Outreach Insights

**Actionable email recommendations
for the highest engagement possible**

What if instead of having to agonize over candidate emails you knew ahead of time what messages were statistically most likely to resonate?

Before Entelo, outreach best practices were developed using anecdotal feedback from other recruiters or adapted from sales and marketing best practices. Now for the first time ever, Entelo has analyzed the largest database of recruiting emails ever sent to bring you conclusive evidence of what works and what doesn't when it comes to candidate outreach.

Entelo Outreach Insights provides data-backed, actionable recommendations to help recruiting teams optimize their messaging for the highest engagement possible. These tried, true, and statistically supported best practices are proven to garner 30% more replies on average when incorporated into messaging.

- **Get real-time advice**: View suggestions for message improvement in real time as you type. Your pitch will get stronger with every item you check off of your to-do list.

- **Measure message strength**: Determine the overall strength of your outreach. Entelo analyzes the content of your email, your scheduled send time, total word count, follow up messages, and the relationship between sender and recipient to assign an overall quality score to your outreach. The higher your Message Score, the better your chance at a reply.

- **Send at best time**: Lean on Entelo to supply you with the send time that is the most likely to yield the highest open rate for your recipients.

> When training new recruiters and sourcers, it can be difficult to review every message that goes out. Having a tool that automatically understands the best practices for engaging with candidates and can give feedback to your team in real-time is hugely helpful. With Outreach Insights, I can be sure that every message sent to a candidate has the highest likelihood of success.

Erica Waichman
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Formation