



Passive Talent Platform Case Study | OutboundHR

Turning Passive Talent Tools Into Hot Prospects: A Cold Outreach Case Study

The Challenge

A platform that specialized in sourcing passive candidates needed to drive more top-of-funnel activity.

Biggest hurdles:

- Difficulty explaining the value prop quickly in cold outreach
 - Low reply rates from busy HR leaders
 - Inconsistent lead quality
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The Solution

We launched a cold outreach campaign focused on clarity, relevance, and precision:

- **Refined positioning** to highlight ROI and differentiation in the first sentence
 - **Laser-focused targeting** of Talent Acquisition Directors & Heads of Sourcing
 - **High-converting email copy** designed for skim-readers
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The Results (in 30 Days)

- **5 new opportunities** directly from cold outreach
 - **24% reply rate** from first-touch emails
 - **Better-fit prospects**, leading to higher conversion downstream
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Why It Worked

We didn't just send more emails — we sent better ones. By leading with sharp messaging and smart targeting, we turned cold prospects into warm pipeline, fast.

Want results like this? Let's talk.