



**EMAIL PROSPECTING:**

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# 3 Data-Influenced Best Practices That Drive Real Results

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## IN THIS EBOOK:

We'll share data around what behaviors set top performers apart from average ones and **what it means for your sales organization.**

**S**ellers today may be reaching more buyers than ever before, but prospecting at scale carries one major risk: drowning in a sea of sameness.

While technology has enabled sales teams to amplify their reach, the quality of their prospecting has suffered.

For buyers, the high volume of marketing and sales emails means a lot of noise in their inbox. Delete. Delete. Delete.

For sellers, standing out in ways that generate interest means putting engagement quality over lead quantity.

This can be a big shift for many sales teams, **but the data doesn't lie.**

In an analysis of 15 million sales emails and 120 million cadence-based interactions, we identified three non-negotiables for prospecting guaranteed to help your team break through the clutter.

# 1 Quantify Personalization

## Apply It From “Day One”

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**P**ersonalization is no longer optional. According to [research from Drift<sup>1</sup>](#), 54% of B2B buyers are frustrated by irrelevant ads, email, and content.

With the average buyer researching, evaluating, and making purchases across a growing number of channels, sellers that recognize and speak to their specific needs are the best poised to get to “yes” faster.

That’s not as daunting as it might sound. In fact, going from no email personalization to 25% in your “Day 1” email skyrockets reply rates to upwards of 300%.<sup>2</sup> Wow.



Going from no email personalization to 25% in your “Day 1” email **skyrockets** reply rates to upwards of

**300%**

## What 25% Personalization Actually Means

It's pretty simple: If your email is four sentences long, one sentence (usually the first) is personalized. If your email is eight sentences long, then two sentences are personalized. (Pro tip: we recommend the first and last sentences.)

It's not limited to outbound email, either. For inbound leads, reply rates from prospects increase from 11% to 17% when you personalize your Day 1 email to them by 15-20% (compared to zero personalization).<sup>2</sup>

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## Effect of Personalization on Prospect Sentiment

Think the increase in reply rate is just unsubscribers? Think again. In addition to reply rate, our analysis also looked at the effect of personalization on positive versus negative sentiment of those replies.<sup>3</sup>

Positive reply rate increases 4x when going from no personalization to 20% personalization. Positive sentiment in prospect replies continues to grow up to 30% personalization.

**Bottom line: Personalization works.**

# Bottom line: Personalization works.

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## 2 Use Multi-Touch, Multi-Channel Cadences For Outbound & Inbound Prospecting

**B**oth outbound and inbound work best when sales organizations take a omni-channel, multi-touch approach to prospecting.

That means creating Cadences that cover the full spectrum of the prospect experience, including email, calls, direct mail, social, video, etc.

Based on 120 million Cadence-based interactions, overall multi-channel Cadences have significantly higher prospect engagement than single-channel cadences.<sup>4</sup> Now let's break that down for outbound and inbound respectively:

- ✓ **Outbound:** multi-channel Cadences improve prospect engagement 4.7x<sup>4</sup>
- ✓ **Inbound:** multi-channel Cadences improve prospect engagement 3.2x<sup>4</sup>



Outbound multi-channel Cadences improve prospect engagement

**4.7x**

Inbound multi-channel Cadences improve prospect engagement

**3.2x**

## How Many Channels Are Enough?

**Three to four channels are ideal for outbound Cadences.** For inbound Cadences, three channels is considered “best practice.”

See for yourself: The chart to the right shows how prospect engagement improves by using multiple channels.

## How Is Prospect Engagement Defined?

To measure the effectiveness of different Cadences, “prospect engagement” is assigned a score, which is defined as a function of two metrics:

