



SINGLE GRAIN

6



Successful Cold Email Case Studies

(Templates Included)

Get guest posting opportunities, new leads, influencer relationships... and customers with these effective cold email tactics.

01. Introduction
02. Case Study #1: Ambition
03. Case Study #2: Jake Jorgovan
04. Case Study #3: LeadFuze
05. Case Study #4: Crazy Eye Marketing
06. Case Study #5: Marco Massaro
07. Templates & Tactics: Start Writing the Perfect Cold Emails





SINGLE GRAIN

6 Successful Cold Email Case Studies

01

Introduction





An average office worker receives [121 emails a day](#) and the average open rate for all industries is [20.81%](#).

It takes a lot of work to build a successful cold email campaign. You have to:

- Do in-depth research to make sure you're not just spamming out generic emails.
- Make sure your messages are personalized to your specific target.
- Manage data entry for your leads.
- Send out a massive volume to see results.
- Be interesting!

And the truth is, your customers judge you on your ability to sell. So if you have an off day, you not only have to deal with not getting any conversions, but also with the negative judgements from your prospects.

It's helpful to know what others are doing to offer you content inspiration, tips and tricks, as well as to benchmark your own metrics.

That's why we wrote this ebook: We'll peel back the curtain on some cold email case studies and discuss which strategies work to boost opens, replies, and conversions.

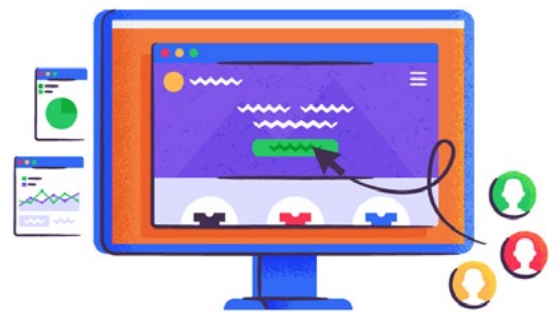


SINGLE GRAIN

6 Successful Cold Email Case Studies

02

Case Study #1: Ambition





Ambition is a software platform that helps companies increase employee productivity. Built with millennial employees in mind, Ambition is used by companies like [Lyft](#) and [Carbonite](#).

Their sales team cold emailed 578 prospects for an initial total of 6 responses. Using follow-up emails, they got 67 additional responses... a total response rate of about 12.6%.

They then ran a six-week cold emailing campaign, which targeted specific job titles. Emailing 291 VPs of Sales and 287 VP of Sales Operations, they ended up with a total of 73 new leads.

Check it out:

VP Sales: 1A									
Touch	Contacted	Bounced	Reached	Opened	Open Rate	Replied	Adjusted Response Rate	Do Not Contact	
1	142	14	128	77	68%	0	0.00%	0	
2	128	0	128	55	43%	3	5.45%	0	
3	125	3	122	40	34%	3	7.50%	0	
4	119	0	119	45	38%	3	6.67%	0	
5	116	1	115	54	47%	2	3.70%	0	
6	113	0	113	27	24%	2	7.41%	0	
7	111	0	111	43	39%	1	2.33%	0	
8	109	0	109	49	45%	3	6.12%	0	
Totals		18				17			

Source: Ambition.com

The results were that about half the recipients opened the initial email **but zero people replied.**

With **each additional touchpoint or follow-up**, more prospects replied to the initial email.

Notice that no single email generated more than 18% of the grand total number of leads. In fact, the eighth email generated just as many leads as the second!



According to Ambition, the **biggest success factor was pure persistence.**

By continual follow-up with prospects, in contrast to the usual one-time follow-up, Ambition saw lead numbers skyrocket.

Further honing the process, they split the time interval between each email by at least a week to avoid over-emailing:

Touch	Scheduled For	Template
1	Saturday, Nov 8	Sales_B_1
2	Wednesday, Nov 12	Sales_B_2
3	Wednesday, Nov 19	Sales_B_3
4	Friday, Nov 21	Sales_B_4
5	Wednesday, Dec 3	Sales_B_5
6	Monday, Dec 8	Sales_B_6
7	Tuesday, Dec 16	Sales_B_7
8	Monday, Dec 22	Sales_B_8

Source: Ambition.com

We encountered this problem when emailing potential interviewees for the Growth Everywhere podcast. There was a lot of manual work involved in keeping track of follow-ups; once we built an email sequence the way that Ambition did, we saw a 333% increase in response rates!

