

Mastering Cold Email Outreach

For SaaS Startups





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What is Cold Email Outreach?



Cold email outreach is when an email is sent to someone who has never been contacted before, typically for professional reasons — like pitching a product, proposing a collaboration, or trying to land a job or client.

It's essentially the business version of sliding into someone's DMs, but with proper grammar and a game plan.

The main goals are:

- **Build relationships:** Lay the groundwork for future collaboration or trust.
- **Get a reply or meeting:** Encourage a response or schedule a call to discuss further.
- **Make a sale or pitch an idea:** Present an offer or solution in a compelling way.

Cold outreach is all about making the first move — confidently, respectfully, and with a clear purpose.



Common Issues with Cold Emails

↳ Cold email outreach remains one of the most powerful and cost-effective channels for newly launched SaaS companies to drive awareness, build connections, and close deals.

Despite the rise of social selling and inbound marketing, a well-written cold email strategy can cut through the noise and deliver personalized value directly to your ideal audience.

But here's what my clients often say to me—most of their cold emails fail.

- **poor targeting**
- **lack of personalization**
- **generic pitches**
- **technical mistakes**

lead to low deliverability,
low open and response rate





Does Cold Email Outreach still work for SaaS?



↘ The short answer: Yes. But only when done right.

Cold email is often criticized because of its association with spammy, low-quality outreach.

But for SaaS founders, it remains an effective way to validate product-market fit, gather feedback, and acquire early customers.

Here's why it works:

- **Direct Access to Decision-Makers:** A thoughtfully written email can land directly in a potential buyer's inbox without waiting for them to stumble across your content or ads.
- **Personalization Opportunities:** With the right tools, you can tailor outreach to specific pain points and needs.
- **Scalability:** Cold email campaigns can scale quickly with automation while retaining a personalized touch.



Dos and Don'ts in Cold Email Outreach



DO

- **Clean your database** – Outdated, irrelevant contacts will kill your deliverability.
- **Research your prospects thoroughly:** Understand their business, pain points, and goals.
- **Warm up your emails** – Sending bulk emails from a cold domain? Straight to spam.
- **Keep it short and simple:** Emails under 90 words tend to perform best.
- **Provide clear value:** Focus on how your SaaS can solve their problem.
- **End with one clear CTA:** Ask for a quick call, a product demo, or feedback.



DON'T

- **Overload with information:** Avoid long-winded paragraphs or multiple links.
- **Use your main domain:** Instead set up a similar domain (e.g., if your main domain is [company.com](#), use [companyhq.com](#) or [company-mail.com](#)) and warm it up properly before sending outreach emails.
- **Avoid spam trigger words:** Words like “promo,” “last chance,” “discount,” and “offer” raise red flags.
- **Limit links to almost 0:** Links (especially to low-authority sites) = spam folder.



5 Templates You Should Try





Template 1

- ↘ Identify the pain points of your potential client and present your solutions.

New message – ↗ ✕

Subject Struggling with [specific issue]?

Hi [Name],

I noticed that [Company] is growing fast—congrats!

Often with growth comes [problem].

Our tool helps companies like yours solve this by [solution].

Would you be open to a quick chat to see if this aligns with your current needs?

Best, [Your Name]

Send ▾ A 📎 🔗 😊 📷 🔒 ✍️ ⋮ 🗑️



Template 2

↘ Show your value and how it can affect your potential client's services.

New message – ↗ ✕

Subject [Company] + [Your SaaS] = Growth

Hi [Name],

I found a [resource/strategy] that I thought you'd find helpful: [link].

Also, we help companies like yours with [value proposition].

Worth exploring?

Best, [Your Name]

Send ⌵ A 📎 🔗 😊 📷 🔒 ✍️ ⋮ 🗑️



Template 3

↘ Share testimonials of similar companies to gain trust of your potential client.

New message – ↗ ✕

Subject See how [similar company] solved [problem]

Hi [Name],

[Similar Company] used our platform to achieve [result].

Given your role at [Company], I thought this could be valuable for you too.

Would love to share a quick case study, would you be interested?

Best, [Your Name]

Send ▾ A 📎 🔗 😊 📄 🔒 ✍️ ⋮ 🗑️



Template 4

↘ Ask feedback from your potential client to later share your demo version.

