

OPTIMISING OUTBOUND MARKETING IN H2 2026

The Super Benji Outbound Marketing Playbook

Outbound marketing remains the most efficient and effective tool we have to help grow businesses. We've analysed thousands of Super Benji's personalised sales conversations from H1 2026.

Here's what they teach us about outbound marketing, and how we can optimise outbound marketing in the year ahead.

**Super Benji Data Analysis ·
Jan - June 2026 · Prepared
for outbound & growth teams**



Introduction

At Super Benji, we believe salespeople are the real heroes of business. When they do their job well, everyone else keeps theirs. That belief is the whole reason Benji exists.

AI has promised a lot in sales, and mostly delivered more noise: more emails, more automation, more spam. We built Benji to do the opposite: make outbound more relational, more human, and a lot less painful, for the person sending it and the person receiving it.

Over the past six months, Benji has had thousands of these more human conversations on our customers' behalf...finding the right prospect, researching them properly, and writing something worth replying to. The results are amazing, typically 100X better than the industry average, and several times higher than what we've seen from any of our competitors. Currently, our the average reply rate across our data is 10.5%, with some campaigns clearing 20%+, simply by being more relevant and less generic.

While we're incredibly proud of the results we're already generating after just a short time in market, we're constantly looking to do better.

This report shares what that data taught us, not just about Benji, but about outbound as a craft. We're publishing it because we want to help salespeople grow, whether or not you ever use our product.

If something in here helps you land a few more replies this week, we've done our job, and we'd genuinely love to hear how you get on.



How Super Benji Works and Where the Levers Are

Benji finds the prospect, researches them, and writes a personalised message – fully automated. Every step below is also a dial you can turn.



01 .Find

Targeting rules decide who Benji reaches: industry, size, seniority, signals.



02. Research

Benji deep researches each prospect to build the “why now” context that makes the message relevant.



03. Write

Style, length and channel settings shape how that context becomes a message.

The baseline, across all Super Benji outreach conversations

10.5%

average reply rate

66.9%

of replies lead to a positive next step

36.0%

of replies are immediately positive

0.13%

unsubscribe rate

The rest of this playbook is about moving those numbers, principle by principle.

SUMMARY

Seven principles, one dataset.

Across thousands of Super Benji conversations, seven patterns kept repeating. Here they are summarised, with full details in the pages below

Principle	What we found	Key number
1. Relevance	Reply rate swings 20x based on how relevant and interesting the offering is.	23.5% vs 1.2%
2. Message style	Relational or Big Idea beats Direct 5x for consultancies; Direct wins for product & publisher plays.	5X
3. Length	Messages of 51–100 words drive the highest “very positive” reply rate.	5.6%
4. Follow-up	Over half of positive replies come from the follow-up sequence, not message one.	59.2%
5. Channel & familiarity	LinkedIn replies at 2x email's rate, but email still carries most of the volume.	74.5% via email
6. Seniority	Partners & founders reply at roughly 4x the rate of Managers.	20.2% vs 5.1%
7. Company size	Reply rates fall steadily as company size grows – smaller, more agile orgs reply fastest.	19.1% - 4.7%



1

Don't optimise your pitch. Optimise your relevance.

EVIDENCE

Reply rates by range from 23.5% (publishers seeking advertorial clients) and 17.5% (events seeking sponsors) down to just 1.2% for a standard product in a crowded market, a 20x gap driven entirely by relevance, not writing quality.