For prospects, your product isn't at the center of their world, so if they don't respond, it's likely just because they're busy — not because they're not interested.

Always follow-up more than you think is necessary.

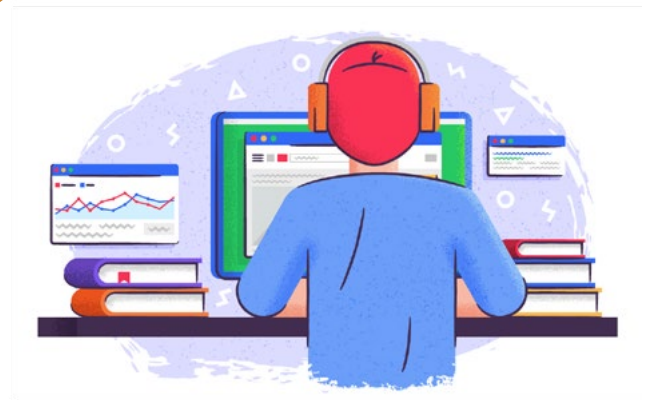


SINGLE GRAIN

6 Successful Cold Email Case Studies

03

Case Study #2: Jake Jorgovan





Jake Jorgovan is a creative strategist who helps consulting companies win dream clients. He wrote in this post how he was able to generate \$12,030 just through cold email — including some Fortune 500 clients.

According to Jake, there are two different ways you can approach cold emailing.

- **The “quantity” approach.** If you email enough prospects, then you will inevitably land a sale. The only thing that matters here is playing the numbers game: send enough emails and you’ll probably close some deals. Shane Snow’s cold email campaign of getting a 1.7% reply rate is a good example of this.
- **The “quality” approach.** Focus on sending out fewer pitches, but make them top notch. For example, you might pick around 20-25 dream customers who you would do anything to get.

Once you define your approach, Jake suggests that you create at least one high-quality case study. Outline where the client was before they started working with you, the solution you implemented, and the end result. And, of course, a raving testimonial.

Then, choose your target audience. Ideally, this audience should be similar to the customer in your case study.

For example, if you’re reaching out to dentists, then you should have a case study where you helped a dentist.

If you’re reaching out to a Fortune 500 Tech company, you should have a case study where you helped a Fortune 500 Tech company, or at least a Fortune 500 company or tech company.



SINGLE GRAIN

People tend to believe that they're special and that their situation is unique. Because of that, they want solutions that feel like a "tailored fit" for them.

If you worked with a tech company, you know that you can (probably) use the same tactics to help dentists, but dentists want to see that you've worked with other dentists.

Jake then suggests you find a list of prospects. The ideal place to look is in sales or trade organization directories for the industry you're targeting.

Finally, it's time to write an email that actually gets responses.

Here's an email script that landed Jake a \$4,250 client:

[Prospect names],

Recently I came across [Company name] in the [Directory where I found their information] and I wanted to reach out. My name is Jake Jorgovan and recently I finished up a website design project for [case study client] and wanted to reach out to similar companies.

When I came across the [Client's website], I noticed [review of 2-3 things that I found wrong with the client's website]. With the [case study client], we were able to build a professional site and get it up and running in under three weeks. Their site is mobile friendly and extremely easy for anyone at the company to update.

If you are interested in rebuilding your website, please let me know and we would be more than happy to help you out. Also, I have attached a case study for [Case study client] with a raving testimonial from the owner of the company.

Thank you [Prospect name] and I look forward to hearing from you.

Sincerely,
Jake Jorgovan



SINGLE GRAIN

According to Jake, the most important part of the email is in the second paragraph where you list the 2-3 things you found regarding the client's site/product/service that you feel you can fix. If you're writing blanket statements that don't feel tailored to the prospect's specific situation, your response rates go down.

Jake also sends follow up emails 7-10 days after the initial inquiry.

Here's a sample email script he uses for this:

[Prospect name],

I wanted to send a quick follow up to see if you received my email from last week in regards to your new website design. Please let me know if you are interested and I look forward to hearing from you.

Sincerely,
Jake Jorgovan

Much like the Ambition case study, Jake was surprised to find that many prospects responded to the second email after ignoring the first.

