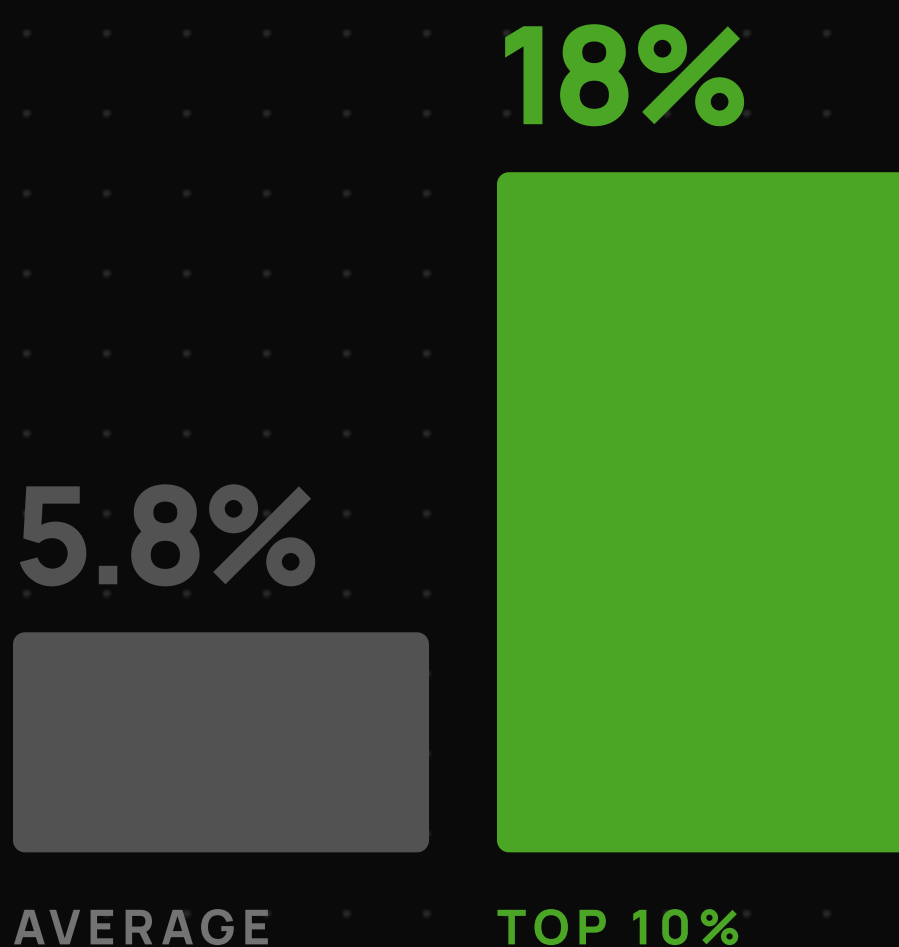


LEADCHASE.

