

Outbound Email Masterclass

Unpacking what actually works in 2026.

Wednesday, May 20 · 10:00am PT | 30 minutes · Fireside chat + live demo

25M+ emails
analyzed

100s
of customers

From the team behind 25M outbound emails.



PANELIST

Cole Courson

Head of Professional Services, Unify

Shaped outbound for Perplexity, Airwallex & more.



PANELIST

Bobby Foose

BDR, Unify

154% of quota. 10 days in Japan. Same month.



MODERATOR

Quintin Smith

Product Marketing Lead, Unify

Keeps the conversation moving and runs Q&A.

We'll work through the anatomy of an outbound email.

Subject line, opener, body, CTA, AI personalization, then a live demo in Unify.

01	The state of outbound	4 min	02	Subject lines	8 min
03	The opener	5 min	04	Email body	5 min
05	The CTA	4 min	06	AI personalization	4 min
07	Live demo	7 min	08	Audience Q&A	5 min

Reply rates are at lows. The top performers are pulling away.

THE OPPORTUNITY

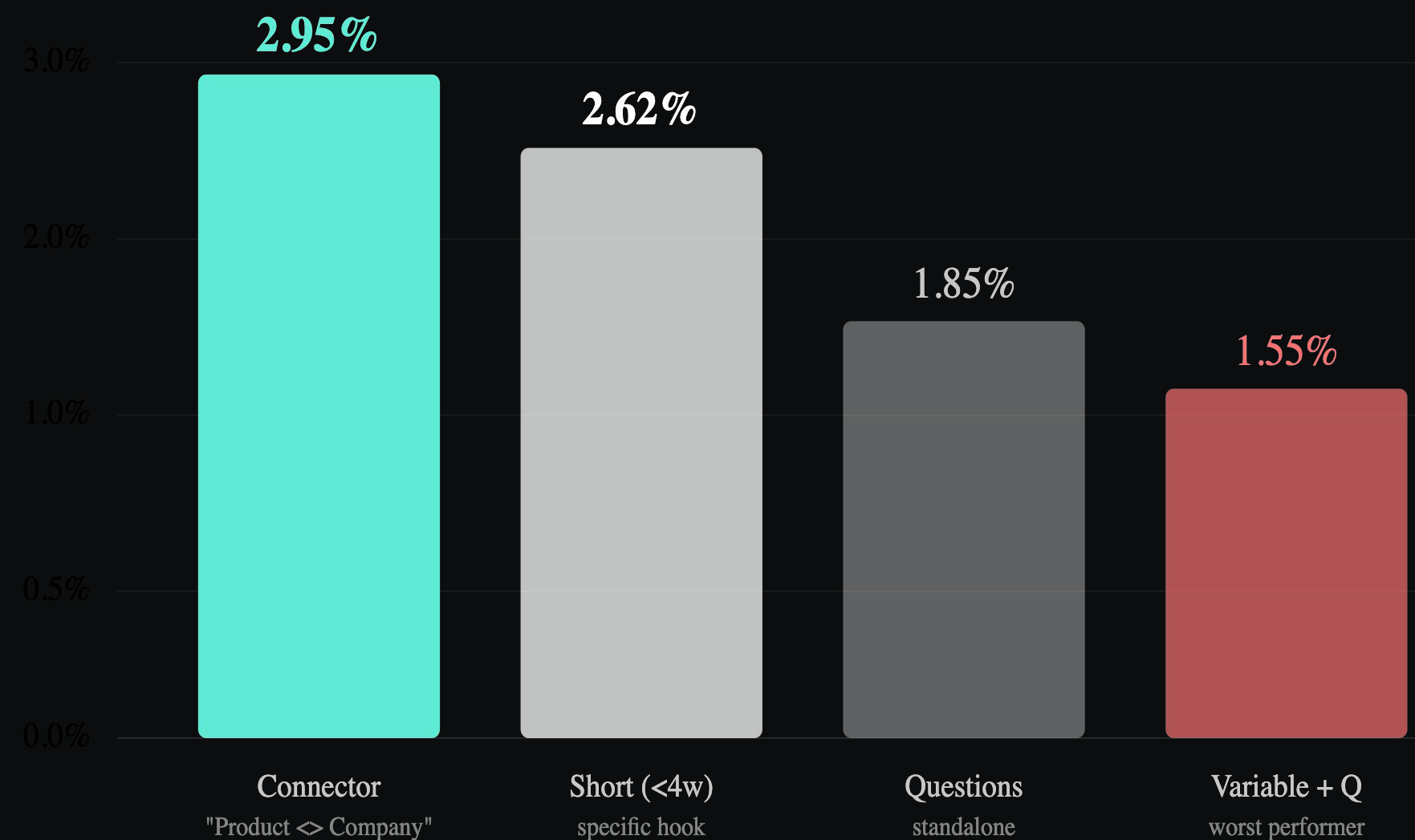
2-3x

Reply rate gap between top and bottom performers.

- 01 **Inboxes are crowded.** Reply rates at lows
- 02 **Buyers are skeptical.** Up and right
- 03 **Top performers compound.** 2-3x replies

Connector subjects are the top performer.

Open rates are nearly flat (48.8%–55.3%); replies are where the variation lives.



FORMAT · BIGGEST LEVER

+38%

Emoji in the subject.

3.32% reply rate vs 2.41% text-only. Used by just 5% of emails.

PERSONALIZATION

+30%

One variable lifts replies.

Two variables drops you below no personalization. Custom fields beat first name.

Subject lines to try.

Top-performing formats from the dataset. Swap in your own variables.

TOP PERFORMER · CONNECTOR

[Product] <> [Company]

Frames the email as a conversation between two specific companies, not a blast to a list.

WARM FRAMING

[FirstName] / [SenderName] · Intro

Person-to-person framing. Works for warm or semi-warm outreach.

SHORT · COMPETITIVE ANGLE

[product] alternative

Under 4 words, lowercase, specific. Best paired with signal data confirming the competing product.

CURIOSITY · +38% EMOJI LIFT

 quick question about [topic]

Curiosity without commitment. Pair it with a tight body.

