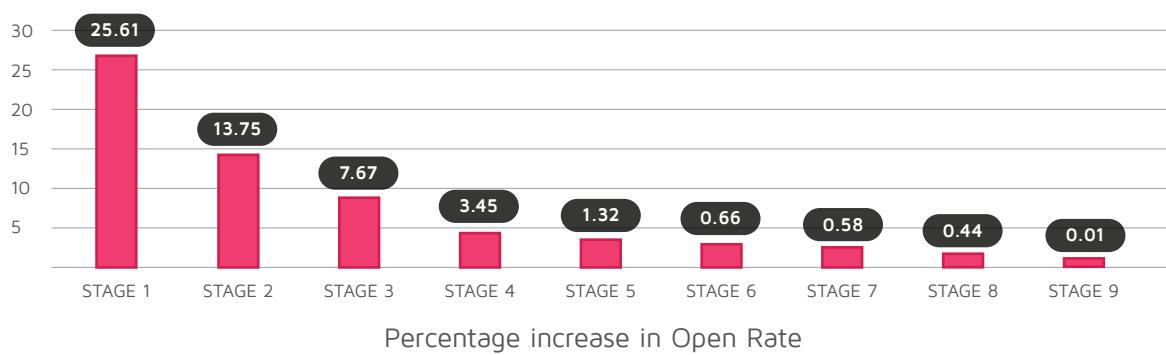
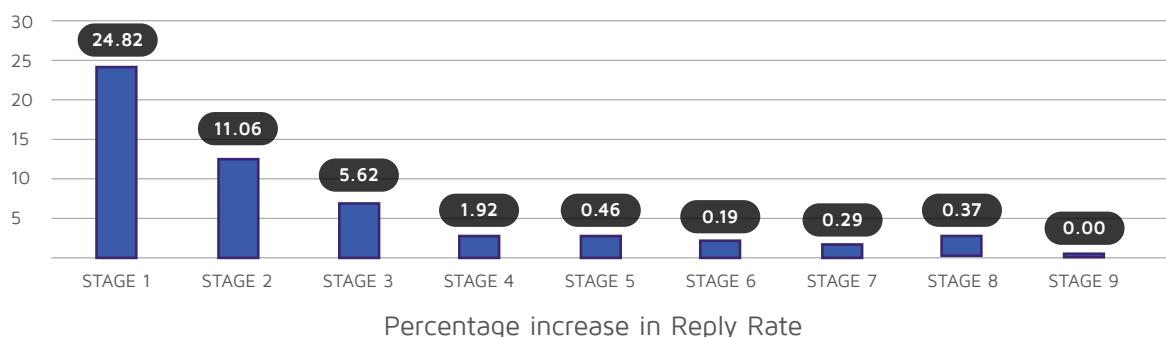
We get hundreds of emails every day and it's not wrong to say that everyone's inboxes are flooded. Hence, it is important to stay on top of a prospect's inbox to stay on top of their minds. Especially, when you are sending a cold email, framing and sending a great opening message is only a job half done as it normally requires 6-7 follow-ups before a prospect gives a response.

At times while sending a follow-up email, one might feel that their prospects might get a sense of being stalked or pushed too hard. However, in reality, the case is quite different. In fact, a majority of the prospects appreciate the efforts, feel grateful and enjoy the attention they get while being followed up.

A life-span of an email is very short. Around 90% of the emails that get read are opened within a day of sending them. It means that one has to be proactive to stay in a prospect's attention span using Emails. Then too 70% of sales emails do not receive a follow-up.

Our analysis presented a strong case for sending follow-ups. SalesHandy supports up to 9 stages of trigger-based automated follow-ups. Hence, we analyzed emails sent across all these stages, for all triggers.