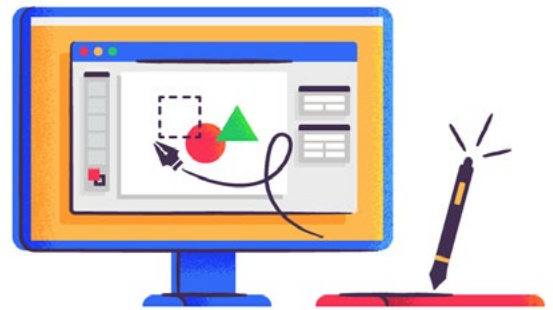


SINGLE GRAIN

6 Successful Cold Email Case Studies

04

Case Study #3: LeadFuze





SINGLE GRAIN

LeadFuze is a lead generation product that helps salespeople quickly gather contact information of prospects and automatically send personalized emails.

Founder Justin McGill used cold email to grow LeadFuze's revenue to \$30k/month in 12 months.

Using his own software to find leads and build out his outbound email campaign, he compiled a list of quality prospects.

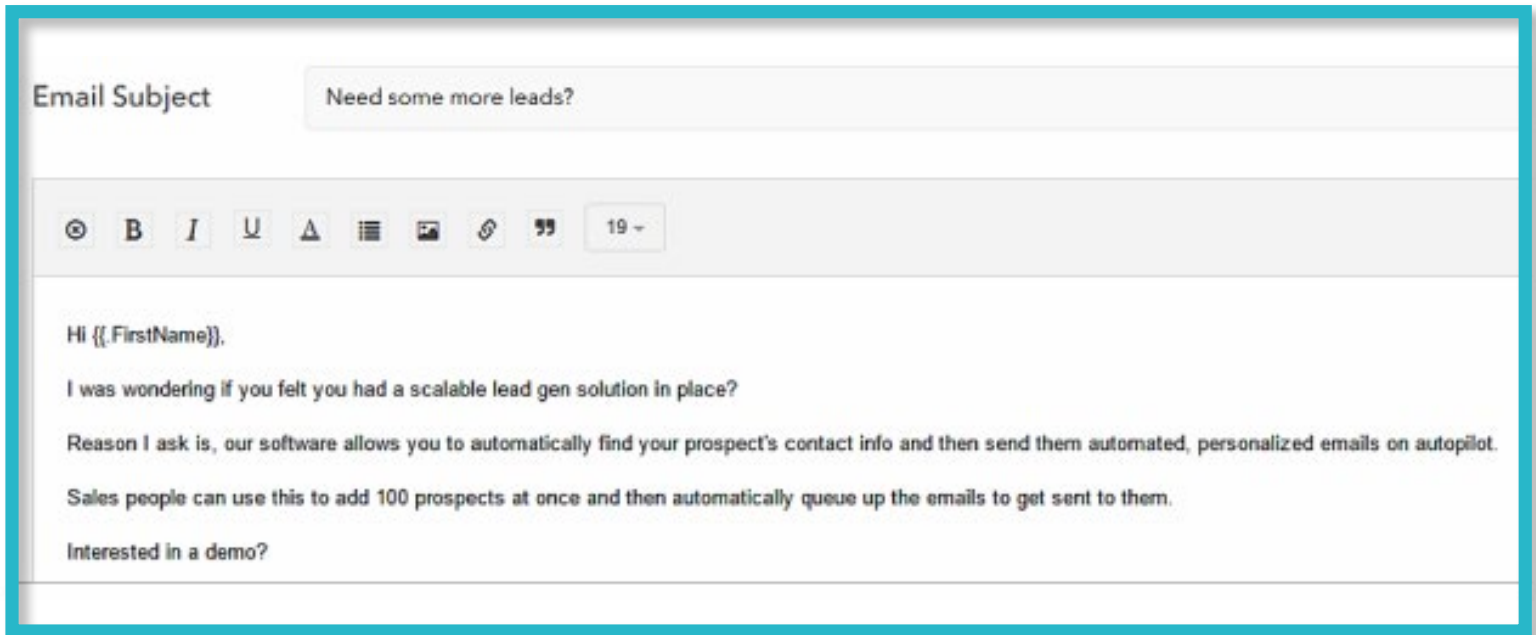
Justin came up with a **formula for writing cold emails**: "QVC Formula" (Question, Value prop, and CTA).

