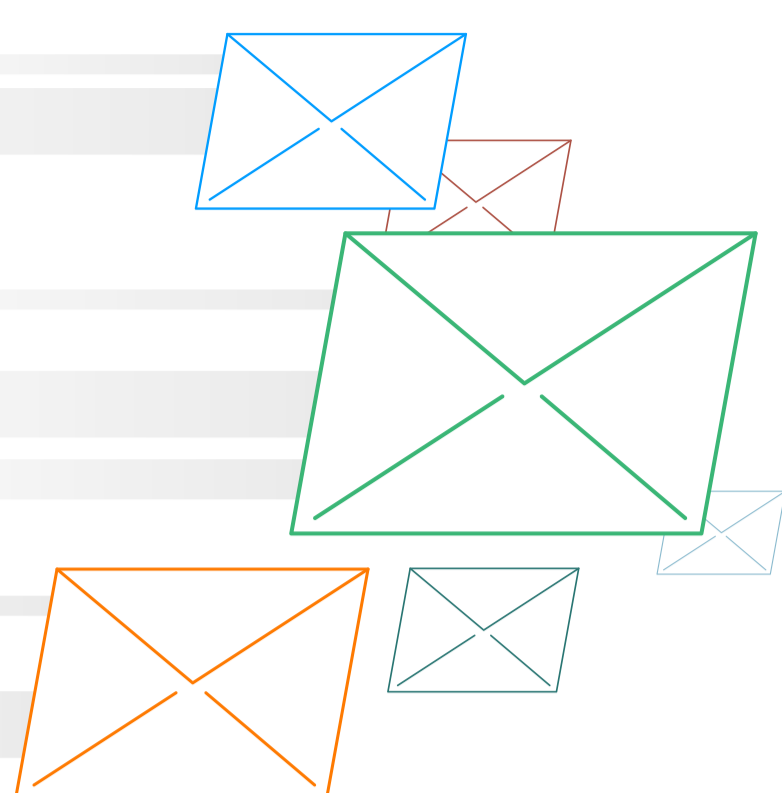


SECRETS OF EMAIL PROSPECTING

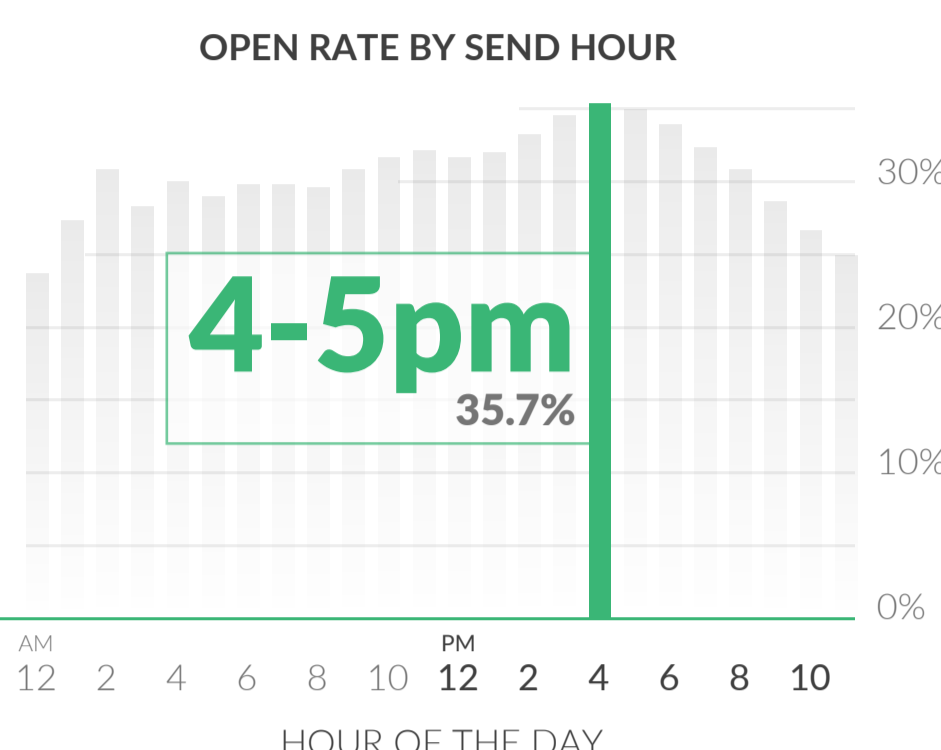
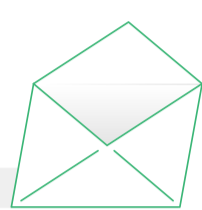


Ever been frustrated by an email send that gets absolutely pitiful open rates?

