

Why are your cold emails getting no replies?

Separate delivery problems from audience, offer and follow-up problems. A diagnostic guide with a campaign review worksheet.

OUTREACH & CONVERSATIONS



A practical worksheet for the next account, campaign or conversation.

The problem

A campaign is quiet, so the team increases volume or changes several things without knowing what failed.

What it costs the team

Results become hard to interpret and the original delivery or audience problem can continue into the next campaign.

What you will have at the end

A written diagnosis, one controlled change and a review date.

01 / THE METHOD

How do you diagnose a campaign with few replies?

Check delivery and recipient quality first, then review whether the audience has a plausible use for the offer. Inspect the message and the next step you ask for. Compare replies and qualified opportunities within the same campaign cohort, and change one material element at a time.

1. Check delivery evidence

Review bounce codes, provider notices and authentication with the mailbox administrator. Check SPF, DKIM and the provider's current requirements. An accepted message is not evidence that it reached the inbox. Treat open tracking cautiously; privacy features and scanners can distort it.

2. Inspect the audience

Review sampled companies, current roles and field evidence. A deliverable address at a company that cannot use the offer is still a targeting problem. Compare a coherent segment rather than mixing several business types.

3. Read the offer as the recipient

State the problem and why it could matter to this specific role. Remove unverified claims about their business. Ask for a small, clear next step. A large meeting request may ask too much before relevance is established.

4. Use replies to choose the experiment

Classify useful replies separately from automatic replies. Record objections, referrals and later requests. Change the audience, offer or ask deliberately, retain the original version and set a review date before comparing results.

02 / PUT IT TO WORK

Worked example: a broad hospitality campaign

A supplier sends one message to restaurants, hotels and takeaway operators. The review finds different decision roles and needs across that audience. It first narrows the next cohort to independent dine-in venues within its service area, then uses one relevant process question. It does not conclude that a new subject line caused any later difference until the cohort and delivery evidence have been checked.

Questions to work through

Delivery	What do bounce codes and the mailbox provider actually show?
Audience	Which sampled companies and roles can use this offer?
Offer	What problem is named, and why could it matter to this role?
Next step	Can the recipient answer the question without a long meeting?

Before you use it

- Automatic replies are not counted as interested buyers.
- Each rate has a stated denominator.
- The next test changes one material assumption.
- A stop or opt-out request is recorded and applied.

These examples are illustrative. They are not customer results or recommended performance benchmarks.

03 / YOUR WORKSHEET

Apply it to your next piece of work

Use the editable worksheet in this download, or write your answers here. Keep facts, decisions and unresolved questions visible.

Campaign cohort and date range

Unique accounts contacted

Delivery issues and evidence

Audience sample findings

Human replies and reply categories

Qualified opportunities from the same cohort

Single change to test

Owner and review date

Sources and further reading

[Google: email sender guidelines](#). Check the current authentication and delivery requirements with your mailbox provider.

[Salesforce: State of Sales 2026](#). Sales operations research provides context for data quality and AI adoption. No industry conversion benchmark is assumed here.

Use the same work in Adapt

Keep the company context and the next step together as the team moves from research into a conversation.

[Keep campaigns and replies in Adapt](#)