The biggest whitespace in outbound right now.

SIGNAL-DRIVEN OPENERS

2x

Higher reply rate than any other opener style.

Used in just **3.8%** of outbound emails today. Reference something the prospect actually did: a website visit, funding round, role change.

- | | | |
|----|---|----------------|
| 01 | Signal-driven
Website visit, funding, role change. Anchors the email in something real. | 2x replies |
| 02 | Stat or data
A research finding or benchmark. Credibility, no personal hook. | Middle of pack |
| 03 | Pain point
"Struggling with..." assumes too much. Reads as presumptuous. | Underperforms |
| 04 | Follow-up / nudge
"Circling back..." signals you have nothing new to add. | Worst |

What a signal-driven opener looks like.

Real signal, relevant context, low-commitment CTA.

comparing us to other intent providers? we have multiple + a system of action

Bobby Foose
to [Greg](#) ↓

Hey [Greg](#),

Happy Wednesday! Just saw you were checking out how [Unify](#) compares to other intent providers - figured it was worth a note.

[Unify](#) isn't just an intent tool - it's the system of action on top of the intent. Most teams buy 6sense or a ZoomInfo and then the signal fires and nothing happens because someone still has to manually qualify it, find the right contact, and get it into a sequence. Unify closes that loop automatically: intent surfaces, gets qualified against your ICP by AI, enriches the contact, and routes directly into a personalized sequence - no manual handoff, no stale data sitting in a dashboard.

For a VP of Sales trying to make sure reps are working the right urgent care accounts at the right moment, that's the difference between intent data as a reporting tool and intent data that actually sources pipeline. Our founder built it at Ramp where it drove over a quarter of their early revenue.

Given [Experity](#)'s ICP is pretty concentrated - enterprise urgent care operators, the big MSOs, multi-site groups - there's a real opportunity to build custom agents that flag exactly when those accounts are in a buying moment: new locations opening, a new ops or IT hire, a partnership announcement.

