



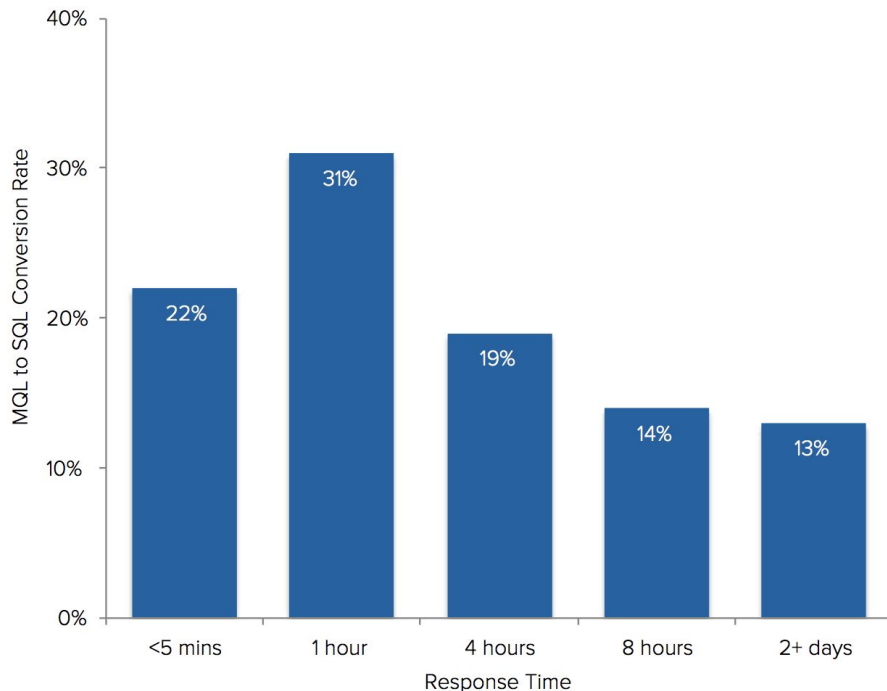
10 Data-Driven Ways to Increase Pipeline