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

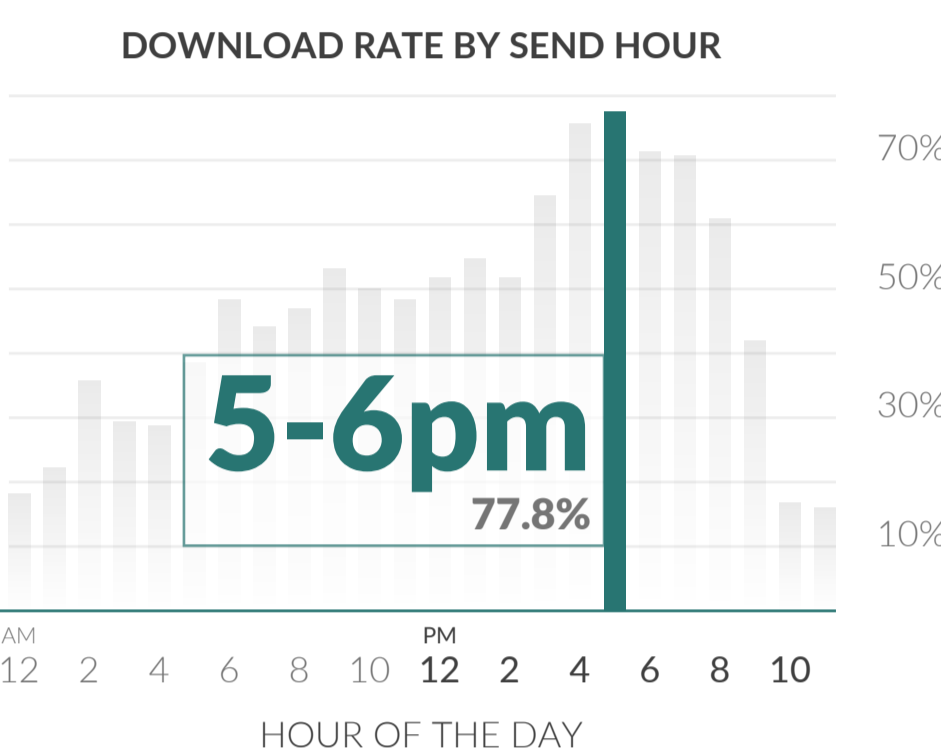
This year, InsideSales.com Labs analyzed over 18 million emails to help boost your open and download rates and fuel your business development efforts.