Effects of follow-ups on Reply & Open rate

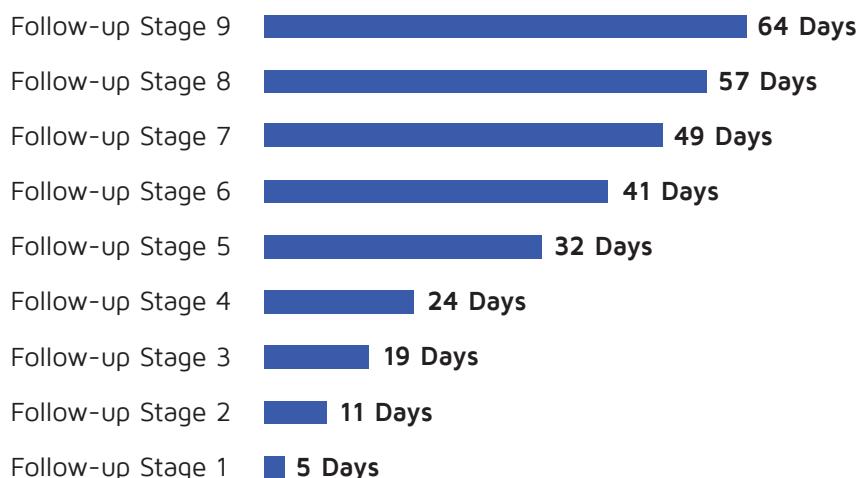


- First follow-up increases the number of email opens by **25.60%**, and it increases the number of emails replied by **24.82%**.
- Sending next 4 consecutive stages of follow-up emails further increases the number of emails opened and replied by **26.19%** and **11.06%** respectively.
- Sending up to 9 stages of follow-up emails after the primary email increases the overall number of email opens by **53.49%** and the email reply rate by **44.73%**.

From the analysis, we can infer that one should send **at least 5 stages** of follow-up to the primary email to ensure maximum open and reply rate to the email.

- To derive maximum open and reply rate the first follow-up should be sent within **3-5 days** of sending the first email.
- Optimally one should send **at least 5 stages** of follow-up within one month of sending the primary email to ensure maximum results.

Average Days Taken in sending a follow-ups



This means that if we follow-up then we differentiate ourselves from the lot and mark a place in our recipient's memory, being amongst the few who do it. It shows a heightened interest of the sender in forming a strong relationship with the prospects, especially if we are conducting cold emailing. Follow-ups also ensures that the recipients get an idea that there is a human who is trying to connect with them rather than a bot.

Following these email follow-up best practices you can increase your chances of landing up a deal by 75%. It is best to send the first follow-up 3-5 days from sending the initial email and that in itself increases the number of email opens and replies by **25.60%** and **24.82%** respectively. From the study, we can also infer that the optimum number of follow-up stages one should send is 5.



I have simple philosophy: I follow up as many times as necessary until I get response.
I don't care what the response is, as long as I get one.

Steli Efti

Founder & CEO Close.io

Section 3

How SalesHandy helps you boost email effectiveness?

In the report, until now we have covered how email communication is still effective in getting conversions and is showing strong signals of growth. We have also established its prominence in B2B marketing and communication. We further discussed factors that affect email effectiveness and highlighted the challenges that the medium poses.

We also presented data backed insight on how personalization and auto follow-up best practices can increase email open and reply rate.

In this section, we will put forward how [SalesHandy](#) helps you increase email effectiveness as a leading email productivity tool.

Benefits using SalesHandy:

- It integrates with your Gmail, G Suite, Outlook or any other ESP account flawlessly.
- It uses your Email service providers servers to send emails. This ensures improved email deliverability.
- Using SalesHandy's Mail merge feature you can send up to 2000 emails in a day.
- SalesHandy uses Drip method to send emails while sending a Mail merge campaign. In this process, a pre-set time interval is inserted between sending two consecutive emails, enacting human-like behavior and saving your emails from ending up in the Spam box.
- Using SalesHandy, you can set-up up to 9 stages of conditional auto follow-up emails that can be sent at a pre-defined date, specifically if a recipient has not opened or not replied to your previous email.
- Send test email of your mass mailing campaign before sending the actual message and check email's spam score.
- It also provides actionable data for your campaign like the number of times an email was opened, reply tracking and link click tracking. This data helps to determine engagement level of each individual prospect in the email campaign that you have sent.
- SalesHandy offers free unlimited email tracking, with real-time desktop notifications, and email scheduling to all its users.

