



**CLIENT:** 15Five  
**PROJECT:** Email outreach audit and rewrite  
**OBJECTIVE:** Analyze 28 existing lead generation sequences (1-11 emails per sequence), rewrite 10 sequences to increase engagement rates with specific target audiences, and present a webinar on the analysis along with best practices to the sales enterprise  
**SUMMARY:** Having worked with 15Five for years across disciplines such as marketing, sales, HR, and web content, I was tasked by its CMO to do a full evaluation of its cold email sequences, resulting in lifts across key KPIs

SAMPLE RESULTS			
SEQUENCE	METRIC	INDUSTRY AVERAGE*	REWRITE RESULTS
Webinar demo requests: outreach to prospects inquiring about product demos <i>(see the following pages for before-and-after versions)</i>	Open rate	44%	<ul style="list-style-type: none"> <li>74.2% open rate (+34.9% increase)</li> <li>+126% lift in meetings booked: 27 booked in Q4 '22 (original) → 61 booked in Feb. '23 alone (rewrite)</li> </ul>
Corporate HR leaders: CPO, VP HR/Talent, etc. <i>(see the following pages for before-and-after versions)</i>	Click-through rate	3.7%	<ul style="list-style-type: none"> <li>10% CTR (+578% increase)</li> <li>7.7% C-level CTR</li> </ul>
Qualify and discovery call no-shows: prospects who requested a meeting but did not attend	Replies	>20% for top 25% of all campaigns	<ul style="list-style-type: none"> <li>23.8% reply rate (+138% increase)</li> <li>40% rebooked</li> </ul>

25% decrease in unsubscribe rates overall

# WEBINAR DEMO REQUEST SEQUENCE: +34.9% INCREASE WITH WORDFORM REWRITE

## EMAIL #1

**Subject:** responding to your request - 15Five

Hi {{first\_name}} - So happy you joined our webinar! You responded to our poll and indicated that you are up for learning more about 15Five. I'm reaching out to see how I can help.

Can we chat for 5-10 minutes so I can learn about your priorities? From there we can decide on how to get you the information you're looking for!

To make scheduling easy, [book some time](#) and we can get the conversations started!

Can't wait to share 15Five with you :)

Cheers, {{sender.first\_name}}

*P.S. Join our [HR Superstars Community](#), exclusive to strategic HR Leaders like you!*

## EMAIL #2

**Subject:** RE: responding to your request - 15Five

Hey {{first\_name}} - did you see that I reached out? Evaluating new HR tools can be overwhelming. We want to make sure we get you all the info you need and make the best use of your time!

Looking forward to a quick chat!

## EMAIL #3

**Subject:** oops

Hi {{first\_name}} - I realized you might have met 15Five for the first time at that last webinar. Did you check the survey to indicate that you were interested in learning a bit more? If so - that's why I'm here :)

15Five's platform helps to drive higher levels of employee performance and engagement through continuous feedback, customizable goal & OKR tracking, community, and education. Our platform helps companies like HubSpot, Spotify, and Pendo stay atop the "Best Places to Work" lists year over year. We'd love to help your team!

Would a 10 minute chat help us understand if there's a way we can drive value for {{account.name}}?

[Book some time here!](#)

Cheers,  
{{sender.first\_name}}

**A/B Test Subject A:** Your 15Five demo request  
**A/B Test Subject B:** Next steps on your 15Five demo!

Hi {{first\_name}},

Thanks so much for joining our webinar! We appreciate your response to our poll and would be glad to set up the demo you've requested.

What's your availability in the next few days for a 5-10 minute chat to help us understand {{account.name}}'s priorities so we can determine the best approach here?

Feel free to reply with a good day/time or, if easiest, book a slot directly on [my calendar](#).

Thanks,  
{{sender.first\_name}}

[Reply to original message, subject line remains as "RE: A or B"]

{{first\_name}} - just touching base on your demo. Here's [my calendar](#) again for convenience, or simply let me know what works and I'll set it up for us. Thanks!

