

EXCLUSIVE STUDY ON WHAT REALLY WORKS IN LINKEDIN PROSPECTING

17 DATA-BACKED
ANSWERS TO QUESTIONS
EVERYONE'S ASKING

The largest study ever conducted with
never-before-seen data—essential insights
to 5x your LinkedIn performance. ✨



64M+

LinkedIn messages and
campaigns analyzed

47.4%

Average reply rate among
the LinkedIn Top 10%



#1

in the LinkedIn automated
prospecting market

+16.2%

Average reply rate
across LinkedIn users

This exclusive study is the only tool you need to crush your LinkedIn prospecting

For the past 5 years:

- We've been asked the same questions over and over about what really works on LinkedIn.
- We've heard all kinds of myths and bad advice about "best practices".

So... we decided it's time to settle the debate.

We've just released the largest statistical study ever conducted on LinkedIn prospecting.

It answers the Top 17 burning questions everyone's asking...

And reveals the exact methods top performers use to get 3x better results.

**14M+ messages and 50M+ campaigns analyzed.
17 actionable recos to 5x your prospecting results
No fluff. No BS. Just data.**

You only need 5 minutes to read it all.

Here's what's inside 💡

- ✓ What's the ideal LinkedIn message length?
- ✓ Should you add a connection note... or not?
- ✓ Do women really get higher reply rates on LinkedIn?
- ✓ What's the best day to send your messages?
- ✓ Does having a bigger network actually boost your reply rate?
- ✓ Attachments and voice notes in LinkedIn messages: smart move or big mistake?
- ✓ GIFs, CTAs... How to use them without killing your engagement?
- ✓ Should you write your message in first person ("I") or collective ("we")?
- ✓ ...And, plenty more data-backed answers.

Just dive into these 17 insights and take your LinkedIn prospecting to the next level. 📌

PART 1

CAMPAIGN PERFORMANCE ANALYSIS BEFORE THE INVITE

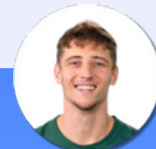
VISIT A PROFILE BEFORE SENDING A CONNECTION REQUEST?

COUNTRY WITH THE HIGHEST REPLY RATE IN THE WORLD?

MEN OR WOMEN, WHO GETS MORE CONNECTION ACCEPTS & REPLIES ?

HAVING A LARGE NETWORK REALLY BOOST YOUR REPLY RATE?

Most people think prospecting starts with the message. Big mistake. It all happens before that: profile visits, invitation note or not, timing of the request... If you don't nail the approach, even the best message will go unnoticed . - [Toinon Georget](#)



1

2

3

4

5

6

7

8

9

10

11

12

13

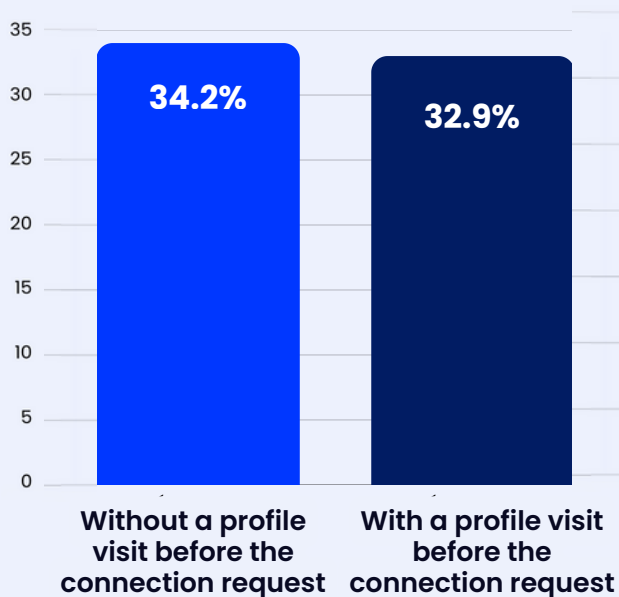
14

15

16

17

SHOULD YOU VISIT A PROFILE BEFORE SENDING A CONNECTION REQUEST?



Conclusion? If you want to boost your invitation acceptance rate and get better results, skip the profile visit before [sending your request](#).

OUR TIPS TO OPTIMIZE YOUR CAMPAIGNS 🛸

You might think that visiting a profile creates curiosity... But in reality, it slightly hurts your acceptance rate, probably because it feels like passive lurking without clear intent.

Go for a direct approach instead:

Targeted invitation + relevant personalized note (or message) + no prior profile visit.

WHICH COUNTRY HAS THE HIGHEST REPLY RATE IN THE WORLD?

Top 3 countries* by overall reply rate



- 1 Netherlands : 22.67%
- 2 Romania : 22.54%
- 3 Sweden : 21.26%

*Countries with 100+ campaigns & 9,604+ messages sent.

Top 3 countries* by "Interested Reply" rate

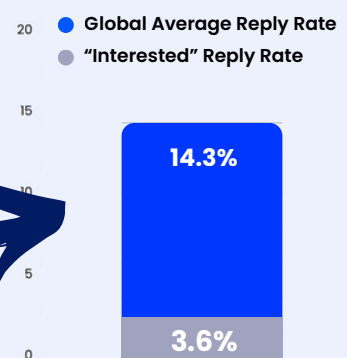


- 1 Romania : 10,3%
- 2 United Arab Emirates : 7.84%
- 3 Costa Rica : 7.77%

Focus on USA 🇺🇸



Overall Reply Rate



OUR TIPS TO OPTIMIZE YOUR CAMPAIGNS 🛸

Reply rates vary greatly by country, and as the previous slides showed, the **top performers aren't always the ones you'd expect.**

For International Outreach 🌍

If you can, prioritize “champion zones” (often less saturated or more open to digital outreach) to test your messaging.

Also, don't underestimate localization: Yes, an English message can work globally...

But, adapting your tone, structure, and cultural references (formal vs. informal, humor style, local idioms) often leads to much better engagement.

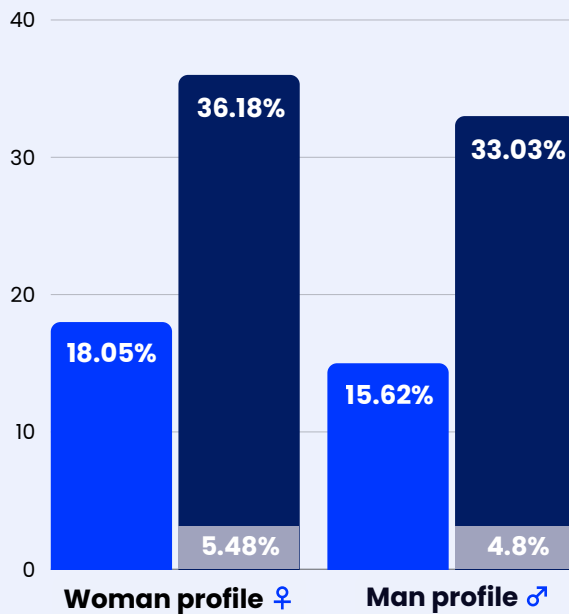
For the US market 🇺🇸

Americans respond well to bold, benefit-focused **hooks** that create immediate curiosity or show quick value.

Busy decision-makers value messages that are concise and clearly communicate the benefits from the outset. Be upfront about why you're reaching out and what action you want them to take (without being pushy).

Think: friendly expert, not stuffy salesperson. A conversational & approachable tone works best.

MEN VS. WOMEN: WHO GETS THE BEST ACCEPTANCE & REPLY RATES?



Overall Acceptance Rate
"Interested" Reply Rate
Overall Reply Rate

Conclusion?

Women consistently outperform men in both acceptance and reply rates—regardless of the gender of the target audience.

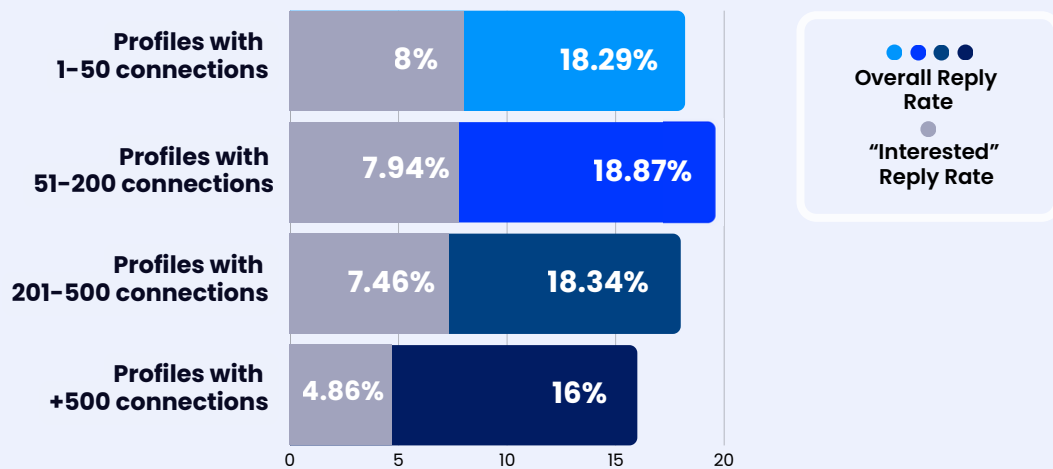
OUR TIPS

For women running outreach campaigns, targeting male profiles tends to deliver a +2% boost in reply rate.