Jeremey Donovan - SVP Sales Strategy



Tip #1: Engage rapidly & personally with inbound leads

CONVERSION RATES BY RESPONSE TIMES FOR INBOUND LEADS



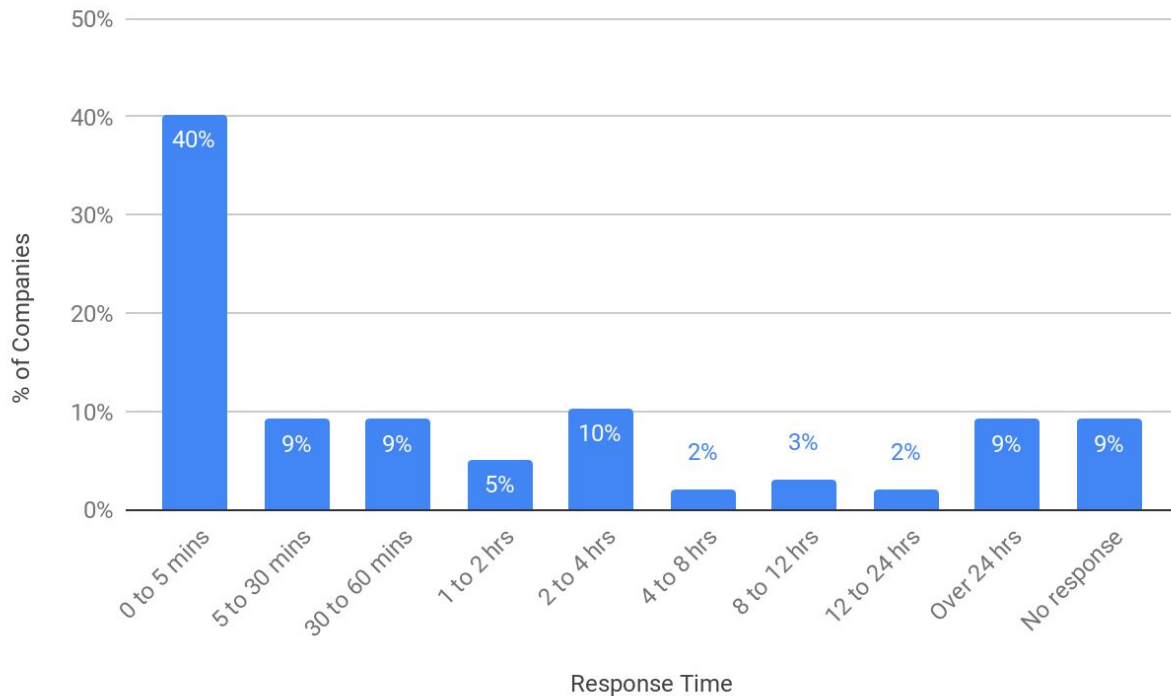
Source: TOPO

There is a trade-off between response:

- Speed
- Personalization

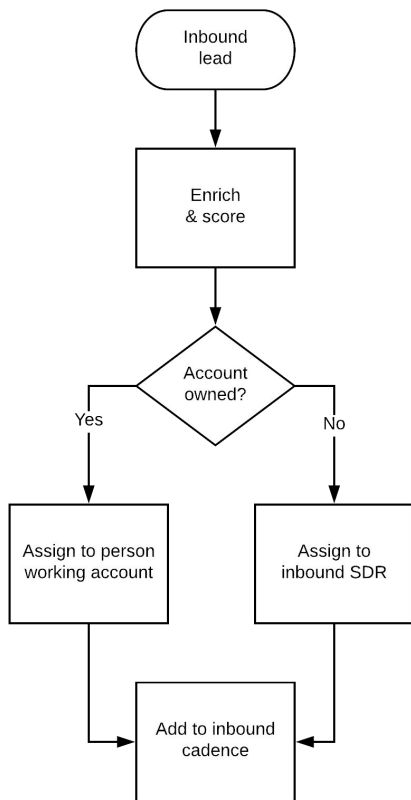
*“For high-value prospects, SDRs must **budget extra** follow-up **time** – up to an hour – to research the account and the persona and **to create a message relevant** to the prospect’s last action (e.g. content download).” - TOPO*

Only about ½ of companies are currently adhering to best practice



As obvious as this is, **only 58%** of Cloud 100 companies **responded** to Demo Request or Contact Us **in 1 hour**

Sending an automated initial email from a human ensures rapid, personal engagement



Our Inbound Response Cadence

Day	Email	Phone	Other
1	1 ^a	1 ^b , 2 ^c	1
2		3 ^b , 4 ^c	2
3	2	5 ^b , 6 ^c	3
4			
5			5 ^d

^a Automated
^b AM

^c PM
^d Nurture
cadence

Hi George,

Thanks for your interest in SalesLoft! Looking forward to learning more about your team.

I'm sending this email as step one of a follow up cadence built inside of SalesLoft. Step two is to hop on a call to answer any initial questions, learn more about your team, and set up a demo.