{{sender.first\_name}}

[Reply to original message, subject line remains as "RE: A or B"]

Hi {{first\_name}},

I recognize that evaluating HR tools can be a job within itself (after all, there are a lot of options out there). We'd like to make it easier for you and hopefully cut down the time you're spending on this in the process.

When's a good day to connect for a brief introduction so we can make the most of your demo?

Looking forward to speaking,  
{{sender.first\_name}}

# WEBINAR DEMO REQUEST SEQUENCE: +34.9% INCREASE WITH WORDFORM REWRITE

## EMAIL #4

**Subject:** RE: oops

Hi {{first\_name}} - did you get my last call? You filled out a form for more info on 15Five and I want to make sure we get you what you need. If things have changed -- no worries.

Even if you're not evaluating now, we'd love to learn more about your HR and people strategy to see if staying in touch makes sense down the road. Would you have [10-15 min this week](#)?

Cheers, {{sender.first\_name}}

*P.S. Join our [HR Superstars Community](#), exclusive to strategic HR Leaders like you!*

## EMAIL #5

**Subject:** not important

Hey {{first\_name}}, I'm looking to be a resource and not a bother. You indicated you wanted to get more info, but perhaps something has changed? As a quick recap, here's how we've been able to help [other companies like yours](#):

- People leave managers, not companies. We help managers have more frequent, strategic, productive, and meaningful 1:1s and conversations with their teams.
- HR and Leadership can't solve problems they don't know about. We provide unvarnished visibility, allowing you to know the pulse of your entire org, and the needs of individuals so you don't lose your best employees.
- People don't perform when they're not engaged. We help you measure your team's objectives and gauge performance. All while keeping your people engaged and grounded in your company's greater purpose and culture.

Let's schedule a [time that works for you here](#) to see if we can help. If things have changed, can you let me know when it makes sense to check back in so I don't keep bugging you?

Cheers - {{sender.first\_name}}

*P.S. Join our [HR Superstars Community](#), exclusive to strategic HR Leaders like you!*

## EMAIL #6

**Subject:** 1 or 2?

Hey {{first\_name}},

I've pinged you a few times, but really don't want to bug you if it's not relevant. Would you just give me a 1 or a 2?

1. Yes - I am interested in chatting about how 15Five enables employee performance, engagement and retention
2. No - I am not interested in talking at this point

Thank you for letting me hang out in your inbox for a bit.

All the best,  
{{sender.first\_name}}

*P.S. Join our [HR Superstars Community](#), exclusive to strategic HR Leaders like you!*

**[Reply to original message, subject line remains as "RE: A or B"]**

Just checking back in on this, {{first\_name}}. We'd love to have a similar intro conversation with you as we had with clients like HubSpot, Spotify, and Pendo, which are all now mainstays on top of the "best places to work" lists. Is there anything else you need from us to book your demo?

Please let me know when you get a moment,  
{{sender.first\_name}}

P.S. - you're also welcome to join our exclusive [HR Superstars Community](#), which is where the companies I mentioned go for insights on people ops processes that are transforming their businesses!

**[Reply to original message, subject line remains as "RE: A or B"]**

{{first\_name}},

Hopefully I'm not mistaken, but you did request a demo in our post-webinar survey, correct? As you may remember from our session, we're helping great brands grow their businesses even faster by modernizing the way they approach employee engagement and performance.

Here's [my calendar](#) again so you can book a time that's best for your schedule.

Thanks,  
{{sender.first\_name}}

**[Reply to original message, subject line remains as "RE: A or B"]**

{{first\_name}},

Thought I'd follow up once more to let you know we appreciated your participation in our webinar and interest in a product demo.

I understand that other needs can pop up and priorities change, even temporarily. If that's the case, feel free to book a time on [my calendar](#) when you're ready or just contact me directly.