No matter who you're contacting, tailoring your tone and adopting a **conversational approach** by gender can help improve performance (definitely a metric worth monitoring over time).

The goal: more context, less aggression, a more engaging tone, rethink your opening lines for better emotional resonance.

DOES HAVING A LARGE NETWORK INCREASE YOUR REPLY RATE?



Conclusion? Profiles with 500+ connections (the majority of LinkedIn users) actually get fewer replies compared to those with smaller networks (under 500 connections).

OUR TIPS 🛸

Only 12% of users have fewer than 500 connections, meaning these profiles are typically still building their network.

They're often more open to new connections and more likely to engage—because they're actively [growing their LinkedIn](#) presence (not necessarily doing outbound prospecting themselves).

On the flip side, 88% of users have 500+ connections. These users are more established, often in prospecting mode themselves, and are constantly bombarded with outreach messages... Meaning your message is more likely to get lost in the noise.

PART 2

CAMPAIGN PERFORMANCE ANALYSIS: IMPACT OF MESSAGE & INVITATION CONTENT

**SHOULD YOU ADD A NOTE TO
INCREASE YOUR ACCEPTANCE RATE?**

**SHOULD YOU ADD A NOTE TO
BOOST YOUR REPLY RATE?**

**IS ADDING A GIF TO YOUR
MESSAGES, A GOOD OR BAD IDEA?**

**IS A GIF + TEXT COMBO
EVEN BETTER?**

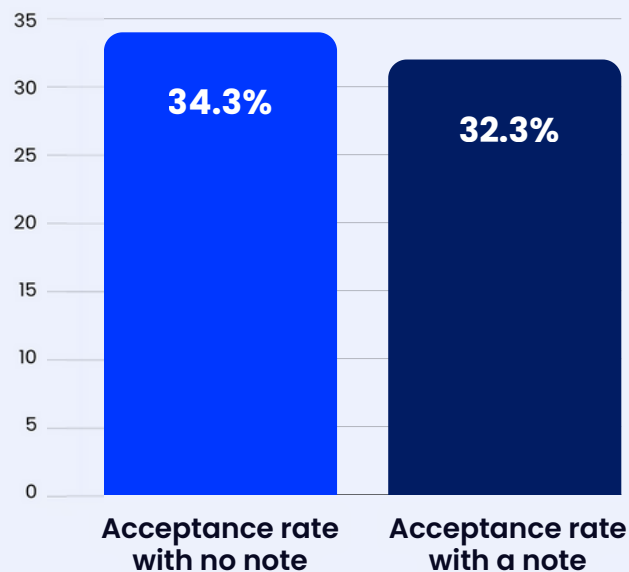
**WHAT HAPPENS WHEN YOU SEND A
VOICE NOTE IN YOUR OUTREACH?**

**DOES ADDING A CTA HELP DRIVE
MORE REPLIES?**

**SHOULD YOU USE "I", "WE", OR "OUR
TEAM" IN YOUR MESSAGES?**

**WHAT'S THE IDEAL LINKEDIN
MESSAGE LENGTH?**

SHOULD YOU ADD A CONNECTION NOTE TO GET ACCEPTED?



Conclusion? Invitations without a note actually get higher acceptance rates than those with a note.

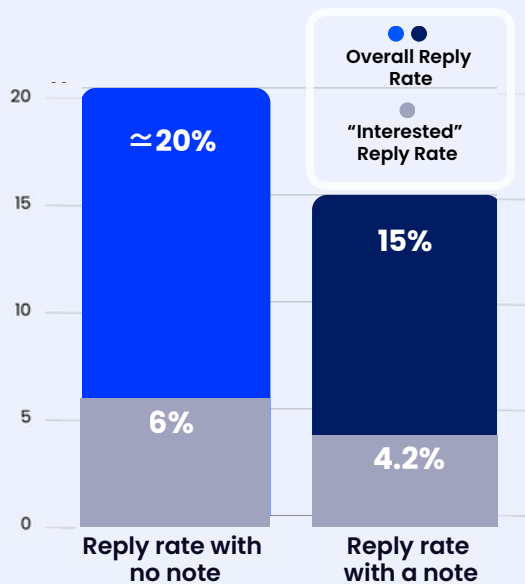
OUR TIPS 🛸

A poorly written [note](#)—too long, too salesy, or too generic—can instantly turn people off

If you're not 100% confident in your copywriting skills, let LinkedIn do the work for you and stick with a simple, note-free invite (especially if your profile is already well-optimized). **Sometimes, silence works in your favor.**

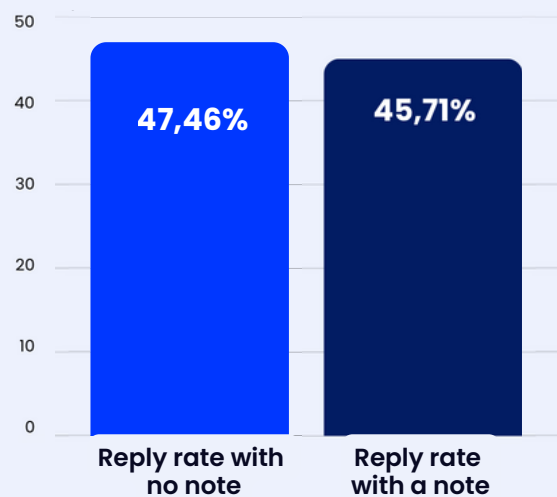
If you really want to include a note: keep it short, clear, and value-driven, avoid generic phrases, focus on a sincere, targeted approach.

SHOULD YOU ADD A NOTE TO GET MORE REPLIES?



Ok... but maybe Waalaxy users just aren't writing good notes?

Top 10% Top-Performing Campaign



Conclusion?
In most cases, not adding a note leads to better reply rates.

OUR TIPS

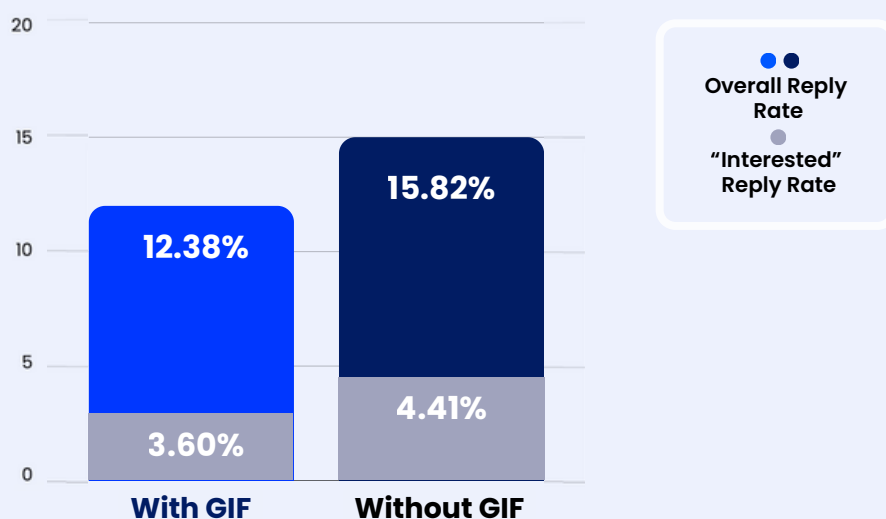
LinkedIn users are overwhelmed with connection requests, most of them filled with the same tired, generic opening lines. They either ignore them... or delete them without reading.

Go for a **two-step approach**:

- Step 1: Send a simple, note-free invitation
- Step 2: Once accepted, follow-up with a carefully crafted, high-value message

It feels more natural, less intrusive, and often delivers better engagement & real conversations.

ADDING A GIF TO YOUR OUTREACH MESSAGE: GOOD OR BAD IDEA?



Conclusion? Messages that contain only a GIF perform worse across the board—both in overall reply rate and in quality of replies (“interested” responses).

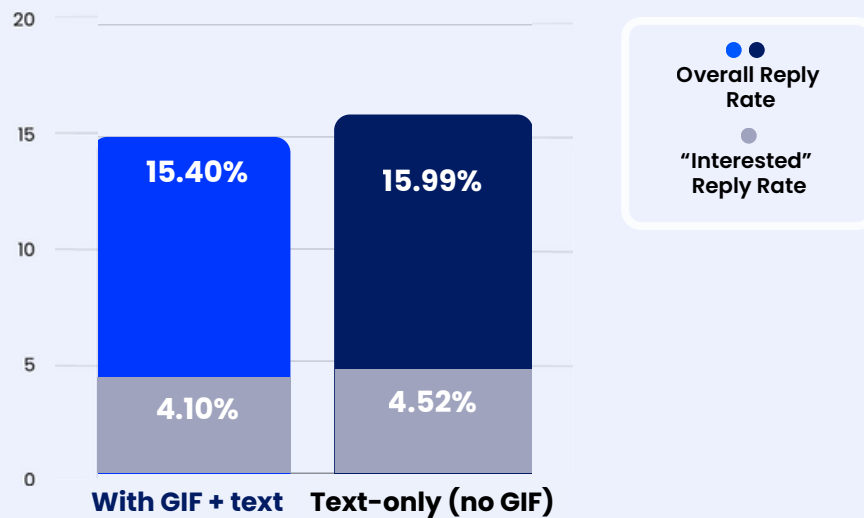
OUR TIPS

Sure, sending a [GIF](#) might seem fun or creative... But as a first outreach message, it’s clearly not enough to drive engagement.

