

SequenceScore — Cold Email Sequence Audit

ReplyScore: 58/100 (grade C) | Emails: 1

Audit ID: 4d193baac11a Created: 2026-08-23T22:22:42+00:00

Dimension scores

Subject line: 5/15

Hook (opening lines): 15/15

Personalization: 12/15

Offer / CTA: 6/15

Length & scannability: 3/12

Spam-trigger words: 15/18

Compliance & deliverability: 2/10

Priority fixes

- [Subject line] Email 1 subject is very short — add a specific reason to open (outcome + hook, not just a greeting).
- [Subject line] Most subjects are either too long or too vague — aim for 3–9 words that state the outcome or the hook.
- [Length & scannability] Email 1 is 38 words — lean is good but too thin can read as a template; add one specific detail or the offer.
- [Length & scannability] A single email rarely gets a reply — sequences of 3–6 touchpoints convert best (most replies land on follow-ups).
- [Offer / CTA] Email 1 uses a weak CTA ("let me know / if you're interested") — give a specific low-friction next step with a reason to take it.
- [Offer / CTA] No clear offer/value proposition — the recipient should know within 5 seconds what's in it for them (a result, a resource, or a concrete outcome).
- [Compliance & deliverability] No opt-out/unsubscribe language found — CAN-SPAM requires a working opt-out in every email. Add one line (e.g. "Reply 'unsubscribe' and you'll never hear from me again.").
- [Compliance & deliverability] No physical postal address found — CAN-SPAM requires a valid physical address in every email. Add your city/state or PO Box line.
- [Personalization] Personalization is only the {{first_name}} token — the weakest form. Add one researched detail per email (their recent post, hiring, funding, product).
- [Spam-trigger words] Email 1 contains commonly flagged phrase(s): free — these increase promotions-folder risk.
- [Spam-trigger words] Reword with specifics instead.

Follow-up cadence

Step 1 — Day 0: A single email rarely converts — add 2–4 follow-ups at day 3, 7, 14.