WHY IT MATTERS

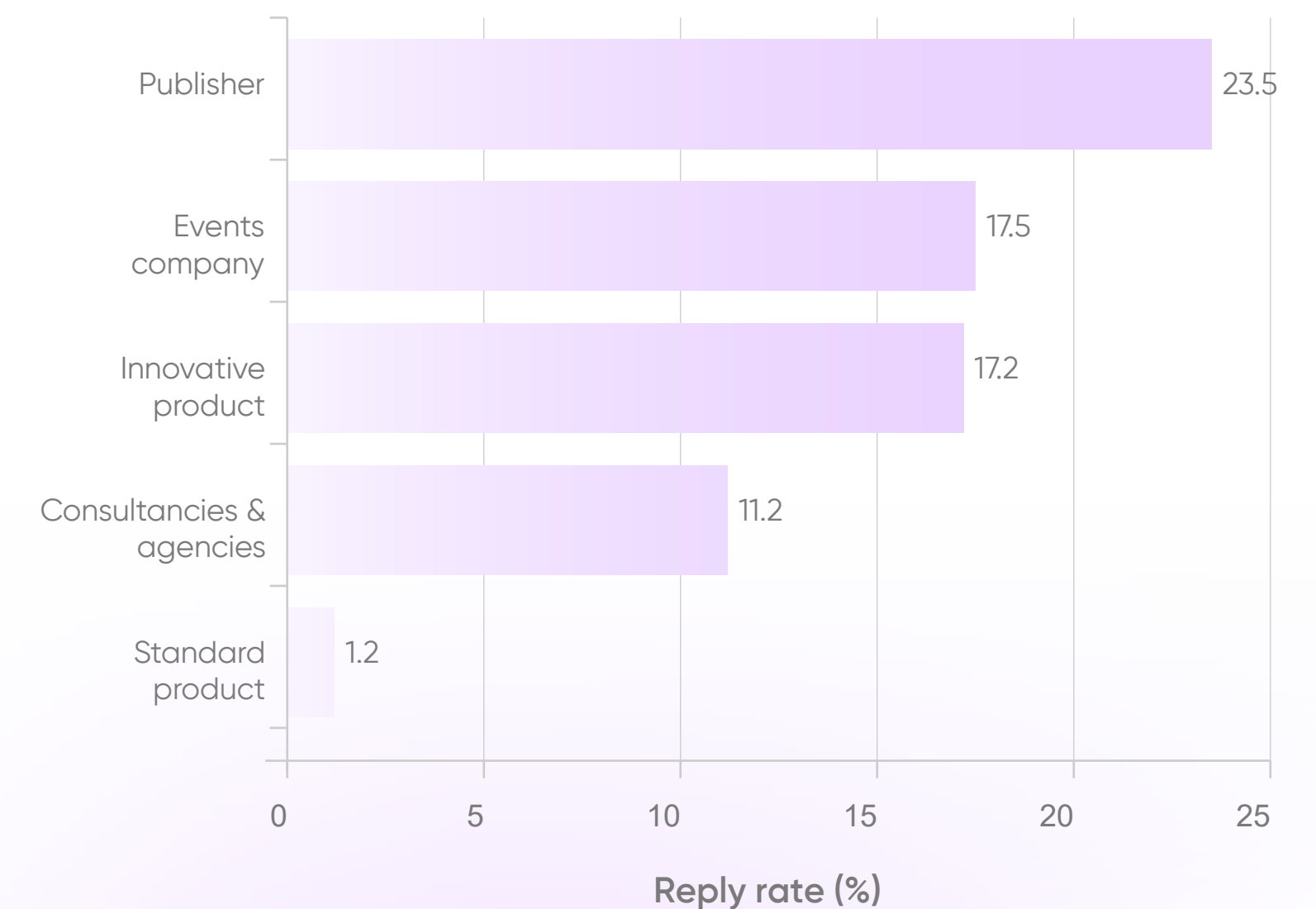
Most teams spend weeks polishing copy. Very few spend time asking "why would this person want to hear from us today?" Thinking about how can you be relevant, rather than how do you position your product is where the real gain is.



TRY THIS IN SUPER BENJI

- Set Benji's targeting trigger to timely signals (funding, hiring, launches) – not just firmographics.
- Feed Benji's research brief with "why now" context, not just company background.
- Before sending, ask: would I reply if I received this?
- This isn't a publisher-only lesson – every business has a "why now" if you look for it.

Reply rate by opening angle (%)



2

There's no universal outbound style, but there is a style that fits your market.

EVIDENCE

Benji currently offers three overarching approaches:

Direct approaches: This is the most common approach, where the message directly pitches a product, although in a very nice way

Big Idea: this is where Benji brainstorms a big idea for how a consultancy could help a company, and shares this idea with the prospect.

Relational approach: This is where we lead with an invitation to an event or opportunity that isn't a direct product pitch.

Different approaches work better in different industries. For example, when it comes to consultancies and agencies, a relational approach, or brainstorming a big idea to pitch to a client typically generates 5X the positive replies that a direct campaign generates.