A GIF alone doesn’t do the job. Without context, it can feel random, irrelevant, or even unprofessional. Being light and playful is great—but never at the expense of meaning.

If you want to use a GIF, pair it with text—and save it for the final step of your sequence (as a breakup or last-attempt message). Use it to reinforce an emotion, illustrate your point, trigger a reaction, or politely close the loop.

IS ADDING A GIF + TEXT MORE EFFECTIVE?



Conclusion? Messages with GIF + text actually get slightly lower reply and interest rates compared to text-only messages. Adding a GIF can even slightly hurt engagement.

OUR TIPS

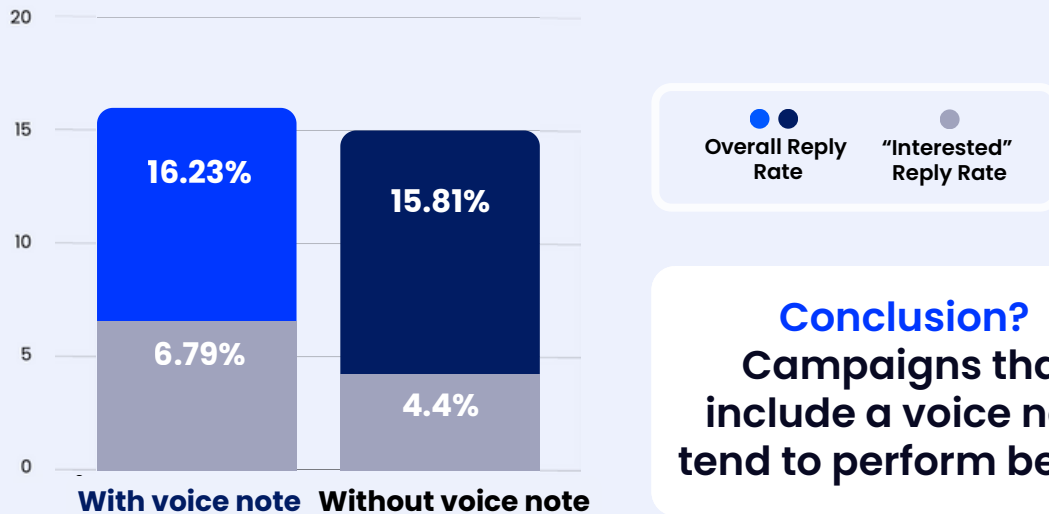
Your [first outreach message](#) should be short, clear, and straightforward.

Adding a GIF can make it feel offbeat or out of place—especially in a professional context.

That doesn't mean you should ban GIFs... However, you should use them more effectively at [crucial points](#) later in your sequence, only to support your message, not undermine your clarity or credibility.

For example, a funny or "sad" GIF in a follow-up (breakup email style) to trigger a response with humor or humanize and lighten the mood.

WHAT ABOUT ADDING A VOICE NOTE TO YOUR MESSAGES?



Conclusion?
Campaigns that include a voice note tend to perform better.

OUR TIPS

A voice note helps you **stand out** in an overcrowded inbox.

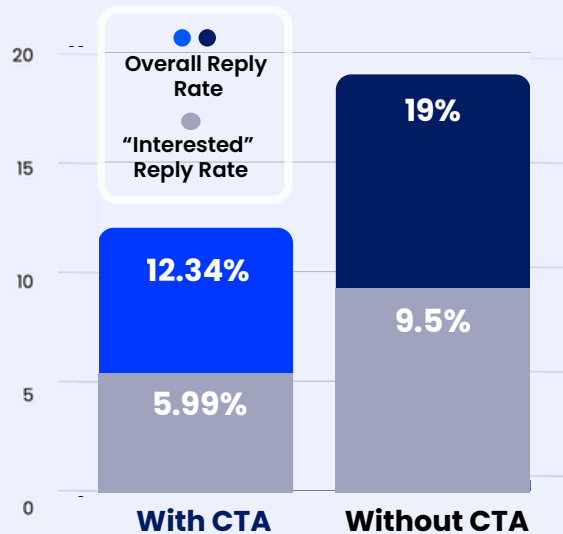
Use voice notes as a follow-up, not in your first message. It adds a more human touch, makes your intent clearer, and can boost engagement.

It's a great way to build rapport, show personality, and increase trust.

Just make sure your message is short, clear, authentic with a natural, conversational tone (like leaving a quick voicemail for a colleague)

You're halfway there! 

DOES ADDING A CTA HELP GET MORE REPLIES?



What is a CTA?

CTA = Call-to-action

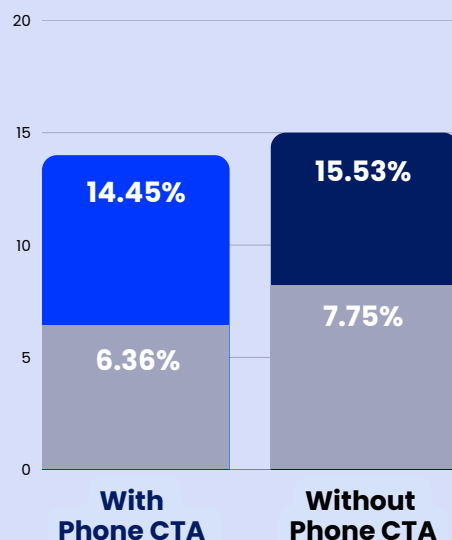
Aka: a clear prompt asking the reader to click, reply, sign up, etc.

3 types of CTAs analyzed

Phone / Email / URL

Conclusion? Including a CTA in your outreach tends to lower reply rates. But... That's not a bad thing if your real goal is clicks, sign-ups, or direct actions, then it makes sense.

REPLY RATE WITH AND WITHOUT PHONE CTA 📞



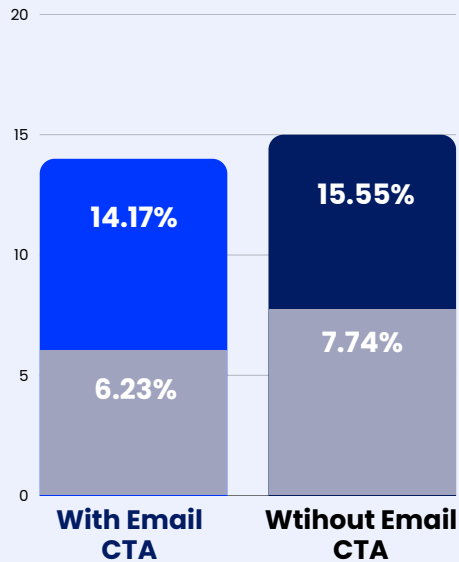
Overall Reply Rate
Interested Reply Rate

CTA Téléphone Exemple

"Available for a quick call? 📞"


Conclusion? Including a phone CTA has a slightly negative impact on reply rates.

TAUX DE RÉPONSES AVEC ET SANS CTA EMAIL



● Overall Reply Rate
● "Interested" Reply Rate

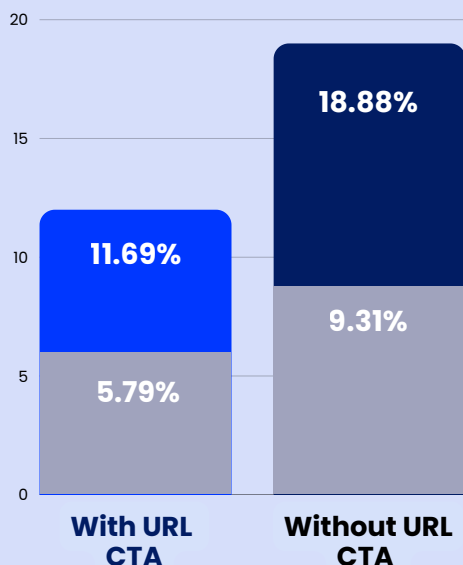
E-mail CTA Example

 Write to me at lj.mrtz@waalink.com

Conclusion ?

The email CTA has a slight negative impact on response rates.

TAUX DE RÉPONSE AVEC ET SANS CTA URL



● Overall Reply Rate
● "Interested" Reply Rate

CTA URL Example

 Click here to learn more: <https://tonsite.com>

Conclusion ?

CTA URLs have a significant negative impact on response rates.

OUR TIPS TO OPTIMIZE YOUR CAMPAIGNS 🛸

Messages with a direct [CTA](#) often come across as too pushy.

Instead, focus on an open, engaging approach that encourages conversation—without forcing a decision right from the first touchpoint.

It's much easier to suggest a call or meeting once your value proposition is clear and the prospect sees you as a potential solution to a real problem.

If you absolutely need to include a CTA in your first message: make it value-focused & clearly highlight what's in it for them to boost your [click-through](#) and reply rates.