A quick overview:

- **Question:** The first sentence is absolutely crucial in an email because it shows up as preview in their inbox and on their phone. It has to pull the reader in, make them want to open your email. Justin says it's not advisable to start off with an introduction about yourself **because your prospects immediately see they don't know you.**
- **Value prop:** Don't go on and on about how amazing your service or product is. Cut to the core of your message quickly and quickly cover what makes you different from everyone else.
- **CTA:** Most salespeople end their emails in a generically (usually something like "I look forward to hearing from you."). The best way to close an email is to ask directly to schedule a call or ask a question to get a specific response.



Here's an example of a cold email that Justin sent on behalf of LeadFuze:



Source: [Pagely](#)

Once you've sent that initial email, have your follow-up sequence ready. As we've seen before, the magic is in the follow-up. Most salespeople never follow up, or if they do, they stop after the first or second time.

In your follow-ups, don't just "check in" or rehash the same exact message that you already sent the first time. Instead, use this opportunity to send new, valuable information that could help your prospect move closer to making a decision.

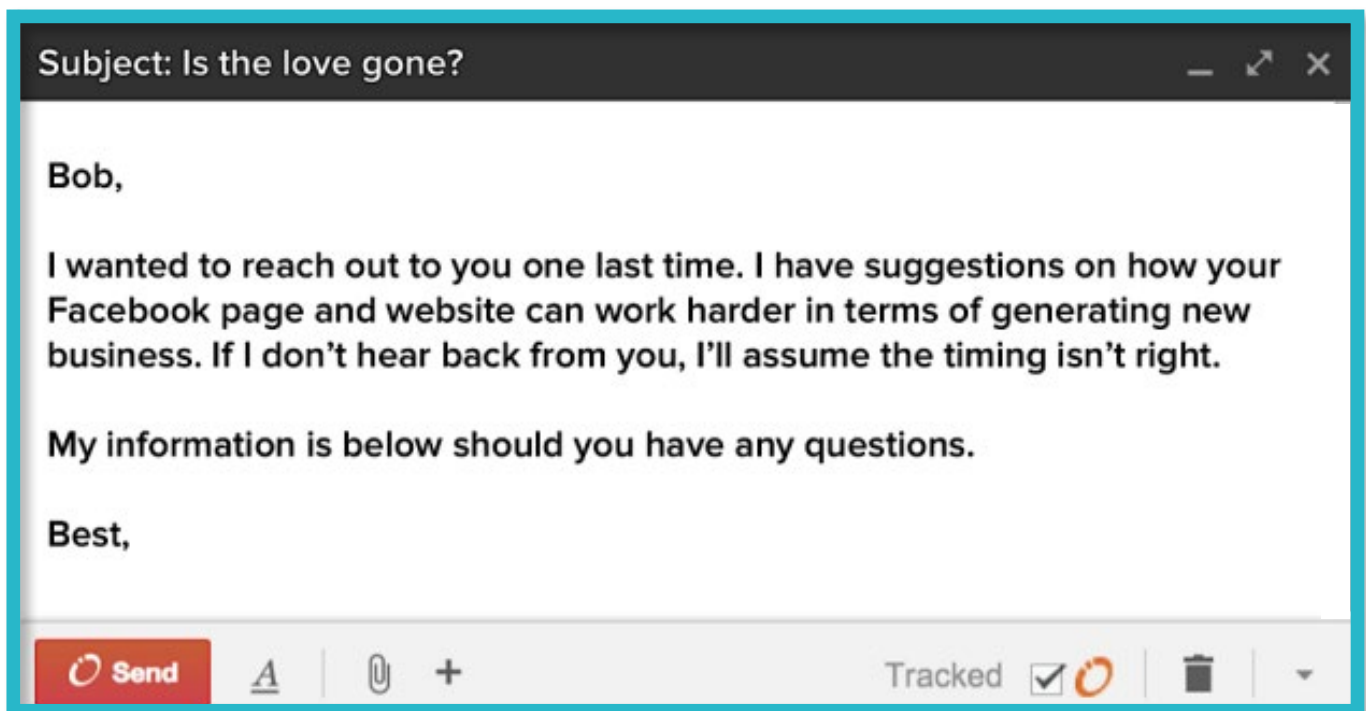
Include a relevant case study, or results that you got for someone else.