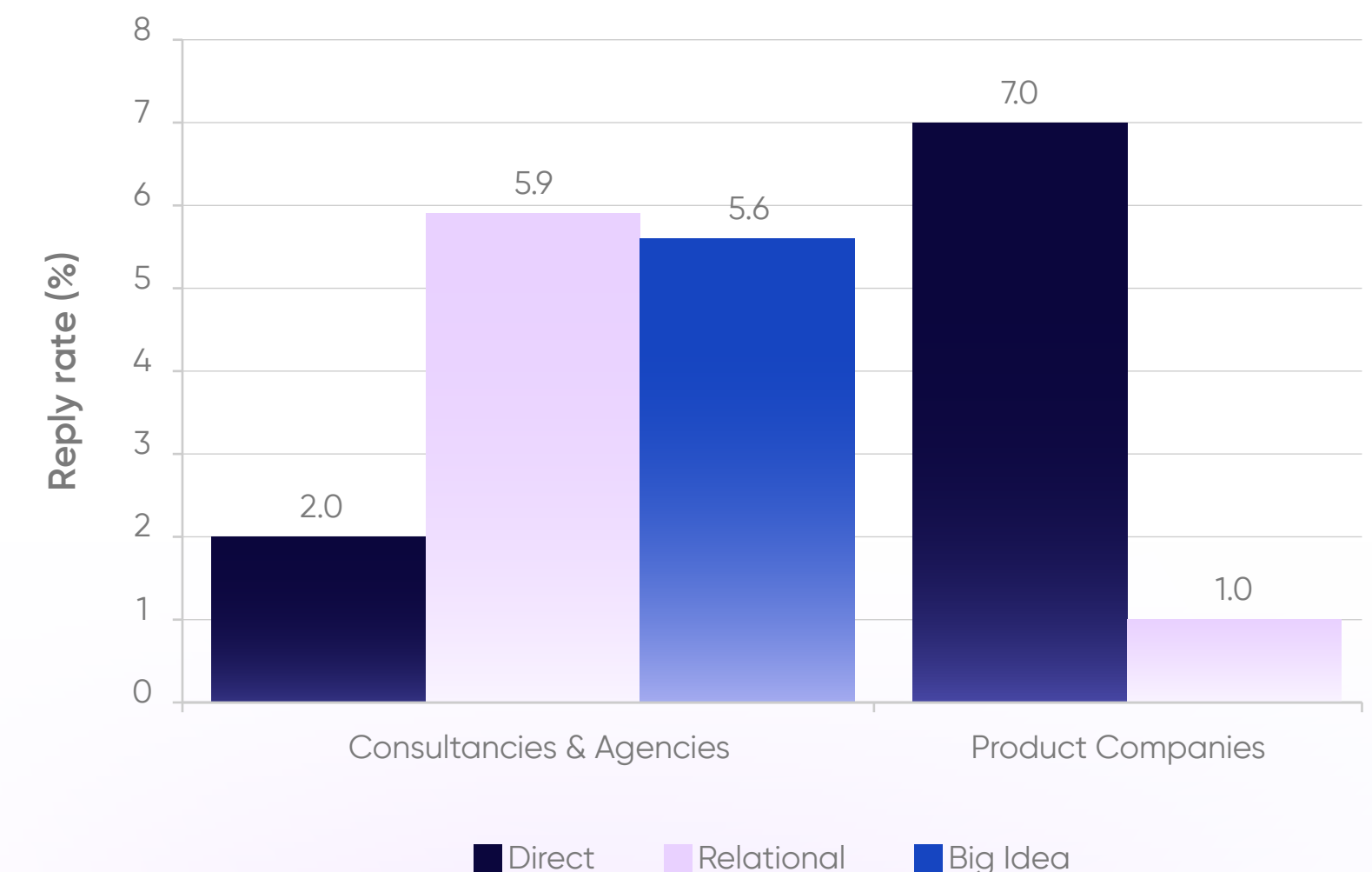
WHY IT MATTERS

Copying whatever style worked for someone else usually fails. The better question is: what buying behaviour exists in my market?

TRY THIS IN SUPER BENJI

- Segment you're going after, and the product or service you're promoting.
- Publisher or events business? Lock Benji to Direct, the data says it's the only style you need.
- Consultancy in a networking-heavy sector? Test Relational first; technical sector? Test Direct first.
- Run multiple approaches in parallel and double down on the winner, you might be surprised by the approach that works best for you.

Reply rate by industry and style (%)



3

Shorter messages work because they remove friction, not because people dislike reading.

EVIDENCE

Messages with 51–100 words generate the highest “very positive” reply rate (5.6%), roughly 3x the rate of messages over 130 words (1.7%). The sweet spot is 400–600 characters across 1–2 paragraphs.