New message – ↗ ✕

Subject Would love your feedback, [Name]

Hi [Name],

We're building [SaaS Product] to solve [problem].

Given your expertise, I'd love your honest feedback.

Could I send over a quick demo for your thoughts?

Best, [Your Name]

Send ▾ A 📎 🔗 😊 📷 🔒 ✍️ ⋮ 🗑️



Template 5

↘ Ask your potential client directly if they have a need for your product.

New message – ↗ ✕

Subject Quick question for you

Hi [Name],

Are you currently exploring solutions for [problem]?

Our SaaS helps businesses like yours achieve [result].

Would it make sense to discuss?

Best, [Your Name]

Send ▾ A 📎 🔗 😊 📷 🔒 ✍️ ⋮ 🗑️



3 Tools for Cold Email Outreach

Tools to help you scale and personalize your cold outreach, book more meetings, and keep your emails out of spam—so you can grow faster and smarter.

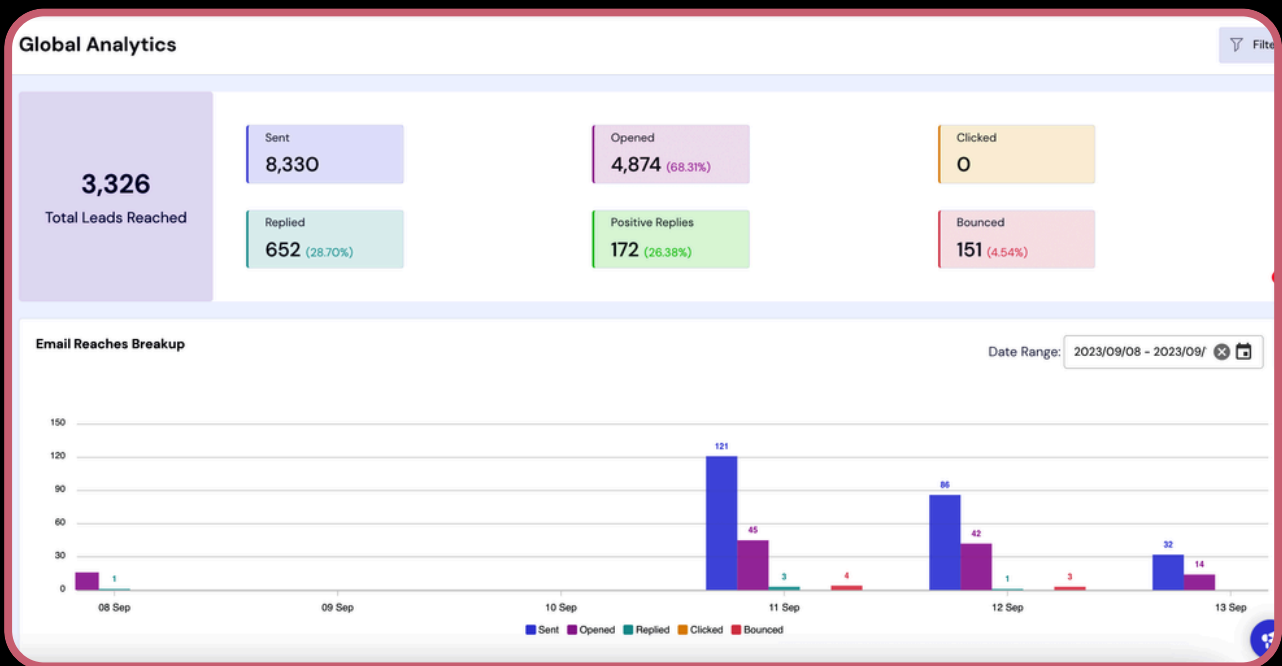




1 Smartlead

For: SaaS startups scaling outbound with volume

A powerhouse for automated outreach. It handles thousands of emails with smart inbox rotation, warm-up, and AI personalization. Ideal if you're growing fast and need a tool that can scale with you.