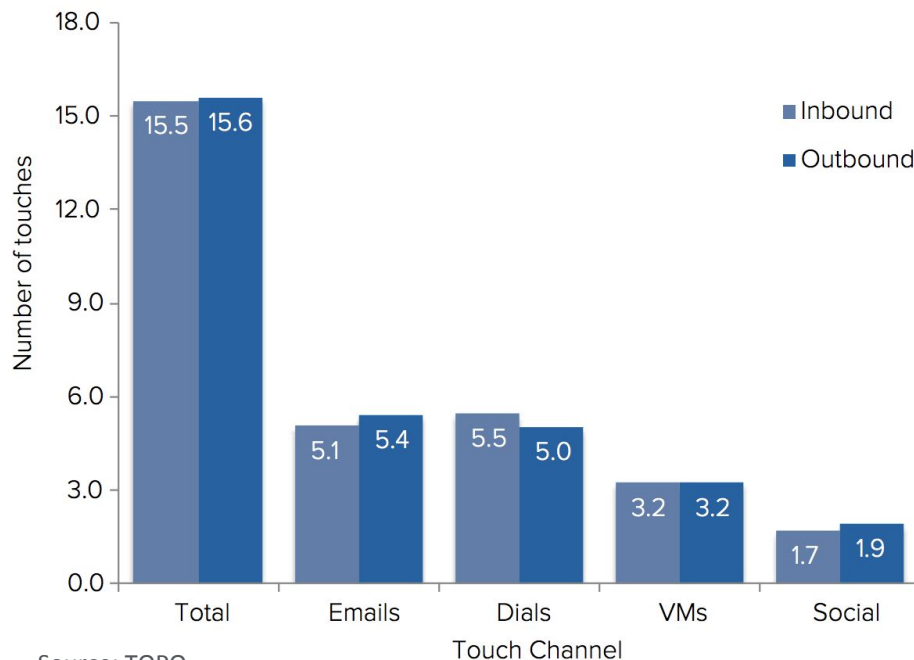
When would be a good time for us to connect for a 15 minute video conference? If it's easier, below is a link to my calendar. Pick a time that works for you below!

[Book a meeting with Jeremy Donovan](#)

Thanks,

Tip #2: Be pleasantly persistent with multiple touches over multiple channels

TOTAL TOUCHES PER PROSPECT BY CHANNEL

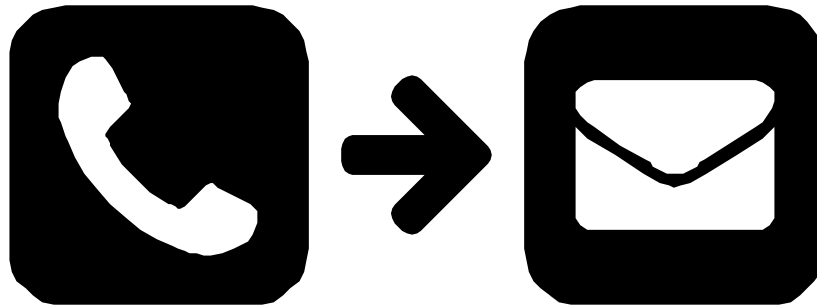


Source: TOPO

We looked at 200 million interactions and found single-channel cadence response rates are:

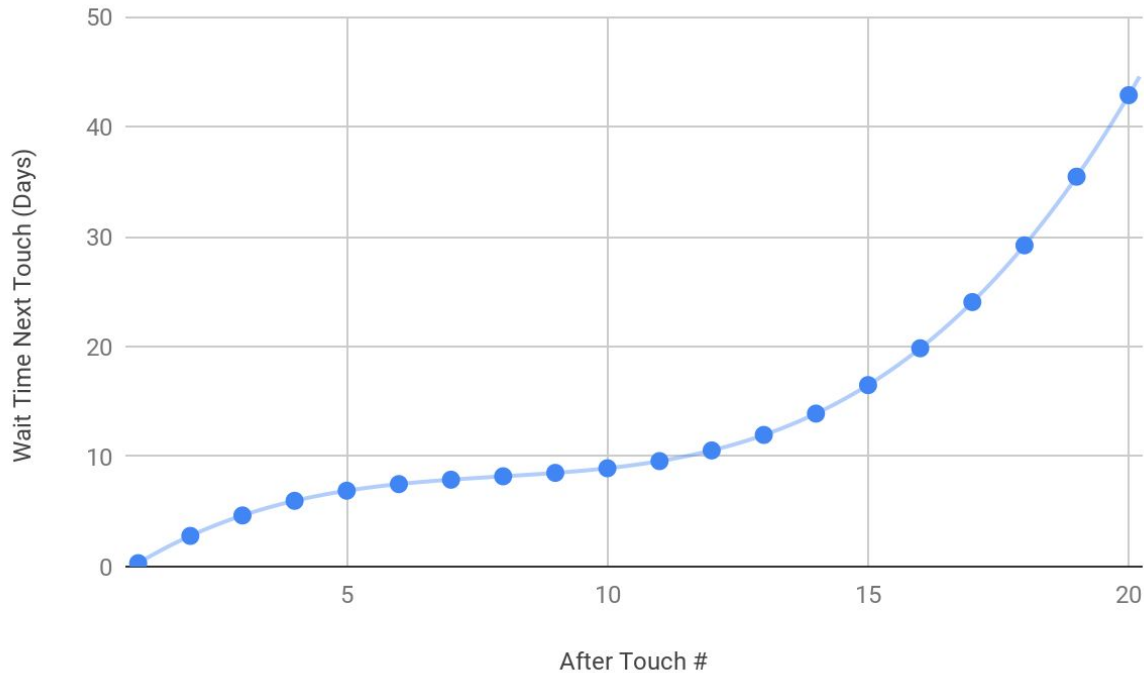
- 77% lower for email-only
- 91% lower for call-only