WHY IT MATTERS

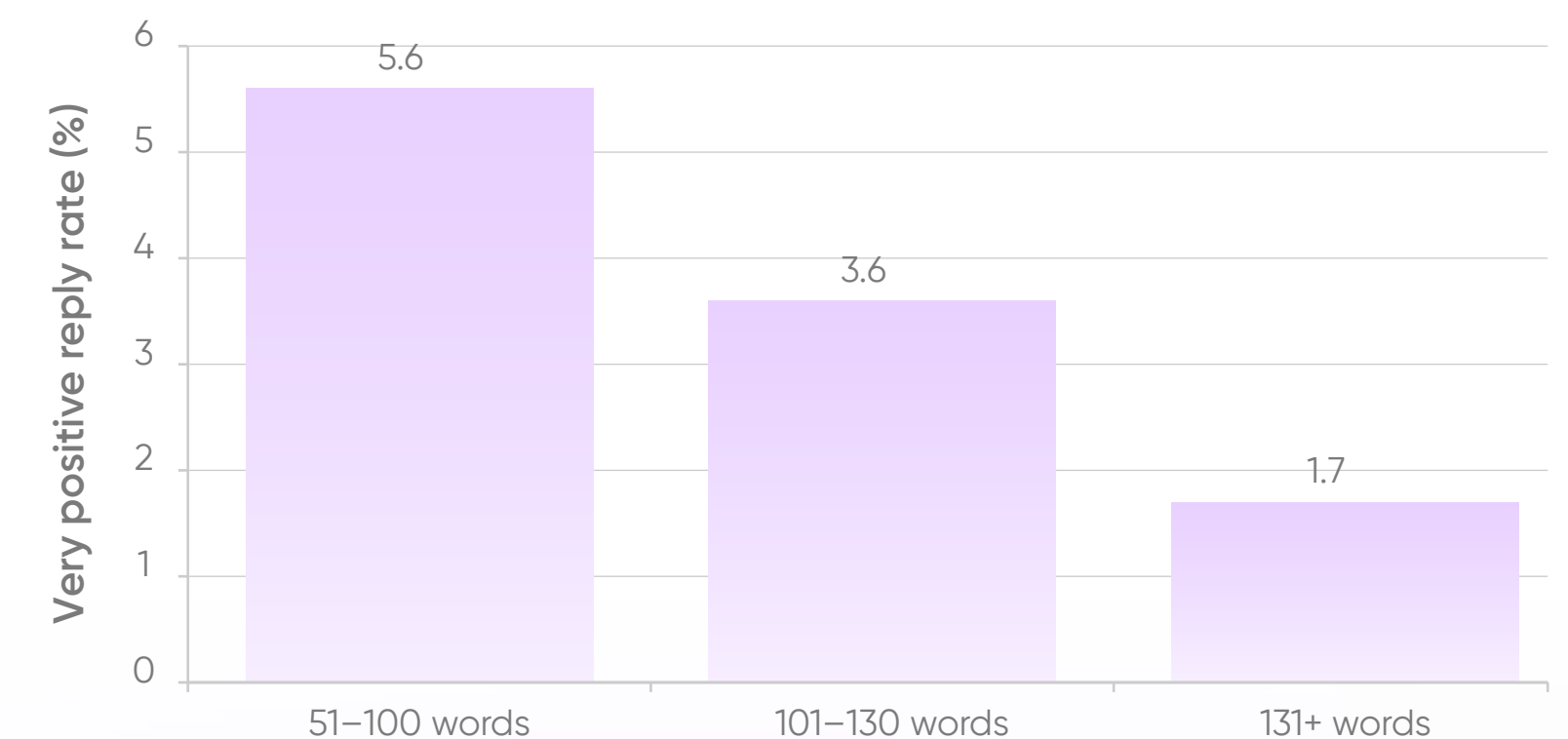
Executives aren’t avoiding long emails – they’re avoiding unnecessary effort. Every sentence should increase relevance, build credibility, or create curiosity. If it doesn’t, cut it.



TRY THIS IN SUPER BENJI

- Keep the messages simple, focused and to the point
- Cap message length around 100 words / 400–600 characters / 1–2 paragraphs.
- Review the examples: does every line increase relevance, credibility or curiosity?
- Don’t go below ~50 words as some thoughtfulness still needs room to land.

Very positive reply rate by word count (%)



4

PRINCIPLE 4 • FOLLOW-UP

Most conversations start after most salespeople have already given up.

EVIDENCE

While the first message drives the most replies of any single touch, over half of all positive replies come from the follow-up sequence. On LinkedIn, the first follow-up after connecting actually out-converts every other step, at 26.6%, although average replies on the subsequent stages still remain high at 21% for the second and third messages, dropping to 16% for the fourth. Furthermore, despite concerns that recipients might get annoyed with follow-ups, we're still seeing positive replies (rather than negative replies) coming through strongly in the third and fourth sequence. The key is to ensure the follow-ups bring fresh insights or more detail, rather than a simple 'reply to my message'. Benji does this naturally.