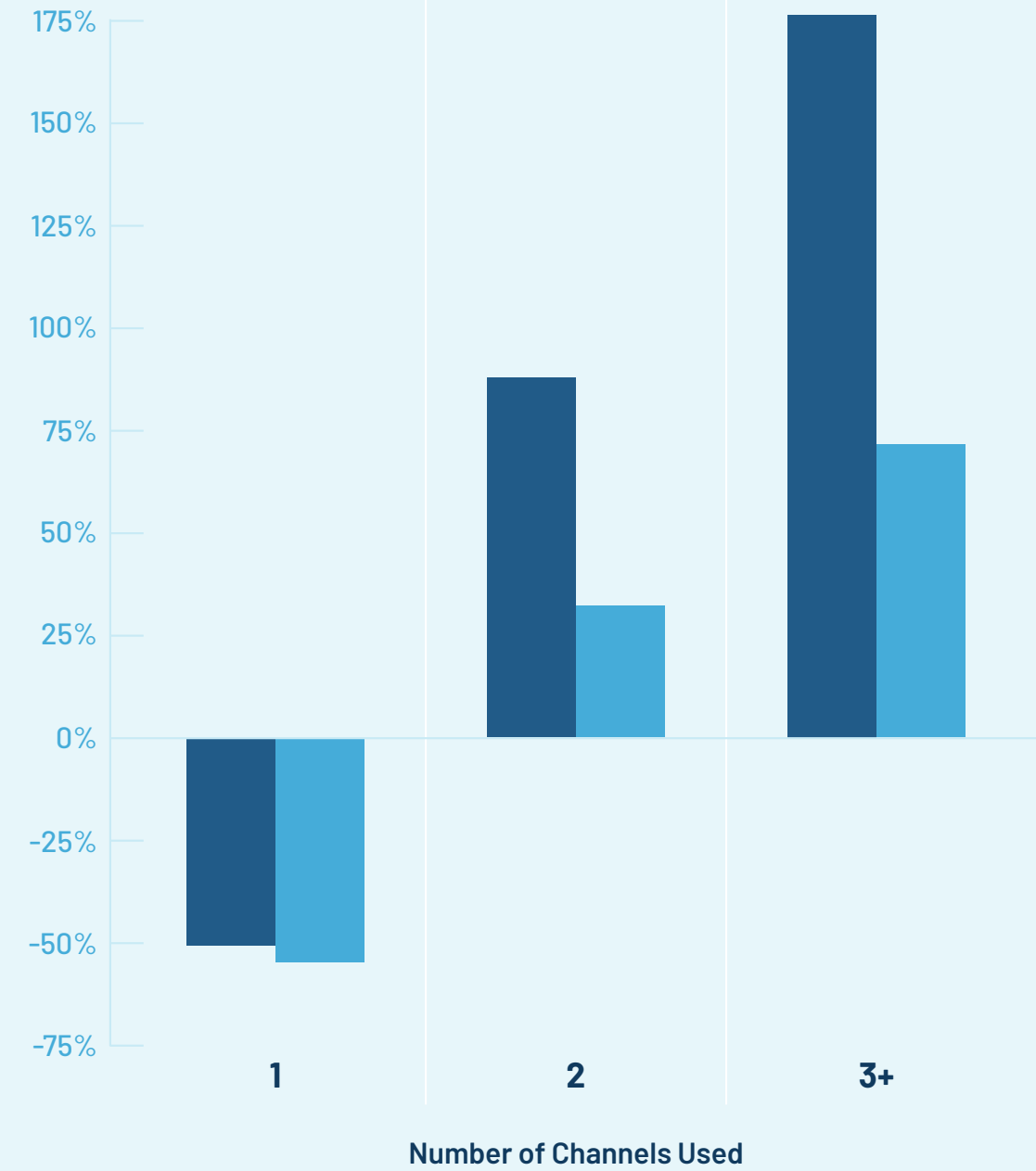
- ✓ **Call duration:** How long a prospect stays on a phone call with a rep
- ✓ **Email length:** How long a prospect’s email response is

The more time a prospect spends speaking to a rep or replying to an email, the more interested (and more likely to close) they are, thereby increasing the prospect engagement score.

## How Many Touches Does It Take?

**Including a double or triple tap in outbound Cadences more than triples prospect engagement (3.1x).**<sup>4</sup> For inbound Cadences, the effect is similar. Cadences that have double or triple taps perform 2.9x better than others when those touches occur within a single day.<sup>4</sup>

Percentage Lift in Prospect Engagement  
By Average Deal Size



■ Outbound Cadences  
■ Inbound Cadences

# 3 Balance Inbound Personalization With Speed and Brevity

It's not enough to reel prospects in. As any inbound SDR can confirm, an inbound lead isn't a sure thing. You still have to work to get that meeting.

So what's most likely to do the trick? Acting quickly, personalizing your communication, and keeping things brief – all at the same time.