Phone CTA 📞

Suggesting a call too early—before building rapport or clarifying your offer—can hurt your chances of getting a reply. Save phone or meeting CTAs for later, once you've validated interest.

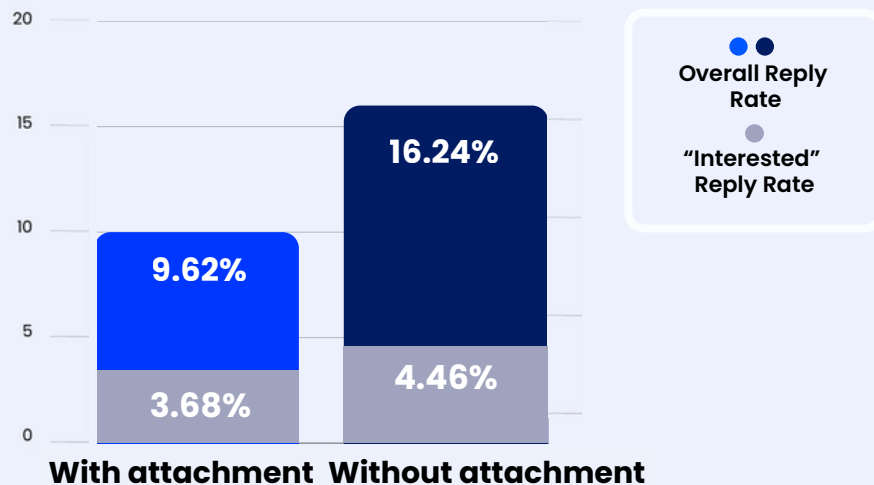
Email CTA 📧

At the start, stay within LinkedIn. That's where the connection feels most natural. Same logic for email CTAs—save them for when the conversation is already underway.

URL CTA 🔗

As for URLs / links, it's usually better to hold off until your second message. Start by creating engagement, then share your link in context, when it adds real value to the prospect.

DOES ADDING AN ATTACHMENT TO YOUR MESSAGE HELP GET MORE REPLIES?



Conclusion ? Messages that include an attachment perform significantly worse—both in terms of reply rate and lead interest.

OUR TIPS 🛸

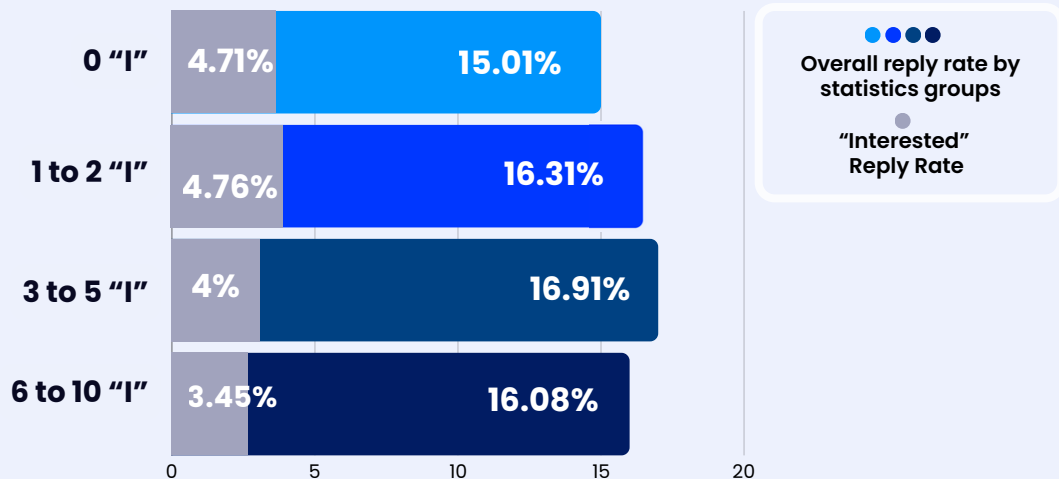
Asking someone to open a file before they've even replied creates **unnecessary friction**, especially when it's coming from a stranger. It feels more like unsolicited advertising than a genuine outreach.

You're here to start a conversation, not run an ad. Save attachments for later in the conversation, once interest is validated.

At that point, your content will have a much better chance of being opened, read... and making an impact.

WHAT TO USE "I", "WE", OR "OUR" IN YOUR MESSAGES?

Reply rate
by number of "I"



Conclusion ? Using "I" in moderation (1 to 2 times) actually boosts reply rates, making your message feel more personal and engaging. But... when there's too much "I" (+3), the interest rate drops.

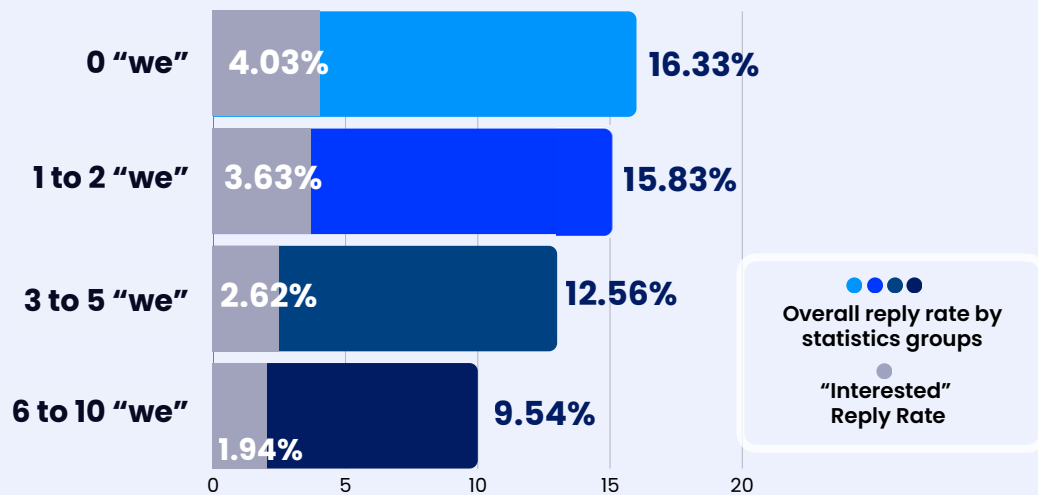
OUR TIPS 🛸

A moderate use of "I" (1 to 3 mentions max) humanizes your outreach and creates a more authentic, 1:1 tone.

But overdoing it makes the message sound self-centered and shifts the focus away from your prospect.

Keep your message relevant, **value-driven**, and prospect-focused. Use "I" as a tool for authenticity, not as the centerpiece of your outreach.

Reply rate by number of "We"



Conclusion? Using "we" tends to hurt your results.

The more you use it (2 or 3 times or more),
the more your reply and interest rates drop.

Not using them gives better results.

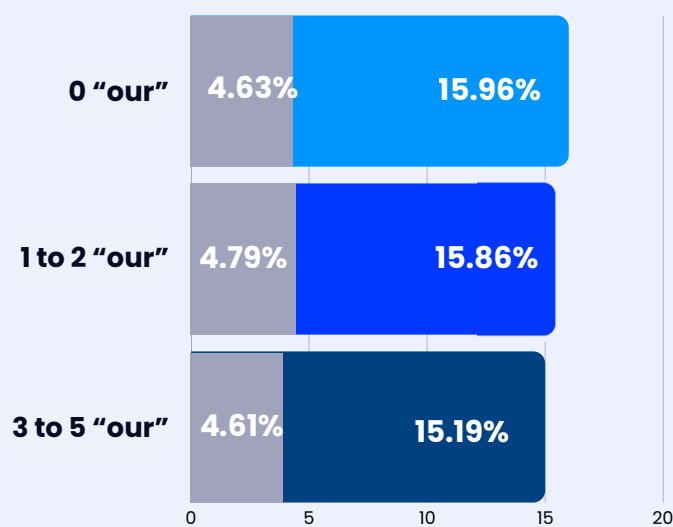
OUR TIPS 🛸

Too much "we" often makes your message sound like a cold, corporate sales pitch. It feels self-centered, and prospects **quickly lose interest** because the focus isn't on them.

What works better? Zero "we" generally perform best. You can still sound personal and authentic with a well-placed "I" (used sparingly).

The winning approach is to use 0-1 "we" max. Focus on the prospect, and the value you're bringing. Make it about them—not about you

Reply rate by number of "our"



Overall reply rate by
statistics groups

"Interested"
Reply Rate

Conclusion ?

Performance remains
very stable between
0 and 2 uses of "our".

OUR TIPS

The pronoun "our" (or a neutral tone) is pretty harmless when used sparingly.

It doesn't negatively impact your LinkedIn outreach performance... But it's not a driver of engagement either.

Good news: You can use it to soften your tone or lightly include the reader. But **don't expect it to boost** your reply rate or convince your prospects on its own.

Use it for tone balance, but stay focused on clear value and client-centered messaging.

WHAT'S THE IDEAL LINKEDIN MESSAGE LENGTH?