The top-10% of recruiters unlock **3x more replies.**

That's the difference between £180k & £540k in annual billings

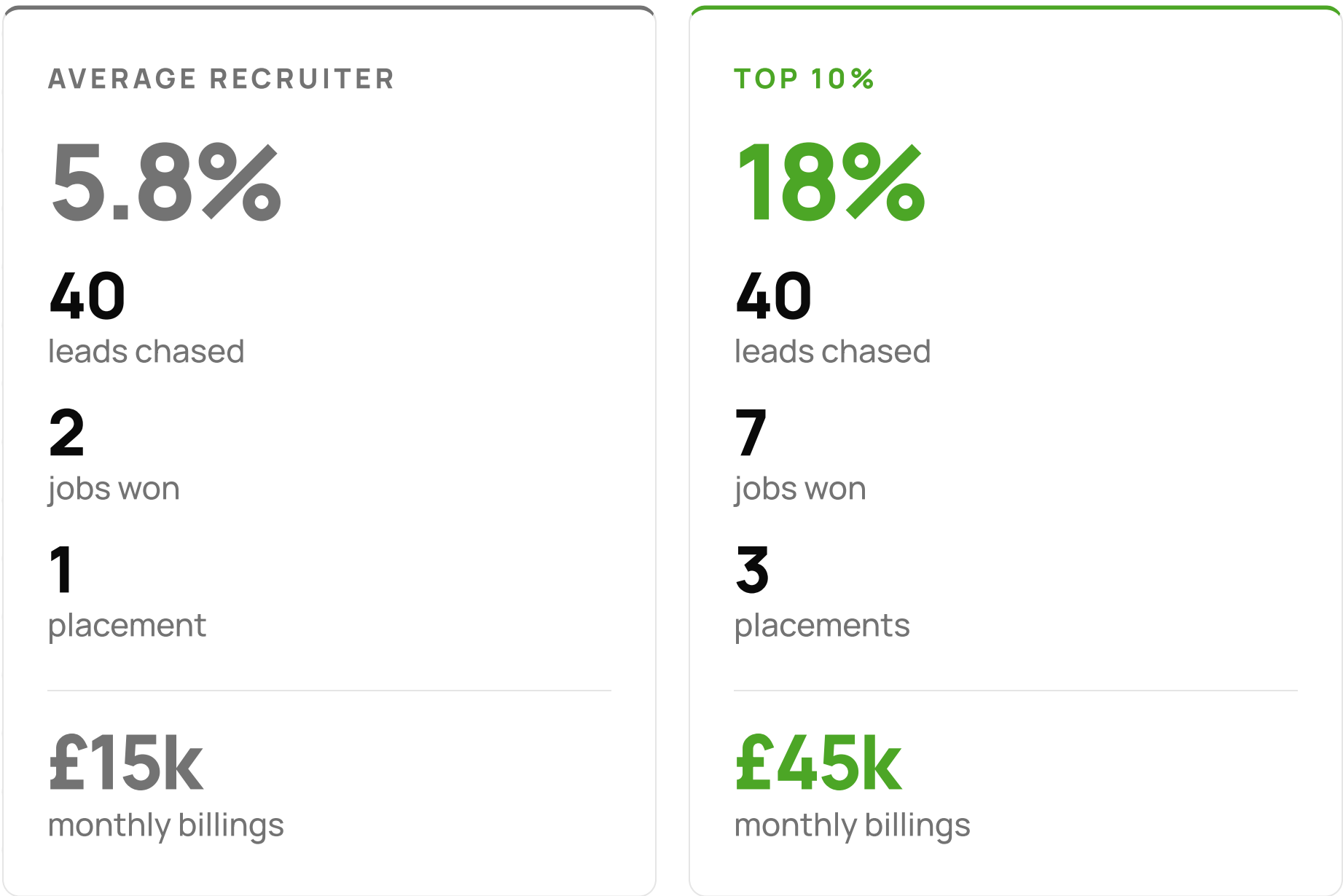


Here's what they do differently.

Swipe →

In isolation, percentages lack weight

3x compounds. More jobs allows the top-10% to focus on the most fillable roles. It allows more conversations. It creates momentum. Carry a 3x improvement across a year, those relationships compound too.



A 3x improvement from the same amount of work.

01

Subjects & Preview Text

Top performers see **2x open rates** of their emails. Open rates are all about the hook. Subject lines & preview text is your only opportunity to get the manager to read more.

2x

the open rate of an average recruiter

DON'T

{CompanyName} x
{RecipientCompany}

DO THIS INSTEAD

Put the highest value line
in the subject.

Mention a name of
someone they know.

02

Consistent follow up

Almost **40% of all replies come from follow ups**. Even a single follow up boost responses by 65%. Yet most recruiters simply forget to do even one consistently.

40%

of all replies come from
follow ups

DO THIS

Diary the follow up the moment you send the first email. Three touches minimum.

Use tools that send the follow-ups for you.

03

Relevance

{firstName}, {companyName} is dead with **1-3% response rates**. The top-10% focus on advanced techniques: recent hiring signals triggers & person-specific personalisation. Most CRMs & tools are simply outdated for today's needs.

1-3%

response rate on
{firstName} personalisation

DO THIS

Open with the signal.

Speak with their team,
use non-public
knowledge to stand out
from other recruiters.

04

Keep it short

Emails **under 125 words** have a 2.4x higher response rate than emails of 300+ words.

2.4x

more replies under 125 words

DO THIS

Always re-write the first draft, cut the fluff.

One ask, one reason, one close.

LEADCHASE.

P.S.

High performers also send **60% more volume** than the market average. But their quality stays at a high-level.

That's the secret. If you want to win you have to do BOTH.

Volume without quality is spam. Don't spam. Be intentional.