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



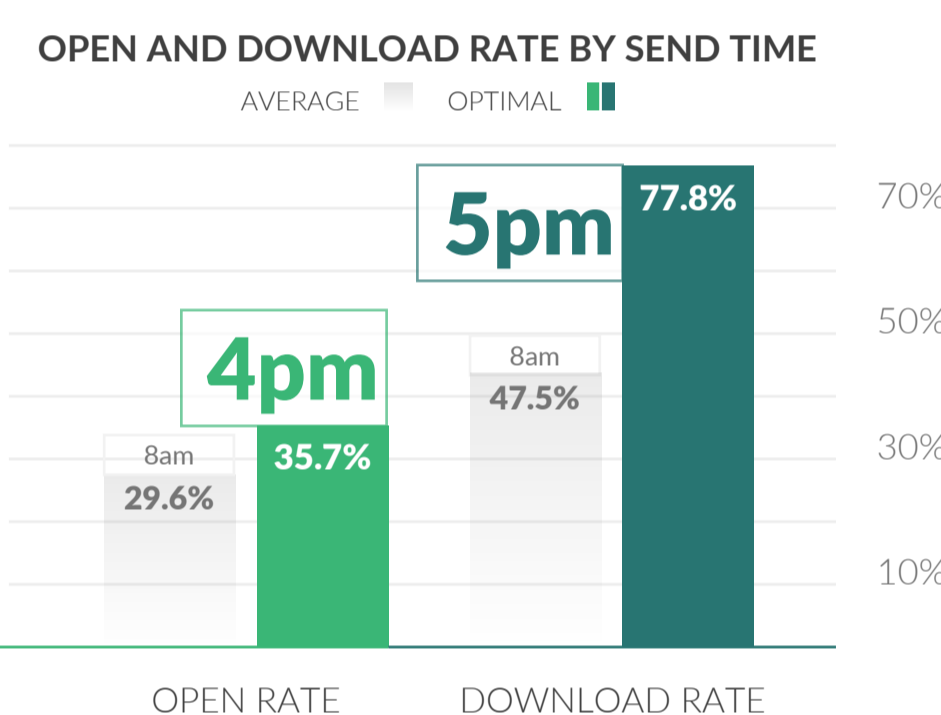
INSIDESALES.COM

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



INSIDESALES.COM

Optimal send time produces
21% BETTER OPEN RATES
64% BETTER DOWNLOAD RATES



INSIDESALES.COM

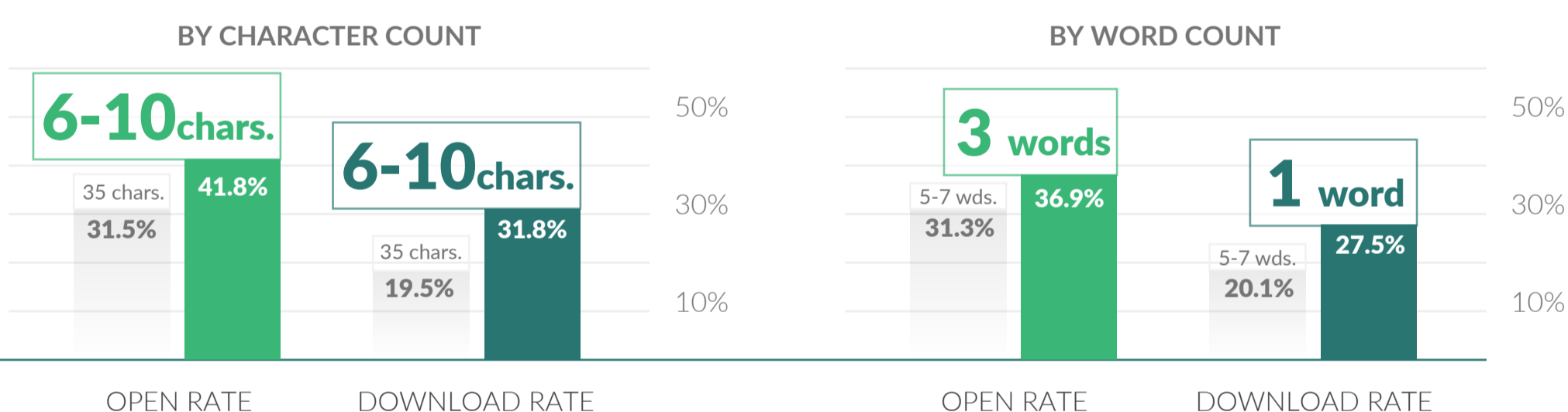
Shorter subject lines produce **MORE OPENS & DOWNLOADS**

