

COLD EMAIL STATS

Courtesy of Ollie Whitfield - Product Marketing @ VanillaSoft

From: 5 Questions with demandDrive

SUBJECT LINES



Data shows the ideal length of a subject line for a cold email is **4-6 words**. However, in an informal LinkedIn poll, 75% of people said subject lines should be **10+ words**.

It's difficult to write compelling AND short subject lines. But if you can master that skill, engagement shoots up.

EMAIL BODY

According to the data, emails that range from **70-150 words** net the highest amount of engagement. Keeping your messages short and sweet pays off!



Plus, if you have an email that's longer, it gives you the opportunity to break it up into multiple follow-ups.

TIMING



"There's not a good or bad day of the week to send an email. It's a good or bad day of the week for the prospect, which you don't know."

That being said, the data did show a few notable trends:

The best day to get your email opened? **Monday**

The best day to get a reply? **Monday**

The best day to get your links clicked? **Wednesday**

Get all of Ollie's cold email data, insight, and best practices in his episode of '5 Questions!'

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