



## L&D SaaS Case Study | OutboundHR

### Reaching CLOs and Training Managers: Cold Emailing That Works

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#### The Challenge

An L&D SaaS company had a great solution, but couldn't reach the people who mattered most—CLOs and Training Managers.

Main roadblocks:

- Emails were getting buried or ignored by senior L&D leaders
  - Messaging wasn't tailored to their unique KPIs (learning adoption, retention, ROI)
  - Struggled to balance personalization with scale
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#### The Solution

We built a cold email strategy specifically designed for time-starved L&D decision-makers:

- **Crafted sharp, insight-led messaging** that aligned with current L&D trends
  - **Used micro-personalization** to tailor emails based on company initiatives and learning goals
  - **Deployed short, high-value sequences** focused on credibility and outcomes
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#### The Results (in 30 Days)

- **Reply rates climbed to 25%**
  - **Booked meetings** with multiple Chief Learning Officers and senior Training Managers
  - **Generated high-quality leads** from Fortune 1000 and mid-market firms
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#### Why It Worked

We spoke their language and respected their time. By leading with relevance and clarity, we turned cold email into warm opportunity.

*Want results like this? Let's talk.*