

Monitoring Your Campaign



Now that your campaign is active, it's time to track performance and analyze your results. I typically review the data after every 30 emails to catch potential issues early, such as low open rates or a lack of replies.

Note: If you're using Woodpecker, you may see an immediate warning about underperformance. Ignore this until all emails, including follow-ups, have been sent.

Understanding Open Rates

A strong open rate is crucial for campaign success. The average open rate for cold emails is around **23.9%**. If you've followed the strategies shared earlier, you should aim for a higher rate. However, if your open rate falls below this benchmark, consider the following adjustments:

Review Your Subject Line

The subject line is your first (and sometimes only) chance to capture attention. Ask yourself:

- Does it spark curiosity?
- Would you open the email if you received it yourself?
- Is it compelling enough to stand out?

If the answer is no, it's time for a revision. Get feedback from colleagues or AI tools like ChatGPT, and always A/B test different subject lines. For example:

- A: Quick question
- B: Competitors are stealing your clients

Different industries respond to different styles, so testing is key.

Validate Your Prospect List

If your subject line isn't the issue, the next step is checking your prospect list:

- Are the email addresses valid? High bounce rates hurt deliverability.
- Are you contacting decision-makers rather than generic inboxes?
- Is your target industry overly saturated with similar outreach?

If all else fails, return to your subject line and test more variations. As a last resort, you could experiment with a clickbait-style subject line to quickly determine whether the issue lies in your targeting or messaging. However, this approach is not recommended for long-term success.

Evaluating Reply Rates

A high reply rate doesn't always mean success, especially if the responses are predominantly "no thanks." Cold email reply rates typically range from 1% to 5%, so don't be discouraged if you don't receive overwhelming engagement. Instead, analyze the quality of responses.

Addressing Low Replies or Lack of Interest

If your open rate is solid but replies are low, your offer might not be resonating. Ask yourself:

- Does my service truly solve a pain point for my audience?
- Is my value proposition clear and compelling?
- Am I applying the "Taste Test", would I respond positively to my own email?

If your offer isn't appealing, take a step back:

1. List reasons why you wouldn't be interested.
2. Then, write down what would make you reconsider.

This exercise can help reshape your approach to align with what your prospects find valuable.

Experiment and Optimize

Not getting the response rate you want? Try:

- Shorter, more direct emails vs. detailed explanations.
- Different call-to-action styles (soft asks vs. direct requests).
- Reframing your offer to emphasize benefits over features.

Through continuous testing, you'll refine your strategy and improve your results.

Improving Meeting Rates

Many prospects assume cold emails are just another sales pitch. It's crucial to **clarify your intent upfront**, you simply want to book a meeting. Be explicit about what you're offering and why they should engage.

For example, instead of:

"Let's discuss how I can help your business."

Try:

"Can we book a meeting so I can clean your office for free?"

Addressing Low Meeting Rates

If prospects open your emails and reply but don't commit to a meeting, the issue may lie in your offer. Ask yourself:

- Is my offer compelling enough?
- Does the prospect have to put in too much effort to accept it?
- Can I simplify the process to make it easier for them?

When facing repeated rejections, consider asking for direct feedback. Many prospects are willing to share why they declined, offering valuable insights to fine-tune your pitch.