Worth 20 minutes to show you how it'd work for your team? Let me know when works for you tomorrow or next week if so 🍷

bobby from unify! drake + website?

Bobby Foose
to [Erica](#) ↓

Hey [Erica](#)!

Hope your weekend was great (: happy Monday. Writing as I saw you just were on our website, wondering if you had any Qs or thoughts!

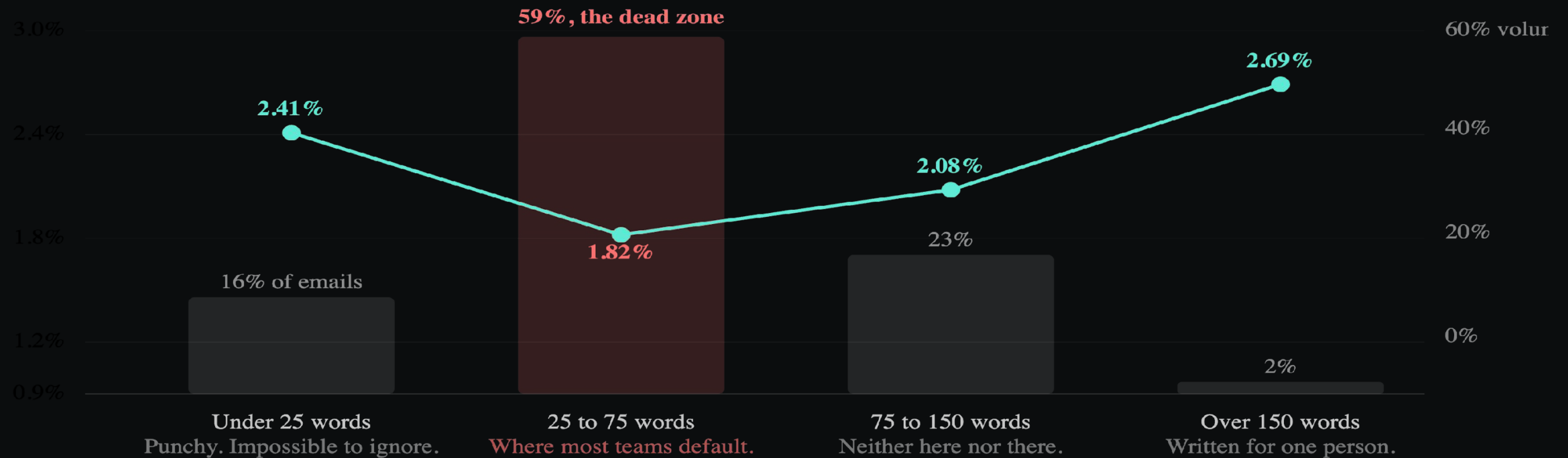
I'd love to set aside some time to show you this live if it's of interest. I can walk you through how some of our customers have utilized [Unify](#) to create pipeline from intent they're already missing.

Let me know what the next few days looks like for you 🍷

P.S. Saw you're a Drake grad - my buddy's uncle was the Athletic Director there for a while (think he is) so we always root for them in the NCAA tourney (:

Be concise or be compelling. Never in between.

Reply rate (line) vs share of email volume (bars), by length. 59% of emails sit in the dead zone where most teams default.



Reply rate (%)

Share of total emails

The dead zone

Short & long emails that work.

congrats on the new gig! want to book some time to chat ab unify

Bobby Foose
to Arnav ↓

Hey Arnav,

Congrats on the founding gtm role at [arphie](#), exciting stuff.

I'm sure you're looking around to build your stack out right now... if you're not aware already (I bet you are because you worked at Gong and we were customers of [incident.io](#)) we automate ICP-specific intent signals + AI qualification + contact enrichment + sequencing in one platform. We'd love to make you a champion and have some incredibly exciting prod developments coming out soon that I think would be right up your alley.

Let me know if you have 20-30 this week to chat, would love to prep some custom use cases.

Gundogan fan + Overview's GTM buildout (new hire?)