Here is Justin's Sequence:

1. Initial "QVC" outreach email
2. Case study (*follow up #1*)
3. Value add, i.e. blog post link, relevant news article, another case study, etc. (*follow up #2*)
4. Let them know that you won't be writing to them anymore (*break-up email*)

Here's an example of a [break-up email](#):



Source: HubSpot



SINGLE GRAIN

Like a normal email blast, it's important have an 'unsubscribe link' — people want to know there's a way to stop receiving your emails if they don't have time or aren't interested. If you're sending out emails to a list, then you already have an "unsubscribe" link that readers can click on to opt out of your emails.

You can also go further than this: Justin uses the following line in his "P.S." below the signature:

P.S. If you aren't the right person to speak to about this, let me know. Also, if you'd rather I not follow up with you - you can let me know that too!

He **explicitly states** that it's okay for the prospect to tell him not to follow-up anymore.

By using a sales automation service like [Outreach](#), [Sendbloom](#), or [Reply](#), you can craft your own custom follow-up sequence for prospects who don't respond so that you don't have to manually go in and send every single email.

Follow up, follow up, follow up.

Steli Efti from [Close.io](#) writes that he follows up **as many times as necessary until he gets a response**.

In fact, once he followed up with an investor **48 times** before getting a meeting — which led to that person investing in Close.io.



SINGLE GRAIN

6 Successful Cold Email Case Studies

05

Case Study #4: Crazy Eye Marketing





Crazy Eye Marketing helps small businesses and entrepreneurs plan, build, and optimize sales funnels. Here's one case study: they sent out 4,897 cold emails on behalf of a client and analyzed what worked and what didn't.

First, Crazy Eye started off with a list of leads provide by the client, a mobile app company. After removing duplicates, they ran the list through a service called [Kickbox](#), which verifies whether the email addresses are actually legit or not.

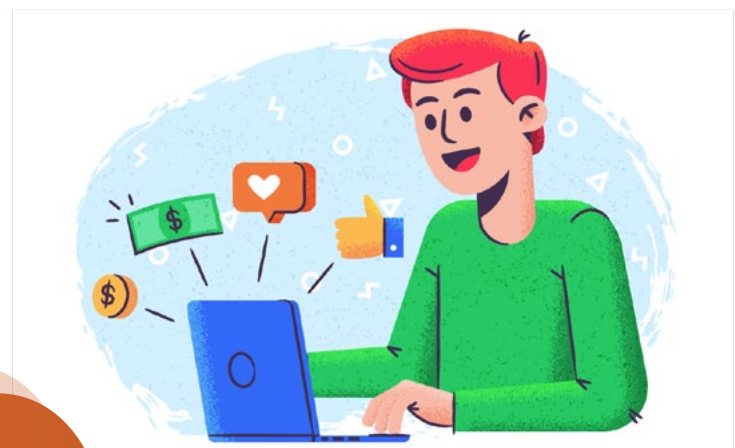
They ended up with 2,160 good email addresses.

Next, they used [Reply](#) to set up a cold email autoresponder campaign. There's a lot of [potential for human error](#) when sending out over 2K emails, which is why using an outbound sales automation tool can save you time and an embarrassing mistake.

Crazy Eye created five different cold email campaigns and sent them to a test sample to see which was most effective. Once they got a winner, they sent that series out to the rest of the list.

The winning series was a [three-email sequence along with a CTA](#) that asked for 15 minutes of the prospect's time.

Here are the emails:





Email 1

Subject: Quick question

Body:

Hi [*first name*]

My name is Nathan and I am the founder of the Car App. We work with used car dealerships to help them stay connected with their prospective Customers.

The Car App is a mobile app for used car dealers. Our solution is 7 times more likely to result in vehicle sales than Craigslist, Autotrader, and eBay combined.

Is it possible to get 15 minutes on your calendar to further discuss the benefits the Car App would bring to [*company*]?

Best,
Nathan

Email 2

Subject: (replied in the same thread)

Body:

Hi,

I'm sorry to trouble you again. At my company, the Car App, we make keeping in touch with prospective customers a breeze through our one-of-a-kind "push" messaging system that instantly, and automatically, notifies them when the car they want is in stock.

Our mobile app not only makes your life easier, but generates more sales and revenue without any added effort. Who would be the person to speak to about this at [*company*]?