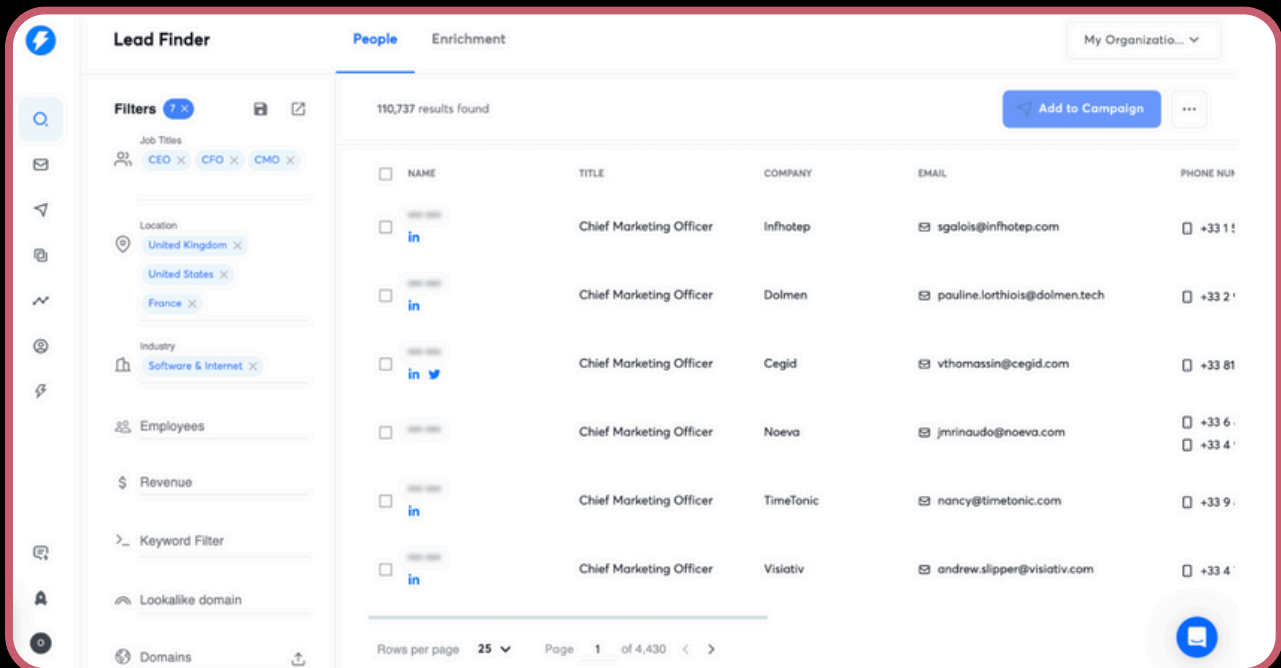




2 Instantly

For: SaaS startups who need consistent demos

Instantly combines multichannel outreach, automation, and a clean interface designed to move fast. With Unibox, you can manage multiple inboxes under one roof — no chaos, just clarity. It offers high deliverability, a native lead database, and even a lightweight CRM to keep your pipeline flowing. Easy to use and fast to launch, it's perfect for lean teams scaling outbound.