SalesHandy - Mail Merge with Auto Follow-up:

We now know that sending follow-up emails increases email open and reply rate to a great extent, affecting conversions but when you are sending an email campaign to multiple recipients, it becomes challenging to keep track of follow-ups. In cases like these, an email automation tool like SalesHandy makes it effortless to personalize and automate your mass emails and its follow-ups, increasing productivity and results derived from your emailing efforts.

Let us consider an example. Say, there is a Business Development Manager working in the Insurance sector, who manually sends 100 emails in a day, to his prospects. If it takes 2-3 minutes for him to send an email, that means he would take around 3 to 4 hours a day to send those emails individually. Additionally, he would take another 2 to 3 hours checking, tracking and sending follow-ups, to the emails that he has sent. This time amounts to more than 30 hours a week.

On the other hand, if he uses an Email automation and productivity tool like SalesHandy, he can set-up a Mail Merge with Auto follow-up campaign to do the same.

Using it, he can schedule to send 100 personalized emails to all his recipients in less than 30 minutes. Within the same time, he can set-up automated, trigger-based, follow up emails that would be sent at a specific date, from the day of sending the previous email. As, the tool provides data insights in real-time on a dashboard, tracking engagement level on each email also becomes effortless. This saves tens of hours a week, increasing the overall productivity of the employee.

It will also help increase conversions and revenue for the given case. Using SalesHandy's Mail Merge feature, the Business Development Manager can send emails to up to 2000 recipients in a day. So, if his conversion rate is 3% and average ticket size is \$500, being able to send 500 emails a week, manually, he would generate a revenue of \$7500. On the other hand, using SalesHandy, he could reach, track and follow up with more than 5000 recipients in a week, increasing his revenue potential to more than \$75000.

There are three simple steps involved in setting up a Mail Merge campaign with Auto follow-up using SalesHandy:

Step 1: First you would need to create a CSV file(comma separated values) containing email field, listing all the contacts you wish you approach through your email campaign. You can also add 10 additional custom mail merge fields for every given contact like First Name, Last Name, Company, City, etc.. These fields will generate custom mail merge tags that you can use to personalize your emails.

SalesHandy enables you to place these custom mail merge tags in the email's subject line or the body. These fields will fetch the corresponding data from the CSV file and add it to your email content that helps automate personalization of your emails.

After your CSV file is ready, you need to upload the same to a new Mail merge email campaign.

Step 2: You then need to select an account to send your email campaign under 'specify a sending method' filed. After that, you start framing your email and add personalization, wherever necessary, by placing custom mail merge fields.

You can then select to track link clicks in the emails, schedule the date and time to start the campaign and add CC and BCC fields to your email campaign.

If you want to check the spam score of your email or want to see how it will look in the inbox then you can send a test email for that, at a designated email address.

Step 3: In this step, we'll explain how you can add an auto follow-up stage to your email campaign. To do the same you need to click on "+Add New Stage" link at the bottom of the page. It will open a follow-up stage box where you first need to select one of the three below mentioned triggers:

- **Not Opened:** This trigger will send your follow-up email to all those recipients who have not opened your previous email in the email trail.
- **Not Replied:** Select this condition if you want to send follow-up emails to all those recipients who have not replied to your previous email in the email trail.
- **Been Sent:** Select this condition if you want to send follow-up emails to all the recipients in your CSV file.

You then have to specify the number of days after which the follow-up email will be sent. After that, you just need to frame your email and it will get scheduled to be sent as programmed.

How does keeping a time interval between two consecutive email affect deliverability?

Usually, an individual can send only 2-3 emails in a minute. Any frequency more than that alerts spam filter of suspicious activity and can result in your emails landing up in the spam folder. Hence, when you set a time interval between two emails, Email service providers consider that you are sending one email at one go and your emails will land-up in the inbox.