Thanks,
Nathan



Email 3

Subject: Just checking

Body:

Hi [*first name*],

I wanted to make sure that you saw my earlier message. I'd like to learn about the struggles you have with staying in touch with prospective customers at [company].

If you're the appropriate person to speak with, what does your calendar look like for early next week? If not, who do you recommend that I talk To?

Nathan

These were the results of their three-email sequence.

Email	Subject Line	Deliveries	Bounces	Opt-Out	Out of Office	Open Rate	Reply Rate
Email 1	Quick question	902	17	23	12	53.82%	8.03%
	Trying to connect	862	17	22	12	49.62%	7.35%
Email 2	Threaded reply (no subject line	1551	5	27	15	48.60%	8.77%
Email 3	Just checking	1352	6	42	12	49.37%	7.54%

Source: Crazy Eye Marketing

They got ~50% open rates for each of their emails, and reply rates of ~8%.

Notice how the reply rate for the second and third emails is similar to the reply rate for the first email? Your follow-up emails are equally as valuable as your initial outreach emails.

Salespeople who don't follow up are leaving a lot of money on the table.



SINGLE GRAIN

6 Successful Cold Email Case Studies

06

Case Study #5: Marco Massaro





[Marco Massaro](#) runs a UX design and web development consultancy that works with tech companies and high-growth startups.

Using a totally cold email campaign, Marco was able to close a \$15,000 consulting project.

Before diving in and blasting emails, he started off by outlining who exactly he was targeting. He needed to **identify his ideal clients**.

The more specific you can get at this step, the more targeted your cold emails will be. Marco got extremely specific about who he wanted to work with.

Here are the main categories he filtered companies by:

- **Industry.** Marco wanted to work with tech companies: SaaS, B2B, B2C, social.
- **Company location.** He wanted to work with English speaking companies only that were based in USA, UK, and Europe.
- **Funding.** To make sure they could afford his rates, he focused on companies at the Seed or Series A Stages, with at least \$200,000 in funding.
- **Revenue.** If the companies had no funding, they at least needed to make \$500,000 to \$1,000,000 in yearly revenue.
- **Company size.** Marco targeted smaller companies because larger companies could afford employees to handle their development and design in-house.
- **Decision maker in organization.** He then determined who in his ideal company would be the right person to email.



SINGLE GRAIN

He used [Crunchbase](#) because his target was mostly early stage tech companies, but other lead prospecting sources could include [AngelList](#), or even software products like [LeadFuze](#).

[Outreach](#) also has a Chrome plugin that allows you to quickly extract contact information from professional profiles on LinkedIn which makes lead gen more efficient.

The next step was actually writing up the cold email pitches and sending them out.

Marco crafted a quick email with the goal of grabbing the recipient's attention right off the bat, and getting them interested in his services:

Subject: Work together
Hi [*first name*],

I wanted to find out if you have any design needs at [company] (redesign, landing pages, UX, etc)?

We can increase sales, engagement, conversions, and more through our design and UX strategies.

Interested?

Email me back, I'd love to chat.



SINGLE GRAIN

Notice how this email doesn't jump right into an introduction in the first sentence? **People don't care about you** until they are interested in what you have to offer first.

You shouldn't waste your valuable first few sentences talking about something that your prospect isn't going to read anyway.

Marco sent this email to **500 prospects**;
he received **67 replies**
for a response rate of **~13.4%**.

Though Marco's emails were successful, they **could be improved** even more:

1. Personalized beyond name. His emails don't tell prospects how web development or design consulting could help their company.
2. A/B testing subject lines and/or CTAs.
3. Using an outbound sales automation tool to ensure he knew where each prospect was in the sales funnel.





SINGLE GRAIN

6 Successful Cold Email Case Studies

07

Templates & Tactics: Start Writing the Perfect Cold Emails





Let's start with an example of a generic email asking for an article backlink, and then an awesome email that will get attention.

(These are real emails which have been edited so we don't call anyone out.)

EXAMPLE A

Subject line: Something you might be interested in...

Hey Sarah!

I have a friend/client who I think would be able to provide a lot of value to your audience on entrepreneur with his experience in sales, marketing, and video production. His name is **N**. He's the Director of Production / Advertising Sales for **Mr.A**.

He's is responsible for over \$10 million in advertising and sales in 2018 for **Mr.A** and is continually growing.

What do you think about this article?