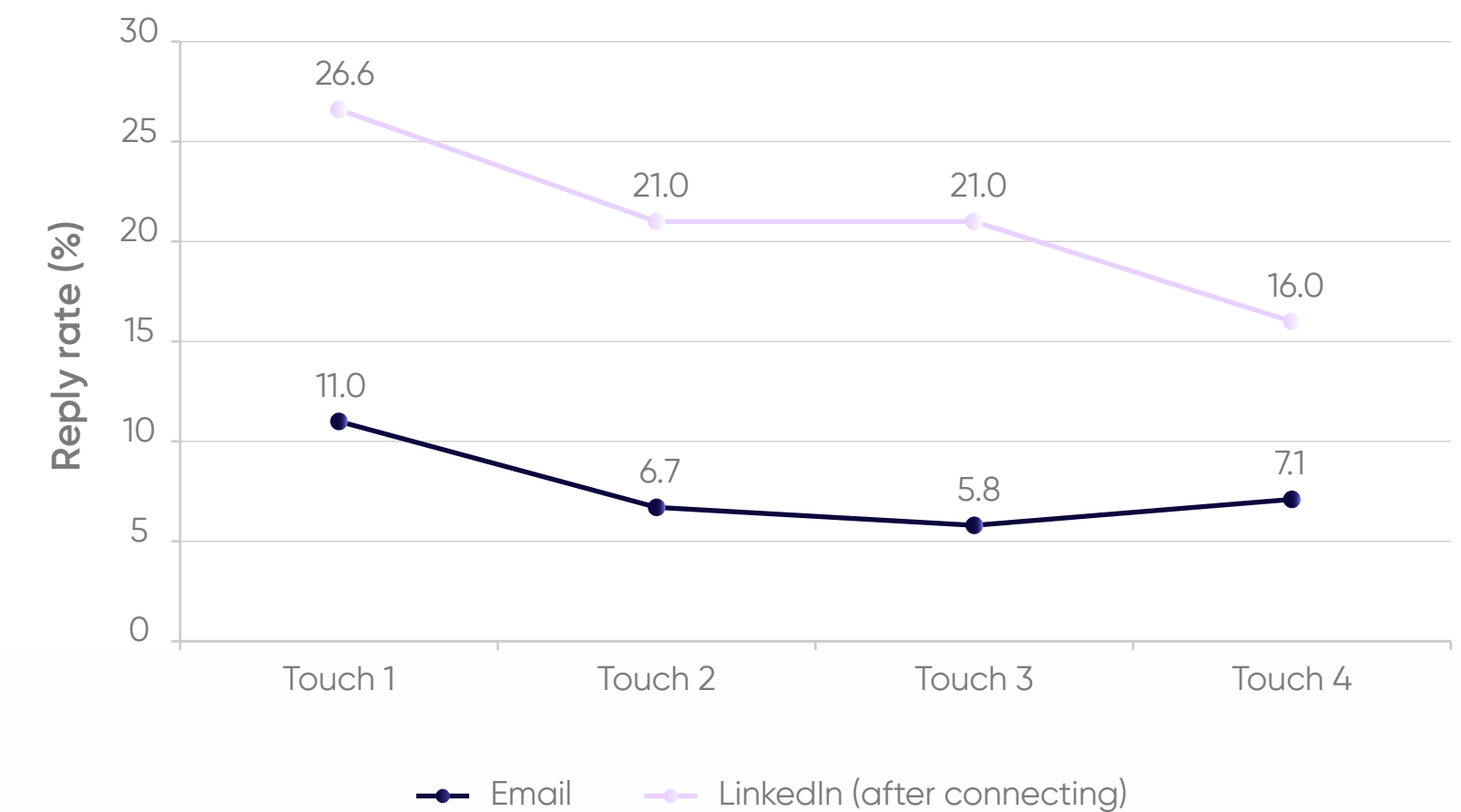
WHY IT MATTERS

People are busy, silence doesn't mean disinterest. Treat a sequence as one evolving conversation, not unrelated nudges.

TRY THIS IN SUPER BENJI

- See how Benji's four step email and four-step linkedin sequences can work for you.
- Ensure every follow-up has a new angle, never "just checking in."
- Ask: if a prospect read all four messages together, would they learn something new each time?
- Don't cut sequences short after touch 2 or 3, the data shows you'd be quitting before it works.

Reply rate by touch number, Email vs LinkedIn (%)



5

People respond more once they recognise you.

EVIDENCE

We’re seeing campaigns that use both email and LinkedIn simultaneously generate a higher reply rate than campaigns who use email or linkedin only, there’s an element of ‘1+1 = 3’, where the visibility and familiarity we build through a multi-touch campaign results in more trust, and more replies.

While we’re seeing a hugely positive reply rate from LinkedIn messages at 26%, LinkedIn actually only makes up just over 25% of our total replies, because LinkedIn requires a connection first. Email allows for greater volume, and therefore greater replies, despite having a lower reply rate at 11%.