## 3 Ingredients to Increase Inbound Responses

**Respond Quickly:** Calling a prospect within the first five minutes is 21 times more effective than waiting 30 minutes or more.<sup>5</sup>

**Personalize Your Emails:** Reply rates increase by 2.75x when you personalize your email response by 15% (compared to zero personalization).<sup>2</sup>

**Keep It Short:** Emails with fewer than 50 words get 2x more replies than emails with 100 words.<sup>6</sup>



## 3 INGREDIENTS TO INCREASE INBOUND RESPONSES

1 Respond Quickly

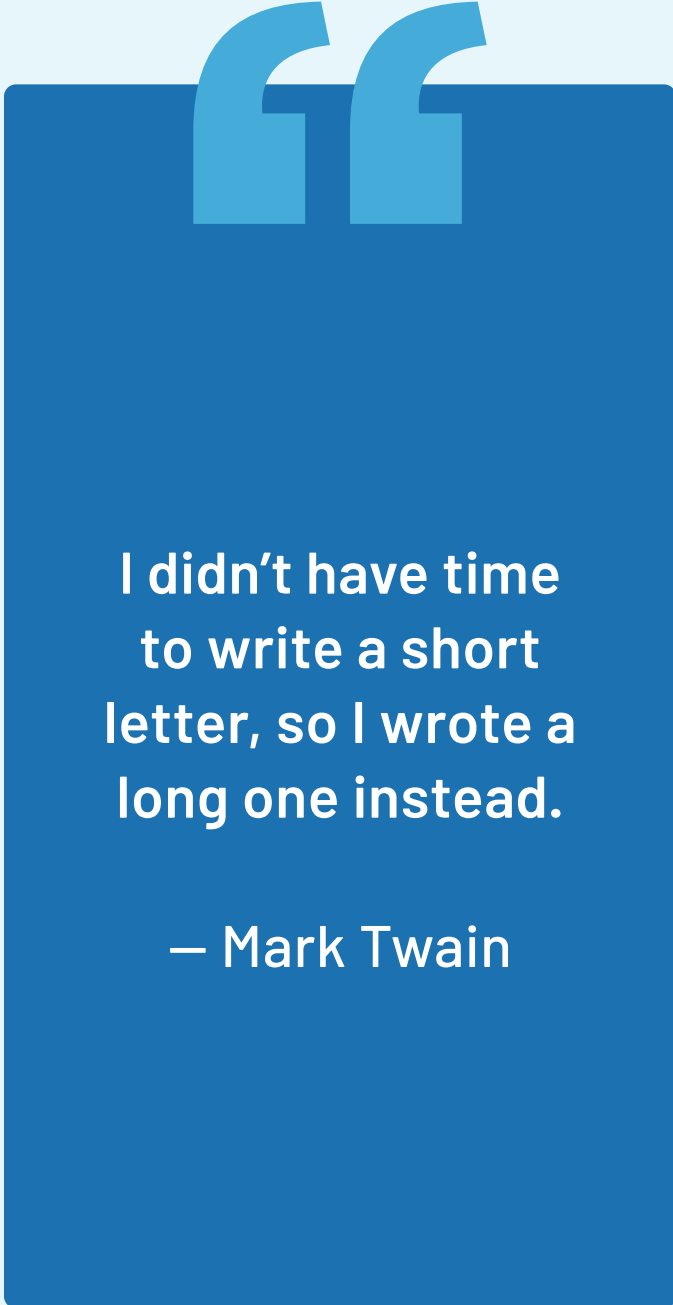
2 Personalize Your Emails

3 Keep It Short



**S**o what's most important? Out the gate, focus on speed. Responding quickly on the first touch should be your top priority. Personalization becomes increasingly important for subsequent touchpoints to reignite interest.

Finally, writing shorter emails are words for sales reps to live by. While it may require some practice, it will help with response speed once reps get the hang of it. Mark Twain said it best: "I didn't have time to write a short letter, so I wrote a long one instead."



**I didn't have time  
to write a short  
letter, so I wrote a  
long one instead.**

**— Mark Twain**



## PLATFORM

  
CRM and Inbox  
Integration

  
Automation  
Engine

  
Analytics and  
Insights

  
Machine  
Learning

  
Integration  
APIs



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- 1) [2020 State of Conversational Market](#), Drift
- 2) Anonymized & Aggregated SalesLoft User Data, 2H 2020, N=15M Emails
- 3) Anonymized & Aggregated SalesLoft User Data, 2H 2020, N=12M Emails, ~250k replies. Analysis used a receptivity model to understand if a reply had a Positive, Neutral, or Negative sentiment.

- 4) Anonymized & Aggregated SalesLoft User Data, 2H 2020, N=120M Cadence-based Interactions
- 5) [LeadSimple report](#)
- 6) Anonymized & Aggregated SalesLoft User Data, 2H 2020, N=700k Emails sent to prospects globally in response to inbound leads.