6-10 CHARACTERS

1-3 WORDS



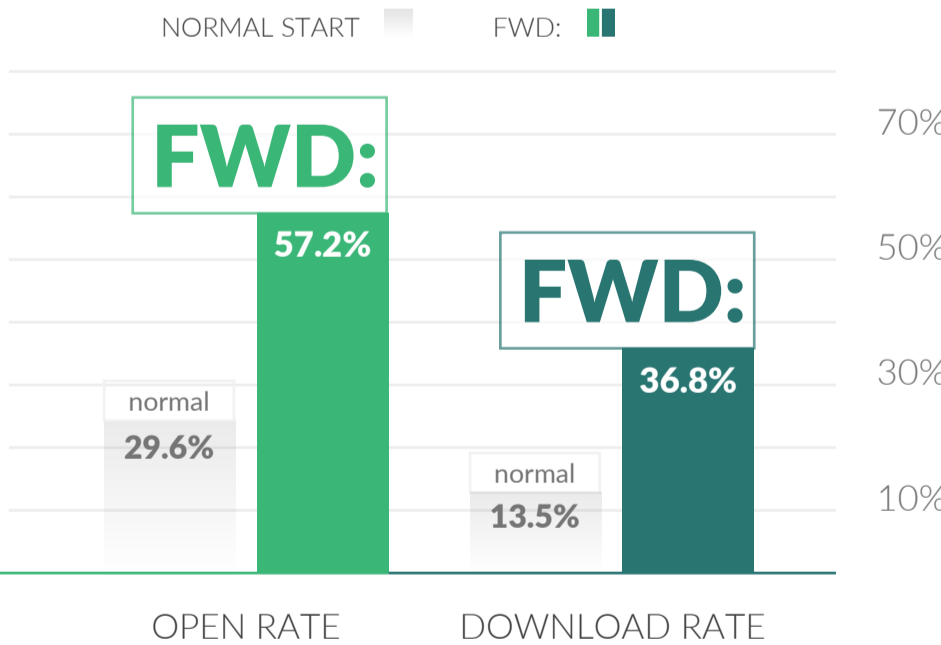
OPEN AND DOWNLOAD RATE BY CHARACTER & WORD COUNT



Starting a subject line with **FWD:** INCREASES OPEN & DOWNLOAD RATES

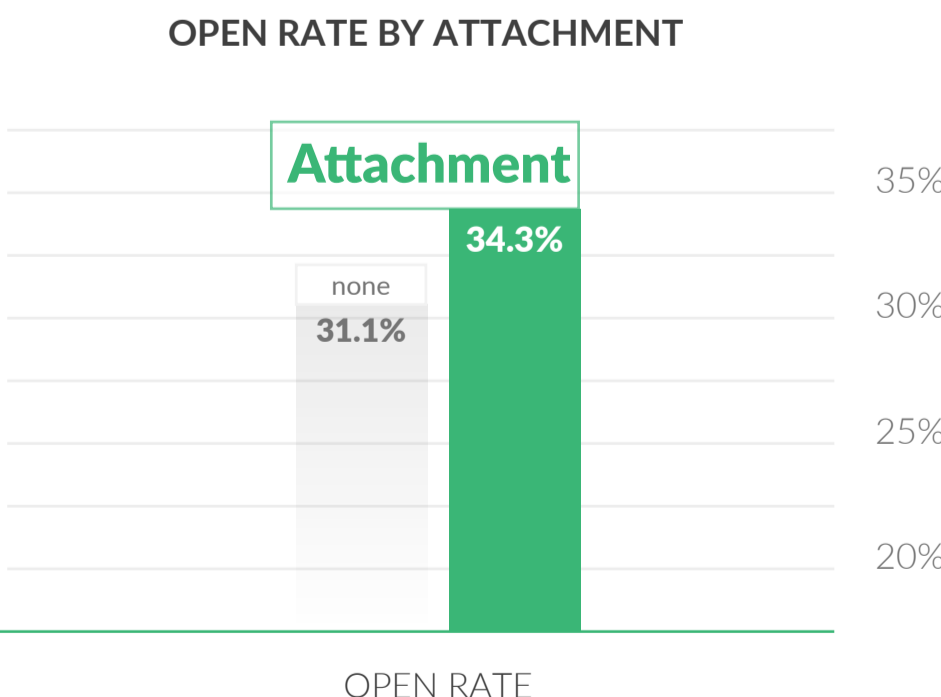
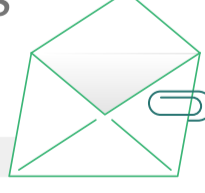


OPEN AND DOWNLOAD RATE BY SUBJECT STARTER



INSIDESALES.COM

Emails with attachments **ARE 10% MORE LIKELY TO BE OPENED**



INSIDESALES.COM

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 >](#)