Bobby Foose
to Sevda ↓

Hey Sevda,

Happy Thursday! Seeing you're in SF too, I was just down in Big Sur last weekend surfing and camping, unreal (photos attached)! Also I have to say, Ilkay Gundogan is my favorite soccer player (if you watch). I played soccer my entire life and am German, so I'm a huge fan of his. Great last name!

Ok getting to it. **I saw the AI GTM Operations Lead posting** and read through the whole JD. You're building GTM infrastructure from the ground up: HubSpot revamp, CRM architecture, sales enablement, pipeline reporting, hiring plans. That's a massive mandate for a 61-person company with 2 AEs and no BDR team.

Here's what caught my attention: [Overview](#) sells to manufacturers, and manufacturers throw off incredibly detectable buying signals. When a factory posts for quality engineers or QA managers, announces a new production line, or mentions defect reduction initiatives in earnings calls, they're telling the world they need better inspection. Is anyone at Overview catching those signals right now, or are your AEs manually figuring out who to call?

That's what [Unify](#) does. We turn those signals into qualified meetings automatically so your lean team punches way above its weight while you're building out the rest of the GTM function.

Would love to get your perspective on where the gaps are and show you how it could fit into what you're building! 🍷

3 Attachments

Include a calendar link. Frame it as a convenience.

Settled once and for all by 3.7M play-triggered enrollments.

PIPELINE CREATED · 90 DAYS

1.6x

More likely to generate a pipeline opportunity with a calendar link.

0.37% vs 0.23%. Reply rate alone undercounts the lift, because prospects who want to meet book directly instead of replying.

DIRECTIVE · ASSUMES THE MEETING

"Book 15 minutes on my calendar here: [\[link\]](#)"

SOFT ASK · OFFERS THE LINK

"Would it make sense to compare notes? Here's my calendar if easier: [\[link\]](#)"

AI personalization is the strongest signal in the dataset.

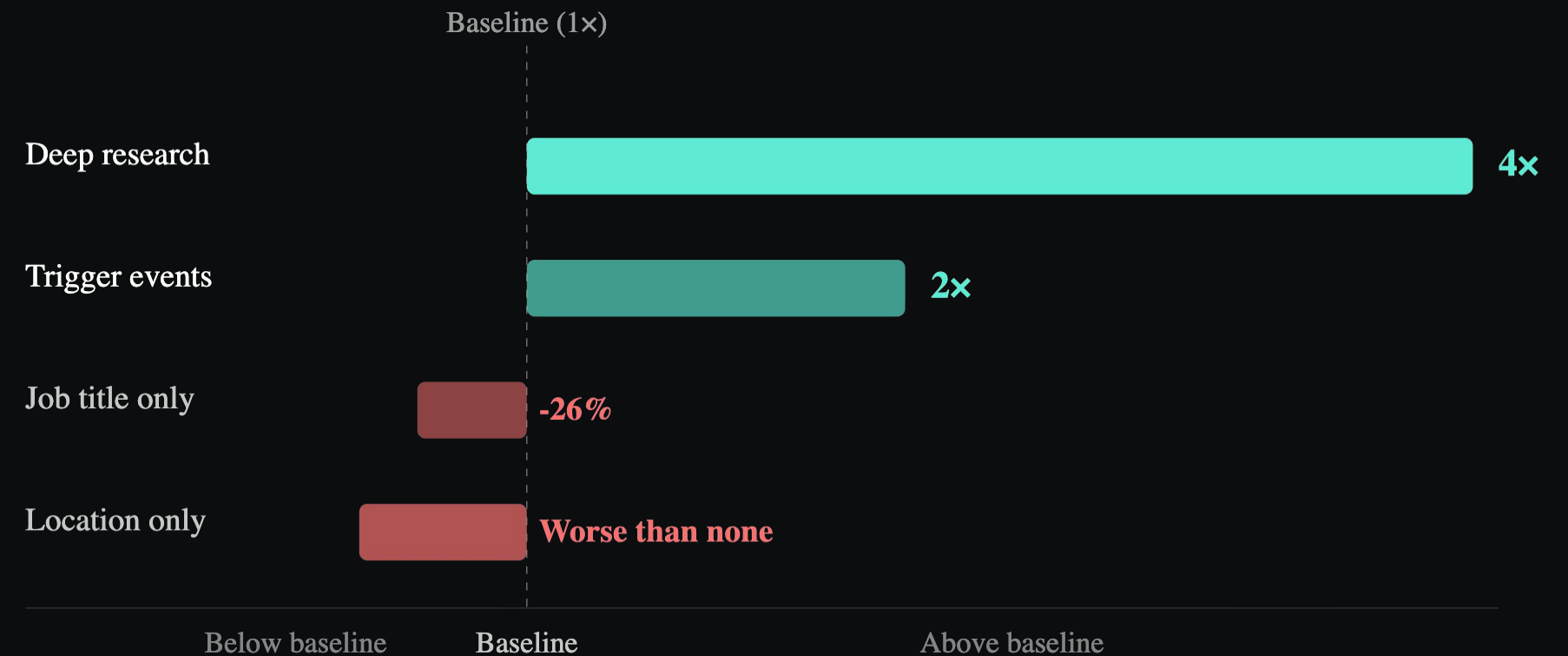
The lift is real. But the data you feed the AI determines the output. Specificity is everything.