Tip #3: Call then email on Day 1



- 80% of the top 100 cadences we looked at (out of a sample of 3.4 million) started with a call followed by an email
- Almost all of these double-taps occurred on Day 1

Tip #4: Allow “breathing room” between touches

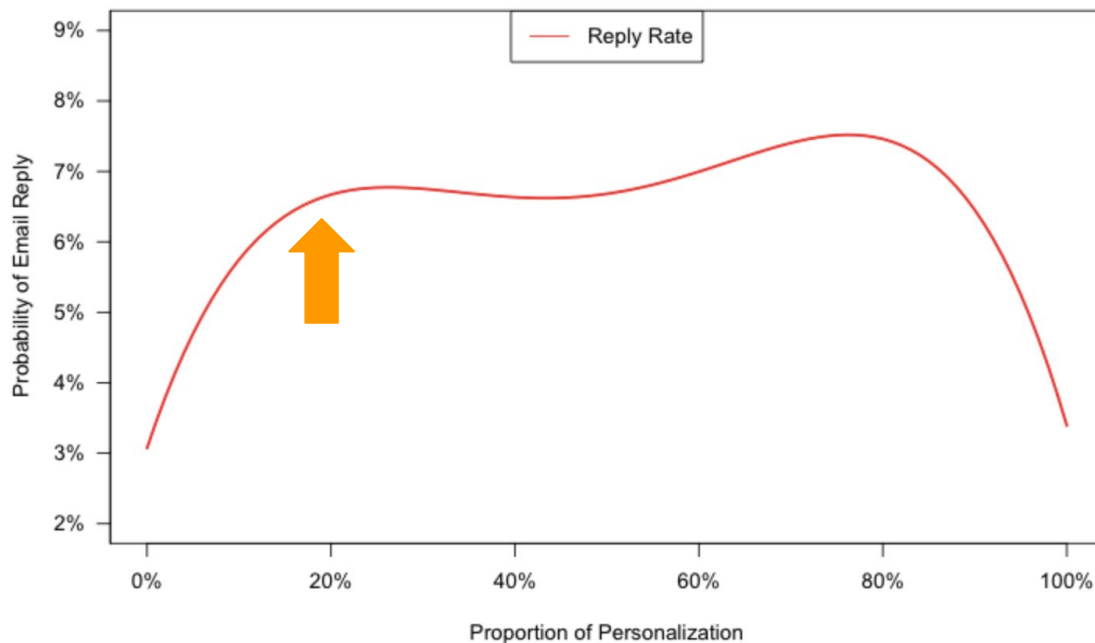


- Execute a high number of touches in the first 10 business days...
- ... increasing the wait time between each touch gradually ...
- ... then keep nurturing 1x or 2x per month

(Note: This is an average of best performing cadences. A/B test to find if more/less aggressive cadences are best for you.)