All the best to you and the {{account.name}} team,  
{{sender.first\_name}}

P.S. - in the meantime, here's another invite to our [HR Superstars Community](#). I hope you find it useful as you consider your options.

# CORPORATE HR LEADERS OUTREACH: +578% INCREASE WITH WORDFORM REWRITE

## EMAIL #1

A/B Test Subject A: **congrats**  
A/B Test Subject B: **what a year for {{account.name}}!**

[Email undisclosed at the time]

## EMAIL #2

[Reply to original message, subject line remains as "RE: A or B"]

{{first\_name}} - wanted to resurface this in case there's an opportunity to help {{account.name}} through this next phase of growth.

Any feedback?

Best,  
{{sender.first\_name}}

P.S. If it's not a good time to dig into this, maybe you'll get value out of our article, [3 Tips For Improving Your Organizational Health](#). Let me know what you think about it.

## EMAIL #3

**Subject: Re: Voicemail** [Note: new thread, not reply]

{{first\_name}} - I just left you a voicemail and wanted to shoot over a quick note.

High growth usually means having a team of high performers and needing the right tools to manage their engagement, performance, goals & recognition.

Customers who come to us during a phase of growth, typically tell us with the addition in headcount, they just can't go through another performance review cycle using a spreadsheet or their HRIS!

Can we show you a potentially better way?

I'd love to learn what's on your 2022 roadmap and share more about 15Five. [Here](#) is a link to my calendar, just pick the time that works best for you!

Cheers,  
{{sender.first\_name}}

A/B Test Subject A: **Congrats on the recent funding!**  
A/B Test Subject B: **HR plans during {{account.name}}'s growth phase**

Hi {{first\_name}},

A big congrats on your recent funding announcement! We've been following {{account.name}}'s growth and are excited about what's in store for you next.

I'm wondering if you've considered how to use a win like this to drive alignment on employee / company goals during this phase. HR leaders at clients such as Pendo and Credit Karma have used similar opportunities to accelerate their growth even faster than anticipated.

Would you be open to a 10-minute chat to see how fresh thinking around continuous performance management could drive similar results right now for {{account.name}}?

Thanks,  
{{sender.first\_name}}

[Reply to original message, subject line remains as "RE: A or B"]

{{first\_name}} - checking back to see if there's an opportunity to help {{account.name}} and your HR team through this next phase of growth?

Looking forward to hearing back,  
{{sender.first\_name}}

[Reply to original message, subject line remains as "RE: A or B"]

{{first\_name}},

I mentioned something about our clients in a previous note that I think might be helpful to expand on for context.

When companies come to us during growth periods similar to yours, they're concerned about misalignment on individual, department, and corporate goals as their teams expand. Those who partner with us have later said how our platform not only maintained this alignment, but also nurtured their culture through growing pains to retain key employees.

Are you open to exploring how we may be able to ensure peace of mind like this for {{account.name}}'s leadership?

{{sender.first\_name}}

# CORPORATE HR LEADERS OUTREACH: +578% INCREASE WITH WORDFORM REWRITE

## EMAIL #4

Subject: {{first\_name}} - response requested

Hey {{first\_name}}, I made a quick video to share my congrats on {{account.name}}'s recent growth and how I think 15Five could be a game changer in your employee performance management and engagement strategy. For reference, "Best Places to Work" companies like Spotify, HubSpot, and Credit Karma all use our easy-to-use platform to help improve retention, manager effectiveness, and goal execution.

It's only 2 min. If I send it over, would you be up to watch it? Let me know and I'll send it.

Or, would be happy to just chat through this as well. Here's the [link](#) to my calendar for easy scheduling.

Cheers,  
{{sender.first\_name}}

## EMAIL #5

Subject: Outgrowing your performance management?

{{first\_name}} - I've been keeping up with the news at {{account.name}} and think a discussion could be valuable but I'm not here to clutter your inbox, so let me know if this isn't relevant.