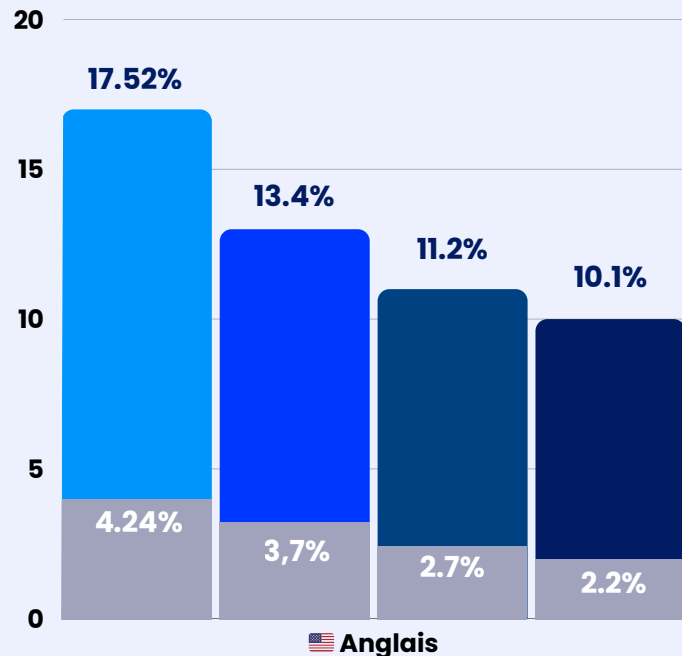
● Overall response rate 1 to 300 characters

● Overall response rate 301 to 500 characters

● Overall response rate 501 to 1000 characters

● Overall response rate +1001 characters

● "Interested" Reply Rate



Conclusion?

Long messages perform **twice as poorly** as short ones. Across all languages, shorter messages clearly drive more engagement and prospect interest.

Data is clear: short messages grab attention better and almost double reply rates compared to long messages. Medium-length messages perform okay...

But reply rates decline steadily as the message gets longer.


OUR TIPS

In prospecting, less is more. Always.

Why? Because on LinkedIn, your prospect doesn't have the time—or the desire—to read a wall of text. They scan, decide fast, and only reply if it's clear and relevant.


So keep it short, get to the point, be engaging from the very first line—no matter the language. And save the rest for later in the conversation




 • 12:26

Hey Lisa




Given your background in sales and marketing, I figured you might be exploring smarter ways to reach decision-makers, especially through LinkedIn.


That's why I thought  might be a fit. It's like emailing, but built for LinkedIn, an AI agent that automates your outreach so you can scale connections and engagement without the manual work.



Curious if it's worth a quick private demo to see how it could fit into your workflow?

 (She/Her) • 15:26


ZoomInfo - B2B (Growing Marketing Lists)

Hi Lisa, This is  - how are you? Just following up on your enquiry on wanting to use  helps marketing teams gain contact and company information helping teams build and automate marketing lists and target audiences. Would the afternoon work for a quick chat? Best, 

 (He/Him) • 18:27

Hey Lisa! hope you are well. Just seen that you came across  and wanted to reach out to see how we can help? When is a good time for us to connect? 



 Hello Lisa J.,

Do you want to deepen your marketing skills to make more impactful strategic decisions?

The EDHEC Online MSc in Strategic Marketing, taught entirely in English, prepares you for a position of responsibility thanks to a strategic and data-driven approach. It allows you to:

- ✓ Combine digital marketing, AI, and traditional marketing for sustainable and effective strategies
- ✓ Leverage data for strategic marketing decisions
- ✓ Analyze consumer behavior and ethical issues
- ✓ Anticipate current challenges with a global, multi-sector approach.
- ✓ Gain flexibility with a 100% online format adapted to professionals and delivered 100% in English for an international career.

Combining academic rigor and practical application, this program covers key areas such as market analysis, brand management, customer experience, and digital marketing. You will benefit from teaching by recognized experts and an international alumni network

Are you interested in the program? Download the free brochure by clicking the button below.

Registration for the next session in May 2025 is open. Once you've completed the download form, I invite you to visit our website to learn more.

I remain available to discuss further if necessary.

See you soon!

Nathalie Lalot
Program Advisor
EDHEC Business School
[Discover now](#) →

PART 3

CAMPAIGN PERFORMANCE ANALYSIS: TARGETING, TIMING & LINKEDIN ACCOUNT TYPE

WHAT'S THE BEST DAY TO GET A
REPLY TO YOUR MESSAGES?

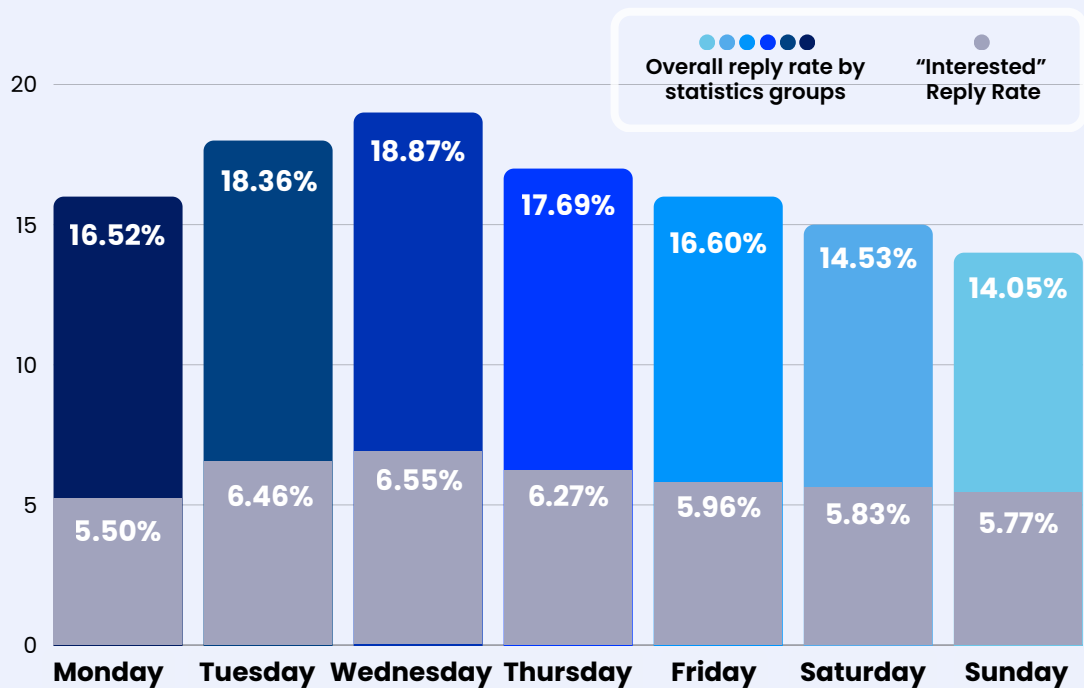
HOW MANY TOUCHPOINTS
TO GET A RESPONSE?

LINKEDIN PREMIUM ACCOUNT
HELP YOU GET MORE REPLIES?

Prospecting isn't just about sending the right message. It's about sending it to the right person, at the right time, with the right setup. Targeting, timing and even your LinkedIn account type can make all the difference to your response rates. - [Toinon Georget](#)



WHAT'S THE BEST DAY TO GET A REPLY TO YOUR MESSAGES?



Conclusion?

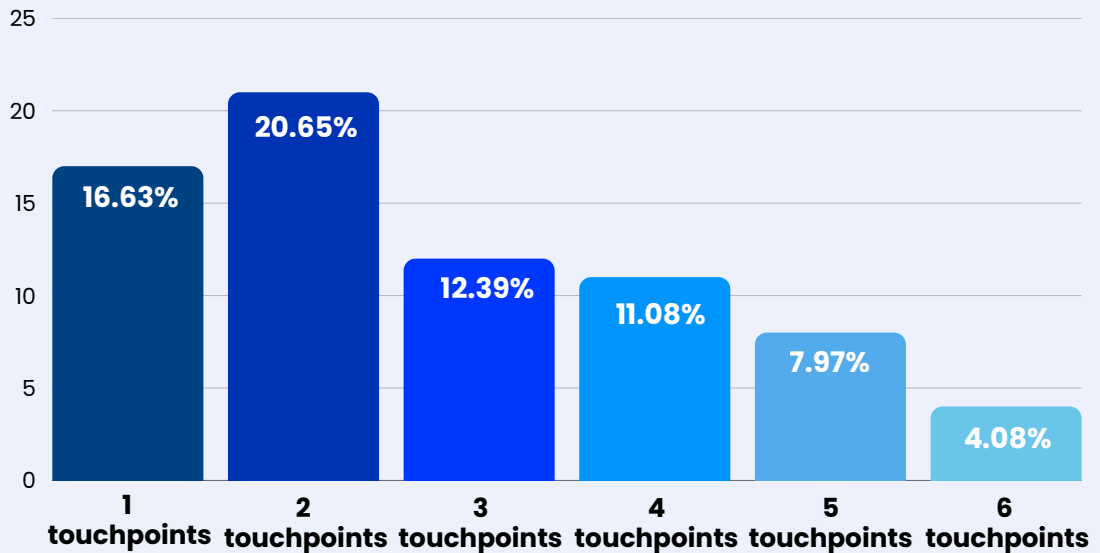
The best days to get answers on LinkedIn are Wednesday, Tuesday and Thursday.
The worst days are Saturday and Sunday..