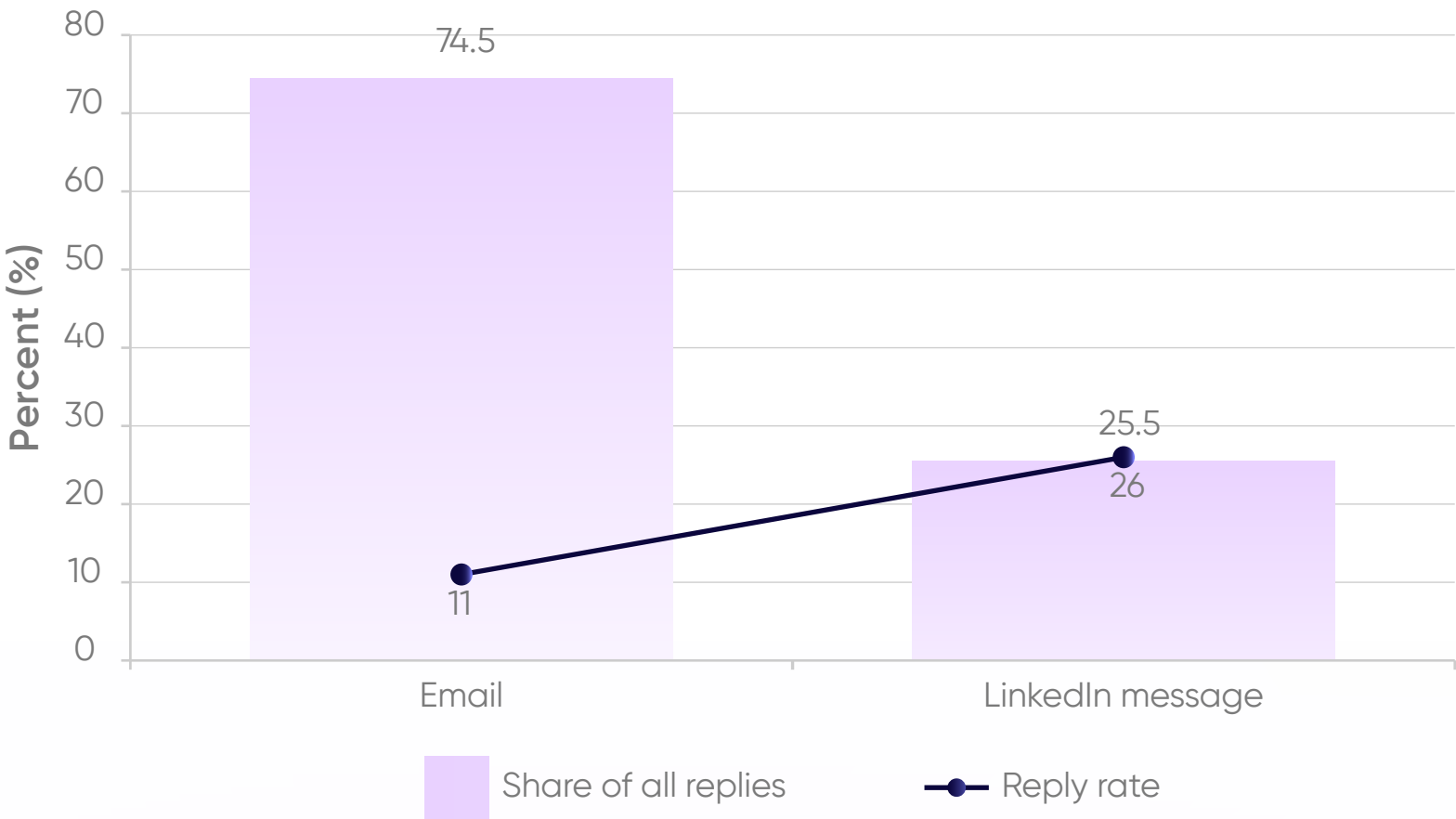
WHY IT MATTERS

Buyers don’t evaluate a message in isolation, they evaluate familiarity & trust. Increased visibility results in increased trust, resulting in higher positive reply rates.

TRY THIS IN SUPER BENJI

- Turn on Benji’s connect-then-message sequencing on LinkedIn rather than email-only outreach.
- Where possible, let Benji (or the rep) engage, comment and like posts throughout the campaign
- Don’t make the first interaction the sales pitch, build visibility and trust first

Which channel drives replies? Email or LinkedIn?





Senior decision-makers are more approachable than most salespeople assume.

EVIDENCE

We're often asked 'should we go after more junior people, and work our way up', and the evidence actually points in the opposite direction. Partners & founders reply at 20.2%, more than double the rate of Managers (5.1%). And while the CEO or partner might be too senior, we're also seeing strong results from those who are the decision-maker for your service, or even one-level above, with Specialist and Head-level contacts generating a strong 11% reply rate, comfortably ahead of Manager-level.