Tip #5: Personalize up to 20% of your emails to 2x your reply rate

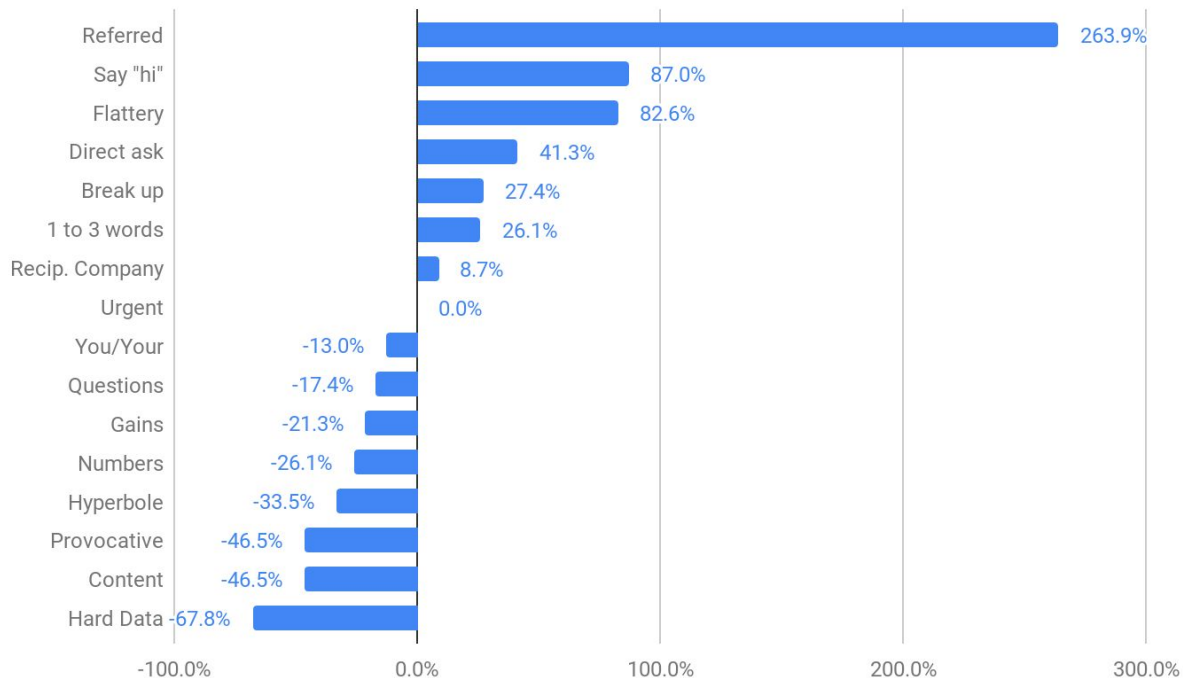
Probability of Replies by Proportion of Personalization (Overall)



- There are rapid gains to personalization up to 20%.
- There is a lose-lose zone over 80% → more time + less impact!
- We see many clients using a “10-80-10 rule” - personalizing the first & last 10%