OUR TIPS 🛸

Midweek is when prospects are most engaged and available to read—and reply to—your messages.

Avoid weekends: your message will likely get buried under Monday morning inbox overload.

HOW MANY TOUCHPOINTS TO GET A RESPONSE?

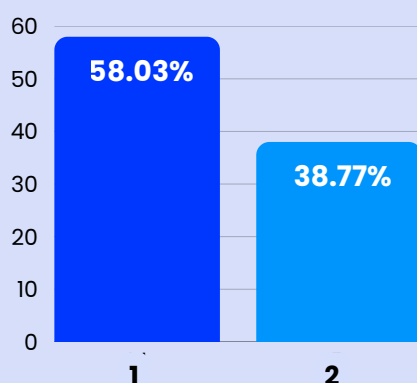


Conclusion? Campaigns with 2 touchpoints generate the highest reply rates.

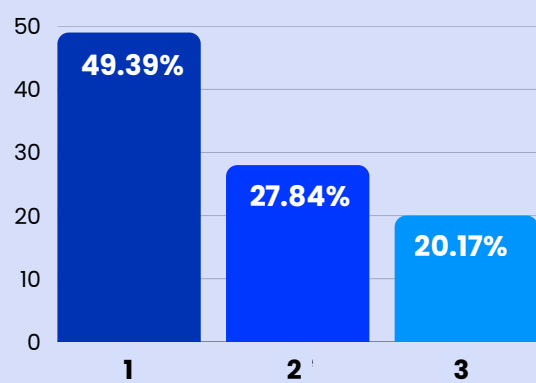
Single-touch campaigns also perform decently... But once you go beyond 2 touchpoints, reply rates start to drop again.

BREAKDOWN BY NUMBER OF TOUCHPOINTS

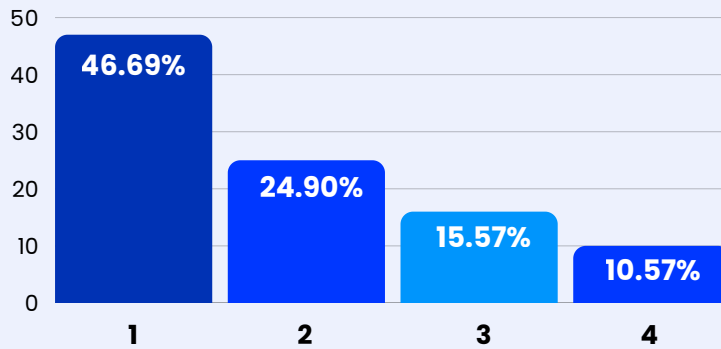
2 touchpoints*



3 touchpoints*

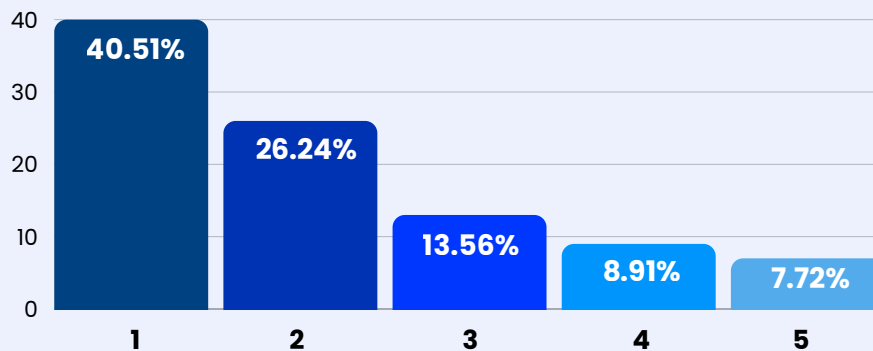


4 touchpoints*

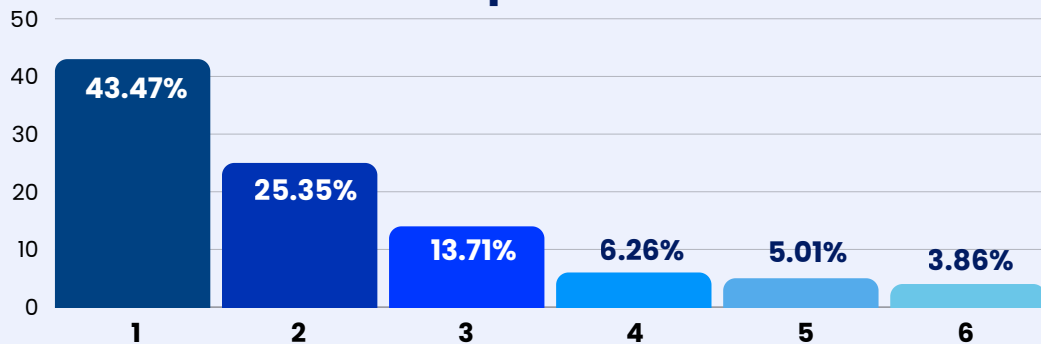


*Total number of responses for a campaign is 100%.

5 touchpoints*



6 touchpoints*

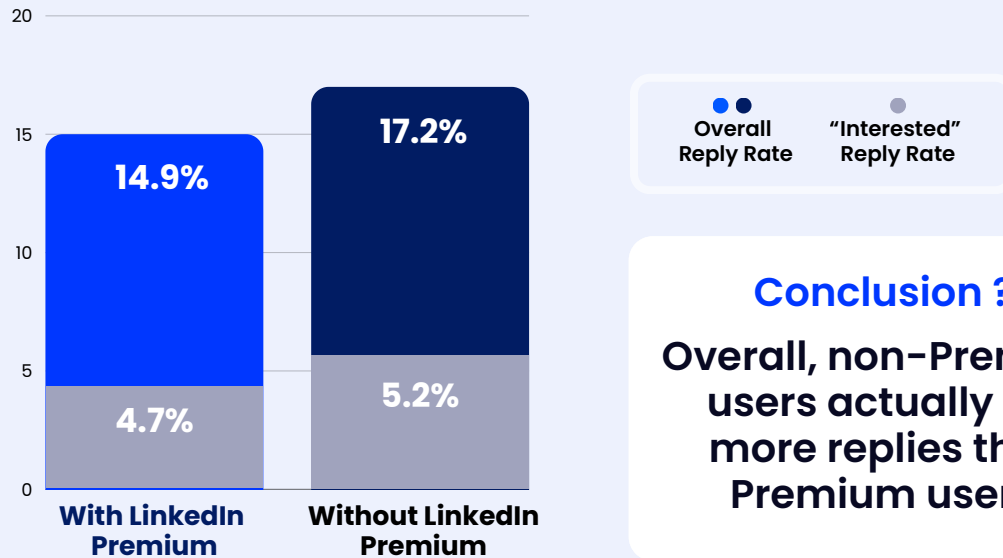


OUR TIPS

No need to flood your prospect's, 2 touchpoints are enough. A clear first message with a well-thought-out [follow-up](#) gets the job done.

Beyond that, your prospect will likely lose interest or tune you out. **Focus on quality over quantity.**

DOES HAVING A LINKEDIN PREMIUM ACCOUNT HELP YOU GET MORE REPLIES?



Conclusion ?

Overall, non-Premium users actually get more replies than Premium users.

OUR TIPS 🛸

Possibly because non-[LinkedIn Premium](#) profiles feel more authentic... Or simply less "salesy" and pushy at first glance.

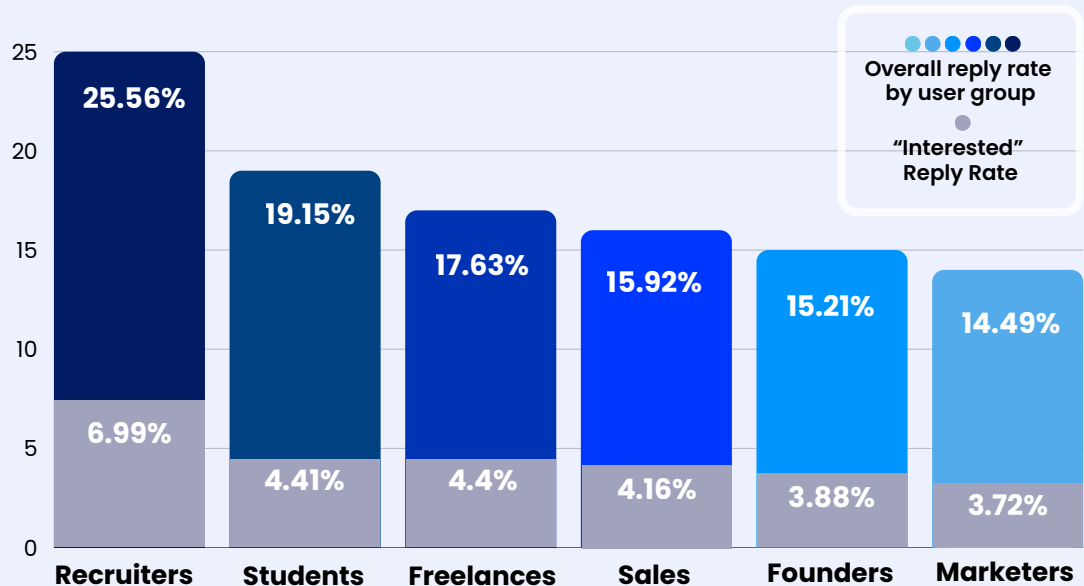
But here's the good news!