15Five works with 2600 HR teams that are focused on:

1. Measuring performance in a fair and accurate way
2. Transforming inexperienced managers into becoming people leaders
3. Uncovering areas of low engagement in the new normal of remote work

We offer a holistic approach that improves performance, engagement and retention through software & education.

But don't take my word for it. Colleen McCreary, CPO at Credit Karma said, "I've found 15Five to be the best tool on the market to facilitate conversations between employees, managers and their peers."

We integrate with a number of HRIS platforms, and specialize in helping you take great care of your people's need for continuous feedback conversations, recognition, goal setting and reviews.

Are you open to seeing if 15Five might be able to fit your needs? [Here are some times](#) to make scheduling easy.

{{sender.first\_name}}

P.S. You can find the full Credit Karma Case Study and many more here.

## EMAIL #6

Subject: Do you have a plan for EOY performance reviews?

Hey {{first\_name}}- Do you know how many hours you (and your managers) are spending on reviews?

HR industry data shows that it's actually 8-10 hours per employee. Leaders who use 15Five are more than cutting that time in half!

We're helping HR teams by using the latest people science to ensure unbiased reviews backed by data from the entire year! It's a streamlined, user-friendly experience for managers and employees. And provides clear visibility for HR & C-Suite.

What will you and your managers do with the additional time you'll win back using 15Five?

Let's chat more - Here's my [calendar link](#) for easy scheduling!

Best wishes,  
{{sender.first\_name}}

P.S. Join our [HR Superstars Community](#), exclusive to strategic HR Leaders like you!

[Reply to original message, subject line remains as "RE: A or B"]

Hello {{first\_name}} - there may be several priorities vying for your attention right now as an HR leader of a growing company. Would there be a better person to speak with about how an innovative software + education model can directly impact business outcomes?

Thanks so much,  
{{sender.first\_name}}

P.S. - here's a free resource we offer that can instantly upgrade any new managers you bring on or promote: [Best Self Academy](#)

[Reply to original message, subject line remains as "RE: A or B"]

Hi {{first\_name}},

A topic came up internally the other day that may be relevant to {{account.name}}. Were you aware that managers typically spend 8-10 hours on employee reviews based on industry data?

As our clients have grown their teams after new funding rounds, they've found that our system actually increases their efficiency by cutting this time in half without cutting corners!

Would it make sense to speak about this for your people ops right now?

{{sender.first\_name}}

[Reply to original message, subject line remains as "RE: A or B"]

Hey {{first\_name}}, I have some time in the next few days if you do to chat about a holistic approach to managing your team's growth. No commitment one way or the other, just an opportunity to see what we can do to add value at a transitional time for {{account.name}}.

Thanks,  
{{sender.first\_name}}

# CORPORATE HR LEADERS OUTREACH: +578% INCREASE WITH WORDFORM REWRITE

## EMAIL #7

**Subject: RE: Do you have a plan for EOY performance reviews?**

Hey {{first\_name}}

Hope my persistence doesn't feel like inbox clutter, but I wouldn't reach out if I didn't think that we could help make your life easier!

I'm guessing changes towards a performance management solution and manager enablement, isn't a top priority at the moment?

Should that change, please don't hesitate to reach out! 15Five supports many of the most notable high growth + culture award winning organizations (we're even one ourselves)!

In the meantime here's a free resource we offer that can instantly upgrade your managers: [Best Self Academy](#)

Would love to start a conversation when the timing is right about how 15Five can play a major role for your team at {{account.name}}.

Best wishes for an engaging year,  
{{sender.first\_name}}

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**[Reply to original message, subject line remains as "RE: A or B"]**

Just touching base once more here to see if we can add value to {{account.name}}'s people ops as you pick up steam. When the timing is right, feel free to respond, pass me along to the right person, or, if easiest, book a slot directly on [my calendar](#).

Congrats again on all the progress!

Best,  
{{sender.first\_name}}

15FIVE ORIGINAL

WORDFORM REWRITE