"10 Sales Call Tips After Generating \$8 Million In Sales In 2018"

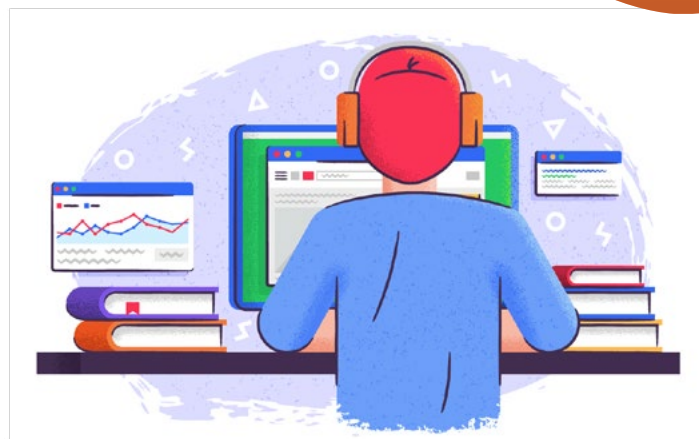
Is this something you might be interested in writing an article about? I can make an intro or help make the process easier for you by providing a reference article. If not - no worries, I appreciate you hearing me out!

Thanks,



WHY IT'S BAD

- Asks for a favor right off the bat: You have zero relationships with the individual. Display what you can offer before you ask for something.
- Lack of research: Just saying 'audience on Entrepreneur' doesn't show that you've done due diligence the way a more detailed analysis of the audience would.
- Unclear language: "friend/client" ... which is it?
- Spelling/grammar issues: This person didn't capitalize "entrepreneur" in Entrepreneur magazine
- Generic subject line: "Something you might be interested in" shows that you're sending the emails to multiple people.





EXAMPLE B

Subject line: Sarah, can I promote you to 800K people?

Sarah, hope your office relocation is going well!

I'm partnering with 10 agencies to use **Software A** with one of their clients and feature them on our website as a case study.

Here's what you would get:

- Featured in front of our 800,000 visitors/year
- Your case studies mailed out to over 15,000 businesses
- Free training for your team on how to create effective quiz lead generation campaigns
- 3 months of our software for free
- A backlink from our website (45 DA)

Here's the background: we've helped our users generate over 2,000,000 leads through Software A and now I want to partner with a handful of agencies to feature their results in the following industries: Real Estate, Law, Finance, Franchises, Car Dealerships, Colleges, Dentists, and Marketing Agencies (using for yourself) and maybe a couple other industries that aren't featured on our website already.

We know a lot of agencies but you came to mind first ;)

Let me know if you want to be one of our ten case studies?



WHY IT'S GREAT

- Personalization plus value-add, starting in the subject line: "Sarah, can I promote you to 800K people?" uses the person's name AND what you can do for her.
- Makes an effort to follow their world and address what's going on in their life: "Hope your office relocation is going well."
- Outlines the benefits of working with the sender: Instead of flatout asking someone to do something, this person starts with what they'll do for Sarah.
- Clear and precise language and summary: "Here's the background."
- Making the person feel special: By saying, "Partnering up with 10 agencies," the sender shows that they are being selective and chose Sarah specifically, rather than desperately writing a ton of people.





FURTHER:

Before you go... here are some basic **email tips** to keep in mind:

- Add your email signature at the end of your email: Avoid the spam folder.
- Insert a video: If you have TED talk videos or any videos you'd like to share, include it in the footer of your email.
- Schedule your email: Using applications like Boomerang or MixMax to schedule your outreach emails or follow up emails to go out.
- Automate your outreach: Using tools like Dux Soup and Outreach.io to automate your outreach.





CONCLUSION

Writing and sending cold emails is a multi-step, time-consuming process... but it's also incredibly high-ROI, and you can automate parts of the execution.

Just remember to...

- Identify exactly who you're targeting.
- Do your research on their business, challenges, interests.
- Find their email addresses.
- Write a personalized message with an attention-grabbing subject line and a specific call to action.
- Use software tools like [Outreach](#), [Sendbloom](#) and [Reply](#), which can help you craft the perfect follow-up sequence for your prospects (so you never forget who's in what part of the sales sequence) and also track all your data.

Now that you've had an inside look into some highly successful cold email campaigns, and have some email templates and benchmark numbers, it's time to level up your cold email game.