There's a far more effective tool to boost your reply rates: [Waalaxy](#) users see up to a +20% lift in replies compared to LinkedIn Premium users—thanks to optimized outreach sequences and a highly targeted approach.

[Try Waalaxy for \\$0](#) 💰

BONUS 📁

WHAT TYPE OF LINKEDIN PROFILE GETS THE MOST REPLIES?



Conclusion ? The profiles with the highest reply rates and engagement levels are... recruiters.

OUR TIPS 🛸

Recruiters are generally perceived as experts on LinkedIn. Their messages often **carry high perceived value** (job opportunities, career moves, consulting gigs...), making them more likely to get accepted and replied to.

Adopt the same style: use an expert and reassuring tone, craft messages with a clear, specific value proposition, lead with concrete, benefit-focused hooks that feel relevant and personalized.

FINAL TIPS

THE IDEAL LINKEDIN PROSPECTING CAMPAIGN

 If you want to get more replies on LinkedIn, here's what works best :

- ✓ Be a **woman**... Or at least adopt a tone that instantly feels human and personal.
- ✓ Send connection requests **with no note** to maximize acceptance rates.
- ✓ Keep your first outreach message **under 100 words** : clear, direct, specific, unique, benefit-driven. Use "I" once or twice max, and avoid overly corporate "we" language—it kills authenticity.
- ✓ No hard CTAs in your first message, filler words or sales pitch. Just a clear answer to "Why are you reaching out?" & what you're expecting next.
- ✓ Launch a sequence with 2 key touchpoints: Note-free request + 3 messages sequence (first outreach, follow-up, breakup / final nudge).
- ✓ Add a voice note in your follow-up, or a GIF in your breakup message (humor/human touch).
- ✓ Best days to send messages: Tuesday, Wednesday, or Thursday—when prospects are most likely to engage.

EXCLUSIVE STUDY ON WHAT REALLY WORKS IN LINKEDIN PROSPECTING

17 DATA-BACKED ANSWERS

It's all over!

Well, almost... 😊

Frequently Asked Questions

**How Much Does
Waalaxy Cost?**

🌟 Explore ALL
[Waalaxy subscriptions](#)
options 👾:

- ✓ Freemium, Pro & Advanced (25 credits/month),
- ✓ Business (500 credits/month),
- ✓ Élite (10 000 credits/month).

[Try Waalaxy for \\$0](#) 🚀

**More hacks for converting
on LinkedIn**

Find all our videos on our
YouTube channel



Private access only
LEAD MAGNET
LE BEST OFF'





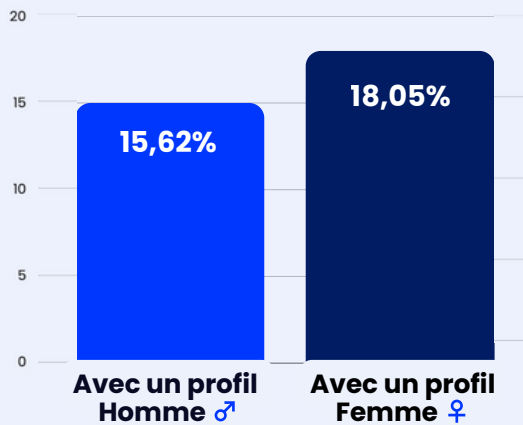




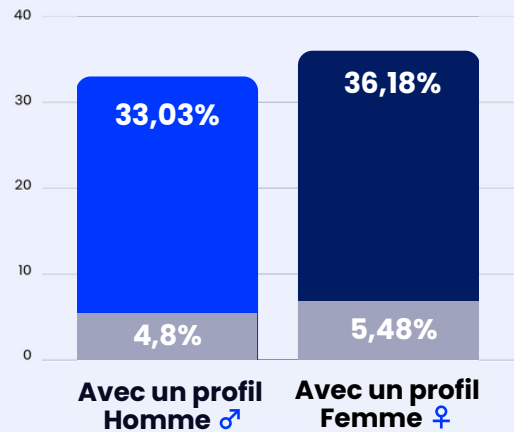


HOMMES OU FEMMES, QUI A LES MEILLEURS TAUX D'ACCEPTATION ET DE RÉPONSES ?

Taux d'acceptation



Taux de réponse



● ●
Taux de réponses global
●
Taux de réponses "intéressé"

Conclusion ?

En général, les femmes ont de meilleurs résultats que les hommes, peu importe le genre du profil ciblé par le message.

NOS CONSEILS 🛸

Les femmes qui envoient des messages de prospection ont un avantage en ciblant d'abord les hommes (+2% de réponse)

Quoi qu'il arrive, adopter une **approche conversationnelle** en fonction du genre peut optimiser tes performances (donnée à monitorer).

Objectif : Plus de contexte, moins d'agressivité, un ton engageant, des accroches repensées.

QUELLE EST LA LONGUEUR IDÉALE D'UN MESSAGE LINKEDIN ?

Taux de réponses global 1 à 300 caractères

Taux de réponses global 301 à 500 caractères

Taux de réponses global 501 à 1000 caractères

Taux de réponse global 1001 caractères

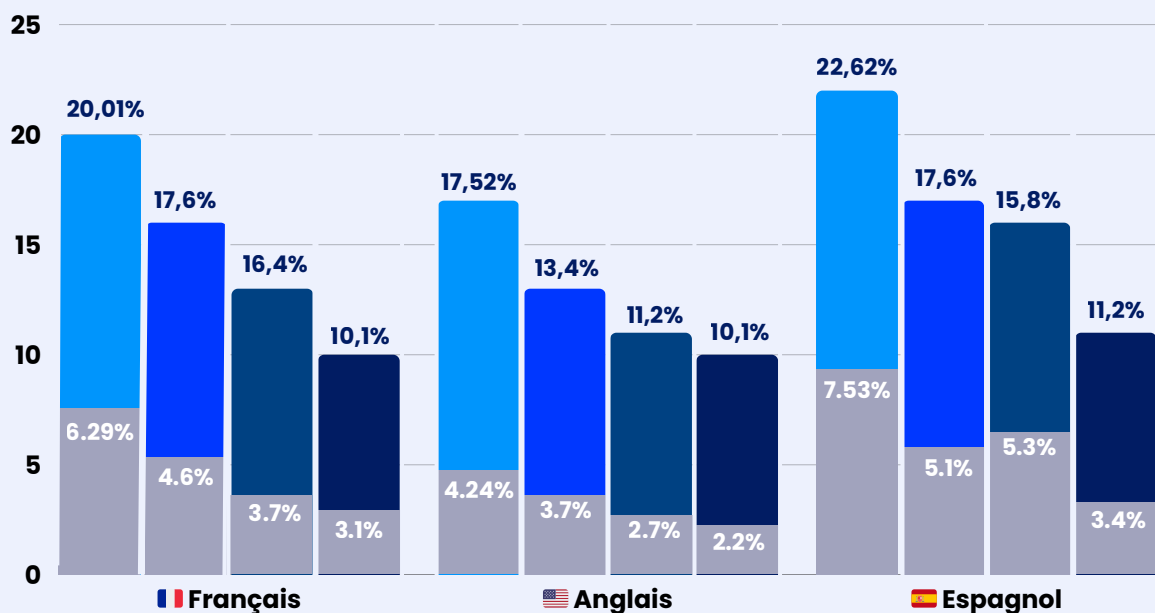
● Taux de réponses "intéressé"

Échantillon

🇫🇷 2 890 906 messages envoyés, 460 432 réponses et 133 877 intéressés

🇬🇧 1 324 492 messages envoyés, 184 251 réponses, 45 868 intéressés

🇪🇸 773 064 messages envoyés, 142 076 réponses et 45 207 intéressés



Conclusion ?

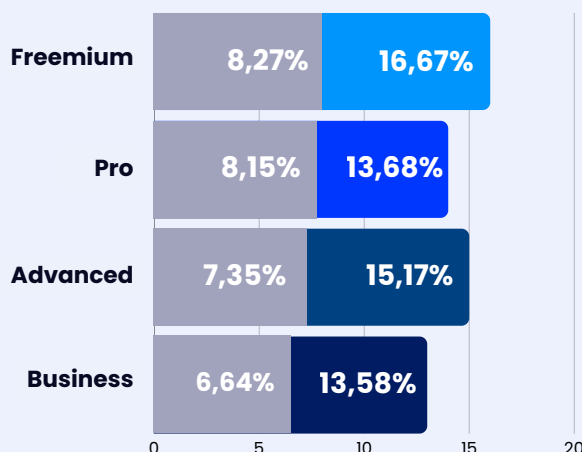
Les **messages longs** performant **2x moins** que les messages courts, clairement plus efficaces (toutes langues confondues) pour intéresser le prospect et générer de l'engagement.

Les messages "moyens" ont des performances correctes, mais en baisse progressive à mesure que la longueur augmente.