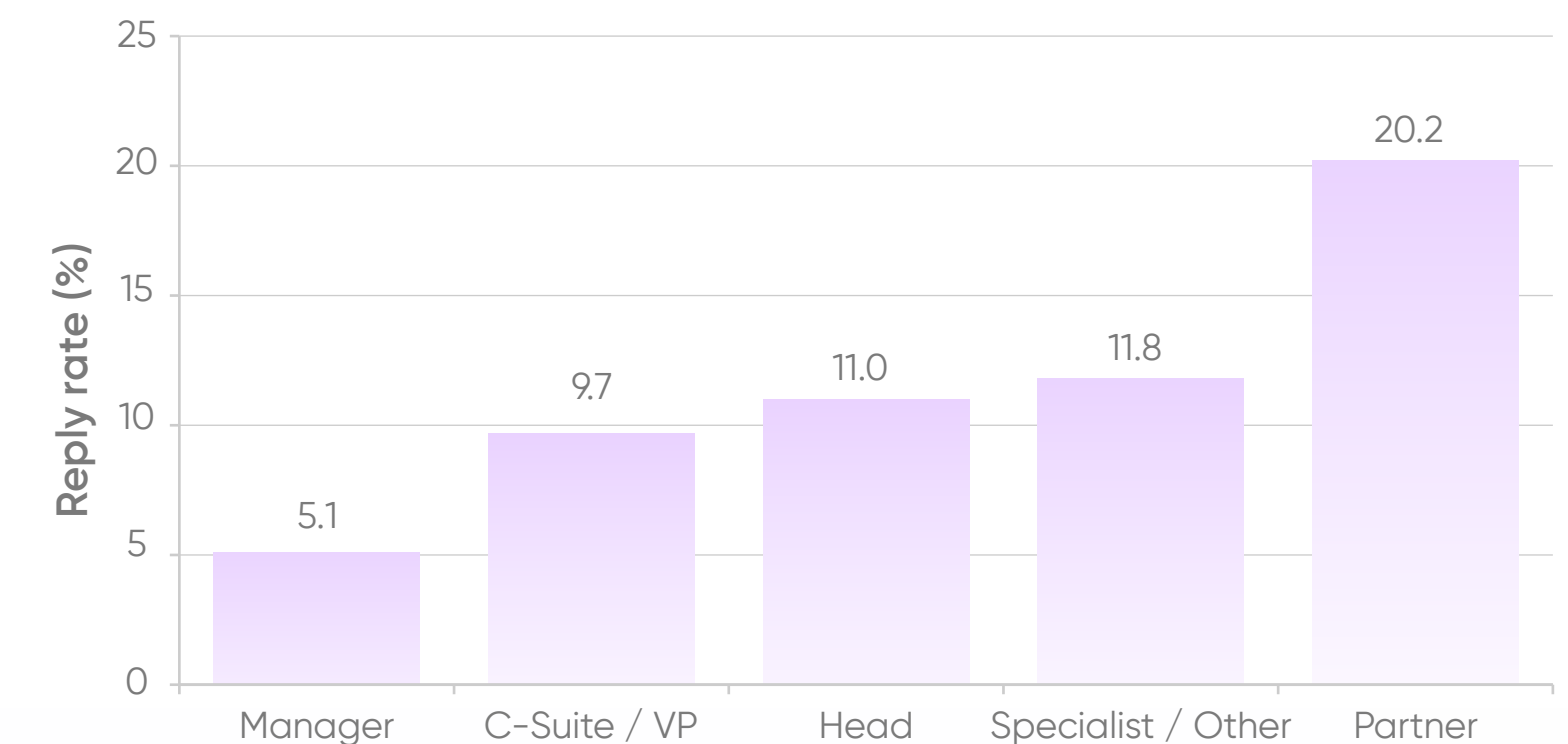
WHY IT MATTERS

The most senior, commercially accountable people consistently outperform middle management. If a message isn't working, the fix is usually optimising the offer or invitation, not going lower on seniority.

TRY THIS IN SUPER BENJI

- Raise Benji's target-seniority filter, don't default to mid-management to feel "safe."
- Make sure your offering or invitation is sharp enough to earn a senior read.
- If reply rates dip, improve the message, don't lower the target.
- Ask: would this genuinely interest the most senior person in the room?

Reply rate by seniority (%)



7

As organisations grow, consensus becomes your biggest competitor.

EVIDENCE

Whale-fishing to a sales person sounds fun, but it’s harder to generate replies. Reply rates fall steadily as company size rises, from 19.1% at 1–10 employees to 4.7% at 5,000+. Larger companies don’t reject outreach more; they simply decide differently, and more slowly.