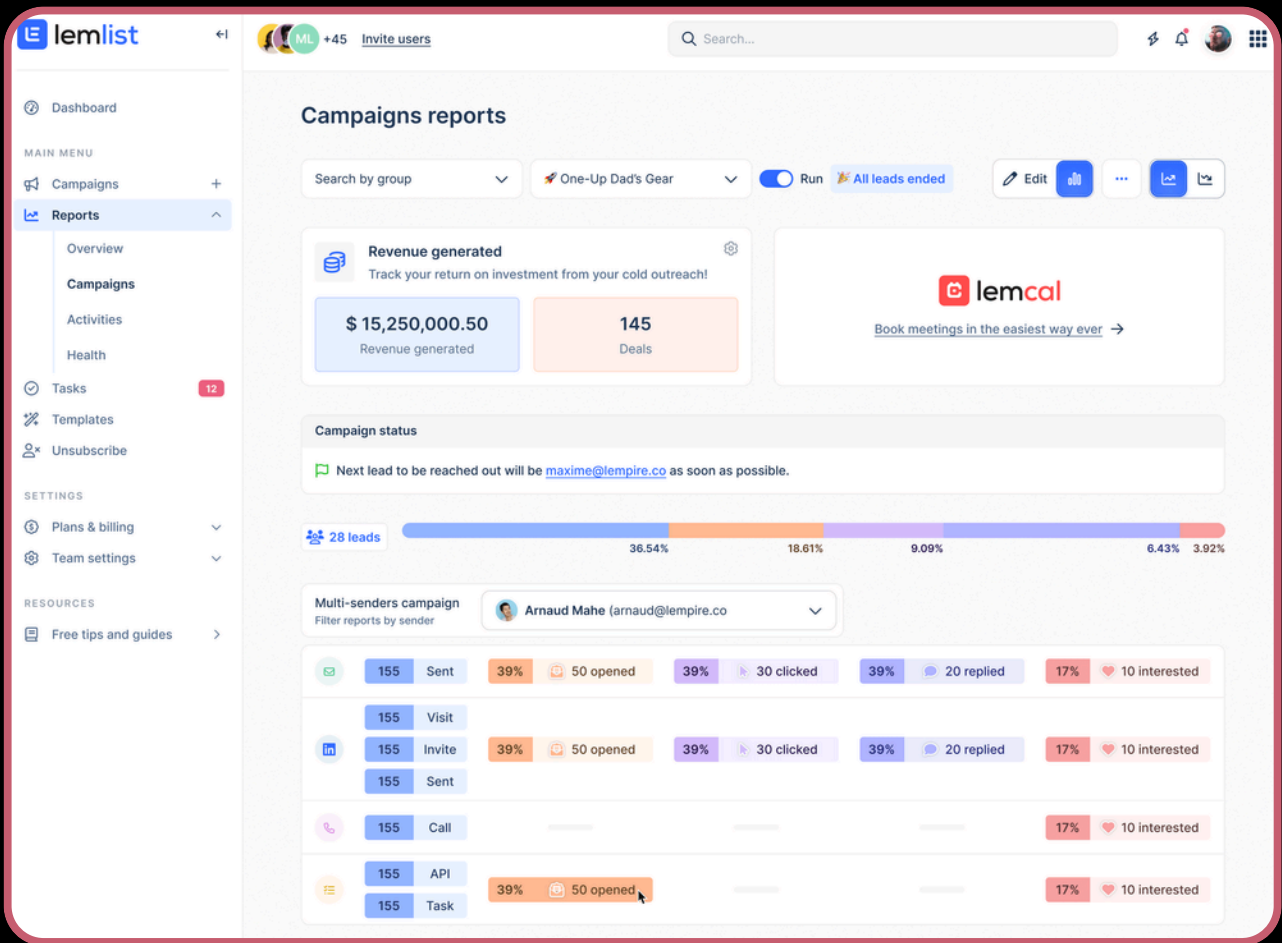




3 LemList

For: SaaS startups who want to stand out

Adds creative flair to cold emails—dynamic images, video, custom landing pages. Built-in deliverability tools keep you in the inbox. A great pick if your ICP is getting tons of outreach and you need to break through the noise.





Main Metrics to Evaluate Success





Traditional Metrics You Shouldn't Focus On Anymore!

Open Rate: Open rates aren't as reliable as they used to be, as email providers like Gmail now block tracking pixels, making open rate data less accurate. As a result, many email tools have stopped prioritizing or displaying this metric altogether.

CTR: Some inboxes use bots to open emails and click links as a safety measure. These interactions are mistakenly counted as opens or clicks, even when the recipient hasn't engaged with the email. That's why tracking CTR is not relevant anymore



Metrics You Should Importantly Track!

Response Rate: The percentage of recipients who replied to your email—no matter positive or negative.

Positive Response Rate: The percentage of recipients who showed genuine interest in your offer or took the desired action, such as agreeing to a demo or requesting more info.

Bounce Rate:

Soft Bounce is a temporary failure caused by issues like the recipient's inbox is full, a server problem occurred, the email exceeded the size limit, while **Hard Bounce** is a permanent failure caused by sending to an invalid or non-existent email address, typos in the email address, addresses that are outdated or linked to closed accounts.

Hard bounces require immediate action to keep your sender reputation intact.

Lead to Demo Conversion Rate: Measures how many responses turn into calls or demos.

Demo to Customer Conversion Rate: Measures how many demos turned into a paying customer.

Customer Acquisition Cost (CAC): How much you spent to acquire each customer through cold outreach.

Lifetime Value (LTV): The total revenue a customer from cold email channel brings over their relationship with your company.



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