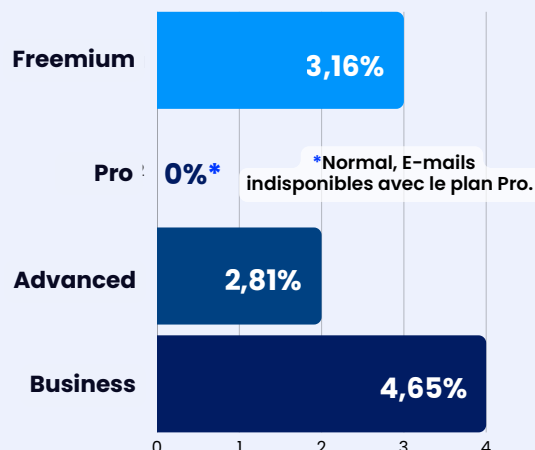
TAUX DE RÉPONSES SI ACCÈS AUX PLANS WAALAXY (OU NON)

Messages LinkedIn

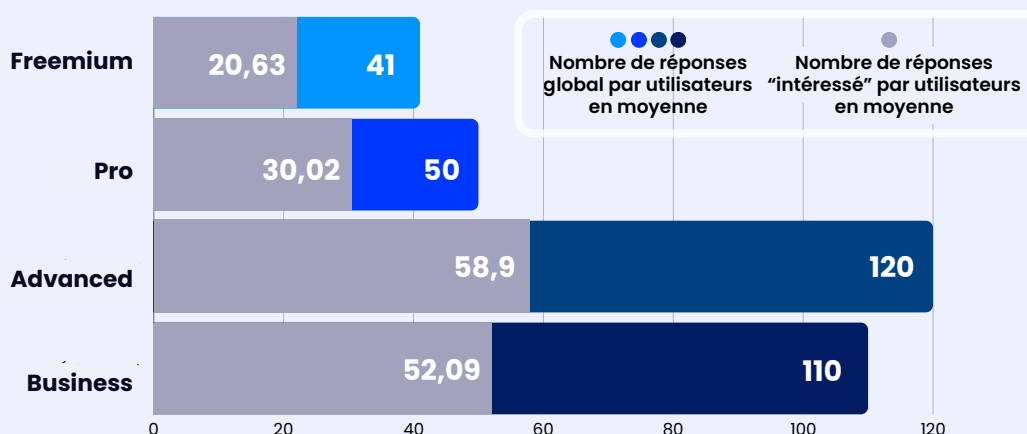
● ● ● ● Taux de réponses global par groupe statistique
● Taux de réponses "intéressé"



Email



Nombre de réponses LinkedIn & Email en moyenne par utilisateurs

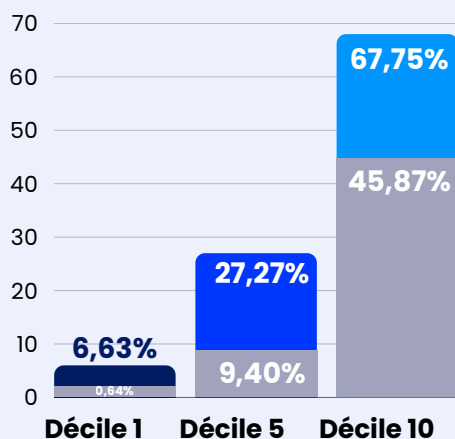


Conclusion ? Par rapport à un abonnement Freemium, un abonnement Pro rapporte +25% de réponses.

Un abonnement **Advanced** rapporte 3 fois plus de réponses par rapport au Freemium, et +15% de réponse qu'un abonnement Business.

BONUS 2 🎁

TAUX DE RÉPONSES ET D'INTÉRÊT PAR DÉCILES (RECRUTEURS)



● ● ● ●
Nombre de réponses
global par utilisateurs
en moyenne

●
Nombre de réponses
"intéressé" par utilisateurs
en moyenne

Décile 1 = 10 % de recruteurs
les moins réactifs

Décile 5 = recruteurs avec un
niveau médian d'activité

Décile 10 = 10 % de recruteurs
les plus réactifs

Conclusion ? Le top 10 % des recruteurs (décile 10) répond 10 fois plus que le premier décile, et manifeste 70 fois plus d'intérêt ! La progression quasi linéaire, indique une vraie logique comportementale.

NOS CONSEILS 🛸

Identifiez les profils les plus actifs, complet et à jour (secteur, ancienneté, réseau...) pour mieux segmenter, affiner vos **ICP** et prioriser les cibles chaudes dans vos campagnes (et donc avoir de meilleurs taux).

Une bonne analyse peut doubler vos résultats **sans effort supplémentaire**.

DERNIERS CONSEILS

ECHANTILLONS EN VRAC

Échantillon

8021 campagnes dont 5
120 461 de demandes de
connexion envoyées
avec note

26465 campagnes dont
15 839 784 de demandes
de connexion envoyées
sans note

Messages envoyés

Hommes : ~10M de messages
envoyés dans 29k campagnes, à
66% d'hommes* et 34% de
femmes en moyenne

Femmes : ~4,6M de messages
envoyés dans 20k campagnes, à
61% d'hommes* et 39% de
femmes en moyenne

*Hommes plus contactés car
présents en majorité sur LinkedIn.

Connexions envoyées

Hommes : ~14M de connexions
envoyées dans 22k campagnes

Femmes : ~6,5M de connexions
envoyées dans 11k campagnes

Échantillon

Profils 1-50 : 188 users, 36 187
messages envoyées, 253
campagnes

Profils 51-200 : 598 users, 115
594 messages envoyées, 883
campagnes

Profils 201-500 : 1 275 users,
308 271 messages envoyées,
2027 campagnes

Profils +500 : 14 901 users, 12
197 058 messages envoyées,
32 840 campagnes

Échantillon

7 389 campagnes avec
visite, pour 5 264 107
demandes de connexions
envoyées

27 181 campagnes sans
visite, pour 15 707 168
demandes de connexions
envoyées

DERNIERS CONSEILS

ECHANTILLONS EN VRAC

Échantillon

359 533 messages envoyés avec PJ pour 34 594 réponses, dont 13 215 intéressés.

5 246 860 messages envoyés sans PJ pour 851 937 réponses et 234 065 intéressés.

Échantillon

4 527 507 messages envoyés avec URL et 4 934 992 sans.

Échantillon

717 261 messages envoyés avec email et 8 745 238 sans.

Échantillon

Avec note vocale

13 790 messages envoyés et avec note vocale dans 335 campagnes, pour 2 238 réponses et 937 intéressés

Sans note vocale

5 592 603 messages envoyés sans note vocale dans 41,381 campagnes, pour 884 293 réponses et 246 343 intéressés

Échantillon

5 054 673 messages envoyés avec CTA et 4 407 826 sans CTA.

Échantillon

Avec GIF + Texte

58 031 messages envoyés avec GIF + texte, pour 8 936 réponses dans 513 campagnes

Sans GIF/Texte seul

5 648 376 messages envoyés sans GIF (texte seul), pour 903 429 réponses et 41 399 campagnes

Échantillon

Avec GIF

4 748 messages envoyés avec GIF seul, pour 588 réponses et 171 intéressés

Sans GIF

5 601 645 messages envoyés sans GIF, pour 885 943 réponses et 247 109 intéressés

DERNIERS CONSEILS

ECHANTILLONS EN VRAC

Échantillon

0 "je" : 978 198 messages envoyés, 146 844 réponses et 46 075 intéressés

1 à 2 "je" : 1 555 141 messages envoyés, 253 720 réponses, 74 048 intéressés

3 à 5 "je" : 350 628 messages envoyés, 59 291 réponses et 14 021 intéressés

6 à 10 "je" : 18 247 messages envoyés, 2 935 réponses et 629 intéressés.

Échantillon


0 "je" : 1 901 480 messages envoyés, 310 501 réponses et 95 302 intéressés

1 à 2 "je" : 831 233 messages envoyés, 131 587 réponses, 33 520 intéressés


3 à 5 "je" : 149 802 messages envoyés, 18 816 réponses et 5439 intéressés

6 à 10 "je" : 19 463 messages envoyés, 1856 réponses et 510 intéressés

Échantillon

 2 890 906 messages envoyés, 460 432 réponses et 133 877 intéressés

 1 324 492 messages envoyés, 184 251 réponses, 45 868 intéressés

 773 064 messages envoyés, 142 076 réponses et 45 207 intéressés

Échantillon

0 "on" : 2 561 971 messages envoyés, 408 886 réponses et 118 515 intéressés

1 à 2 "on" : 315 135 messages envoyés, 49 982 réponses, 15 102 intéressés

3 à 5 "on" : 24 289 messages envoyé, 3690 réponses et 1120 intéressés

Échantillon

4 927 640 de messages envoyés, pour 13 958 campagnes, par 5 315 users avec premium.

9 757 436 de messages envoyés pour 29 044 campagnes par 15 140 sans premium.

Échantillon

2 672k à 2 Millions+ de messages envoyés pour 10k à 26k campagnes

Échantillon

814 338 messages envoyés avec téléphone et 8 648 161 sans.

Échantillon

749 recruteurs	2292 sales
234 étudiants	3338 fondateurs
692 freelances	1144 marketeurs