WHY IT MATTERS

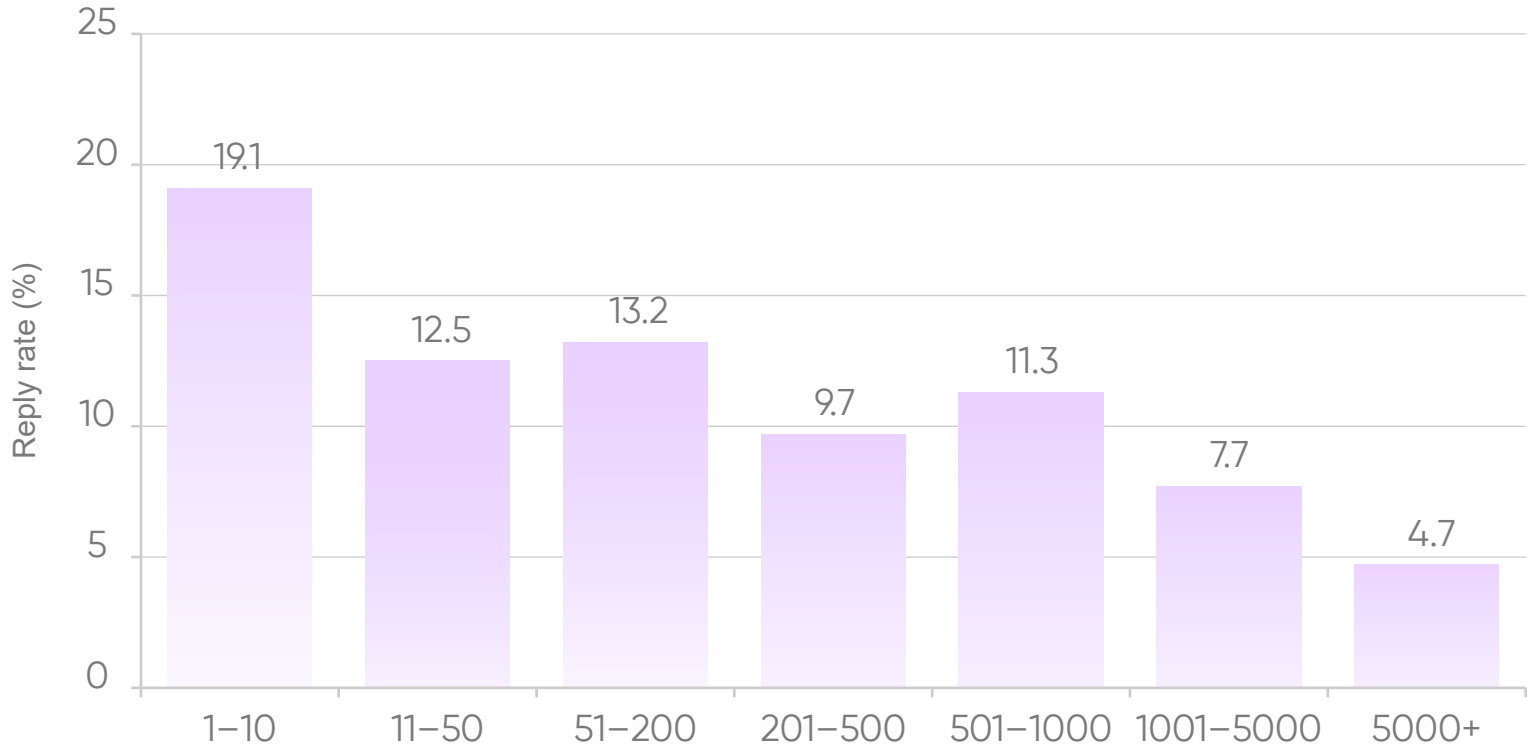
If you’re looking for quick wins and more replies, think about starting with an offering that works for smaller, more agile organisations. Bigger deals need more proof, more patience, and more stakeholders in the loop.



TRY THIS IN SUPER BENJI

- Consider starting with a focus on smaller organisations, and then work your way up.
- For enterprise targets, reach out to multiple people in the organisation simultaneously and expect lower replies and slower decisions.
- For SMB targets, keep messages tighter as decisions come faster, so don't over-engineer them.

Reply rate by company size, employees (%)



H2 2026 ACTION PLAN

Seven moves for the second half of 2026

Here's one simple action you can take to optimise your outbound this year. Pick them off month by month, or put them all to work at once.

1. RELEVANCE:

Think about ways to optimise your product and offering to make it more relevant and interesting to prospects. Relevance generates replies.

2. MESSAGE STYLE:

Looking for more replies, try a different messaging approach. Direct, Relational or our Big Idea approach can work well in different contexts, see which style works best to engage your target audience.

3. LENGTH:

Trim every campaign to ~100 words / 400–600 characters across 1–2 paragraphs.

4. FOLLOW-UP:

Run the full four-step email and four-step LinkedIn sequence, don't stop after touch two.

5. CHANNEL:

Turn on connect-then-message sequencing on LinkedIn for every active campaign.

6. SENIORITY:

Raise your target-seniority filter, stop defaulting to mid-management to feel "safe."

7. COMPANY SIZE:

Think about starting small on company size, secure some quick wins, then start moving up to larger organisations.

Start with #1. Track your reply rate against the 10.5% baseline. Then move to the next.