Other Benefits Of SalesHandy



Email Tracking

It provides real-time open notification for emails. Providing data of location, browser, and device on which the email was read. SalesHandy also sends desktop notification for the same. Using this real-time data, you can contact your prospects at crucial times and increase chances of getting a response.



Email Scheduling

Sending emails at the right time make a lot of difference. With SalesHandy you can reach your prospects inbox when the chances of them opening your mail are the highest.



Email Templates

SalesHandy allows you to create custom email templates. It helps users save time while sending repetitive emails frequently. Also, you can share your personal templates with your team with just one click. All team members can access these shared team templates directly from their Gmail or Outlook mail client. SalesHandy provides success rate of each template based on its usage by every team member and its open rate. It helps build a silo of content that works best for your target audience.



Document Tracking

With SalesHandy you will always be in the know of what happens to your PPT's or files after sending them to your prospects. Get full analytics of your document and know which of your prospects are most engaged. You get actionable data like total document viewed, percentage of document viewed and duration spent on the document .

Conclusion

Email is still regarded as the most effective method to communicate and is an integral part of an effective marketing-mix. Studies also show that it is poised for strong growth in the future as well.

Although it is the most easiest method to perform digital communication, it still has its own fair share of challenges. Two major challenges affecting email effectiveness are:

- Getting emails delivered in a prospect's inbox.
- Getting prospects to open the email and follow its call to action.

In general an email user receives hundreds of emails in his inbox in a day. Differentiating your emails from the rest is crucial to derive results from your emailing efforts. Hence, adding personalization and conducting prompt follow-up to one's communication ensures that you stand out of the crowd.

In this report we have analyzed 2.16 million emails that were sent through SalesHandy and have presented insights on:

- What effects email personalization has on email open and reply rate.
- Effects of auto follow-up on the number of email open and reply.
- The optimum number of email follow-ups one should send and the optimum number of days the sender should wait to send a consecutive follow-up message for maximum results.

The analysis helped us establish that:

- Using personalization in subject line increases open rate by 16% and reply rate by 3%.
- It is best to send at least 5 follow-up emails to your primary email for deriving maximum open and reply rate.
- The first follow-up email should go within 3-5 days of sending the primary email.
- The first follow-up email increases the number of email opens and replies by 25.60% and 24.82% respectively.
- Adding next four stages of conditional auto follow-ups increases the number of opens and replies further by 26.19% and 11.06% respectively .
- By following up, using these best practices, you can increase your chances of landing up a deal by 75%.

Though we have established a strong case for email personalization and follow-up, it is a fact that doing both effectively is difficult, especially if you are sending emails to multiple persons at a time. Here is where SalesHandy (Email Productivity and Data Analytics Tool) comes to your rescue.

Using SalesHandy's Mail merge with auto follow-up feature you can send mass emails to up to 2000 recipients in a day, ensuring that your emails land up in their email inbox. Moreover, you can set-up 9 stages of conditional auto follow-ups that would be sent following the primary email, on definite dates and specific conditions at which they would be sent. SalesHandy will also track the number of email opens, replies received and links clicked, giving you a clear picture of each recipient's level of engagement.

[Do try our 14 days free trial](#) to experience the difference in your email communication effectiveness and results for yourselves. Our solution is customizable for businesses of all sizes ranging from individual to enterprise level.

References

1. ^ <https://www.emailmonday.com/dma-national-client-email-report-2015/>
2. ^ <http://www.radicati.com/wp/wp-content/uploads/2017/01>Email-Statistics-Report-2017-2021-Executive-Summary.pdf>
3. ^ <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>
4. ^ <https://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/>
5. ^ <https://www.optinmonster.com/email-marketing-vs-social-media-performance-2016-2019-statistics/>
6. ^ <https://dma.org.uk/research/dma-insight-email-benchmarking-report-2016>
7. ^ <http://go.demandwave.com/rs/306-MLQ-910/images/2016-State-of-B2B-Digital-Marketing.pdf>
8. ^ <http://www.adestra.com/resources/downloadable-reports/2012-b2b-subject-line-analysis-report/>
9. ^ <https://blog.autopilothq.com/email-personalization/>