AI PERSONALIZATION

+57%

Reply lift over emails without AI personalization.

Strongest performance trend across all 25M emails analyzed.



Live: AI Agents + Smart Snippets.

How Unify turns signals into prospect-specific copy. Cole walks the full workflow end to end.

01 · Watch for

Signal detection.

The moment a prospect becomes interesting.
Funding, hiring, website visit, role change.

02 · Watch for

AI Agent research.

Prospect-specific research. The input that
drives 4× lift on the specificity gradient.

03 · Watch for

Personalized email at scale.

Smart Snippets turn signal + research into a
sendable email that hits the patterns from this
deck.

Three things to take home.

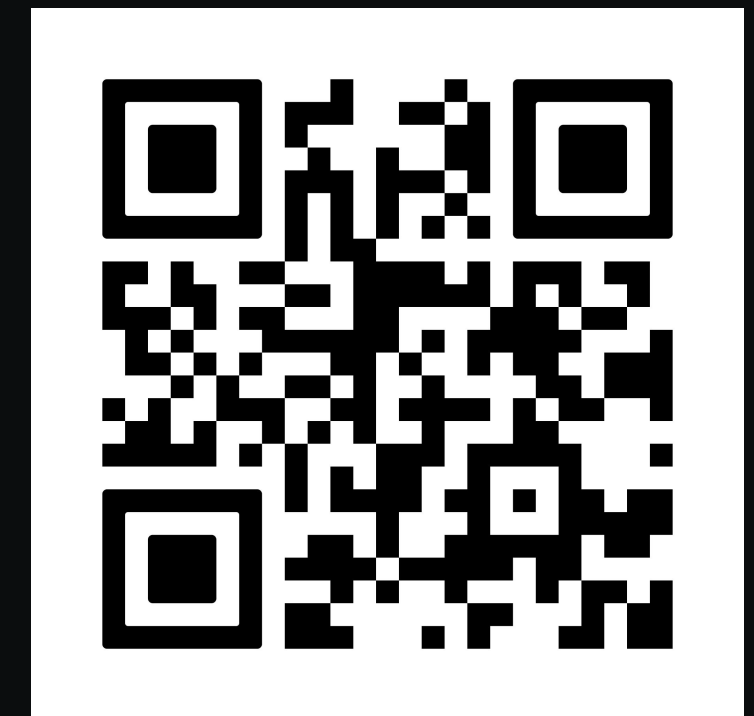
The patterns are built on 25M emails. The playbook is simple.

01 **Write like you did your homework.**

02 **Make it about them, not about you.**

03 **Close with the right CTA**

Your turn. Drop questions in Zoom chat. Quintin's queuing them up.



[See Unify in action](#)