Tip #6: Get a quick and easy win by testing and tuning your subject lines

Reply rate relative to sample average



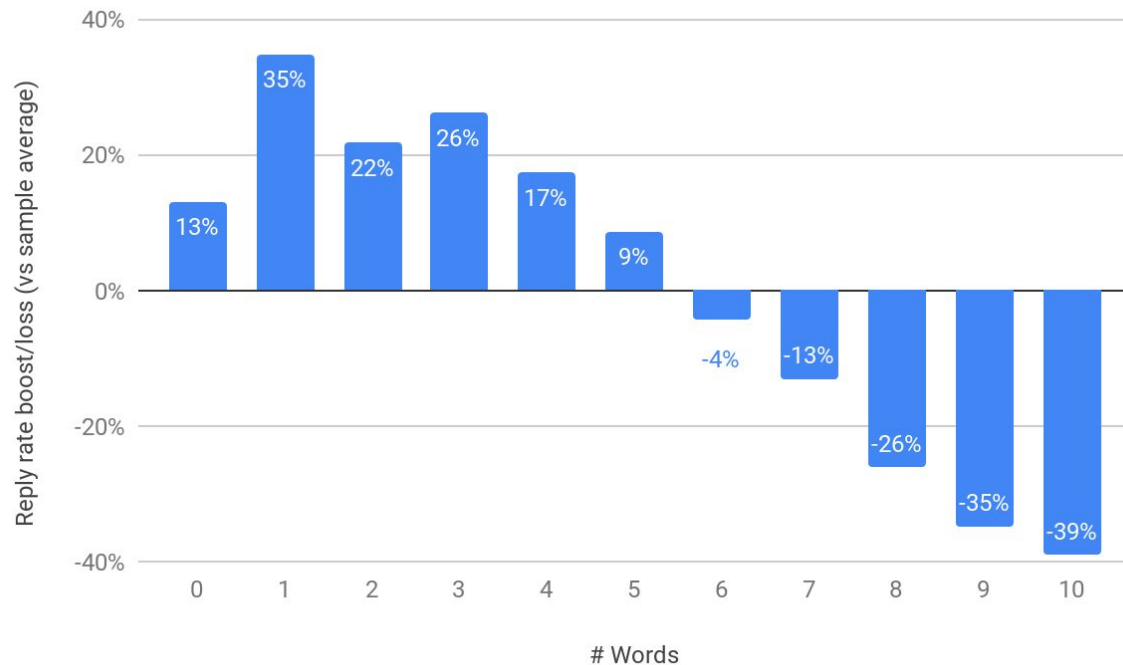
Intuitive

- Referrals (+)
- Congrats (+)
- Direct ask (+)
- Short (+)

Counter-intuitive

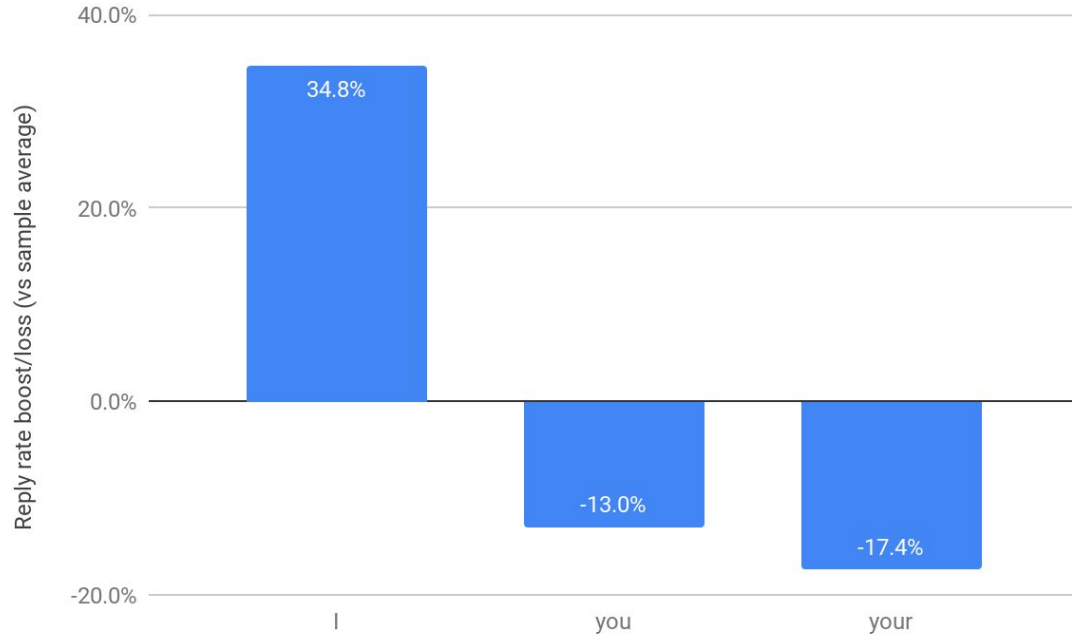
- You/your (-)
- Questions (-)
- Gains (-)
- Content (-)

Create 1 and 3 word subject lines



- Empty subject lines are better than average but not a golden ticket
- At 6+ words, bad things starts to happen

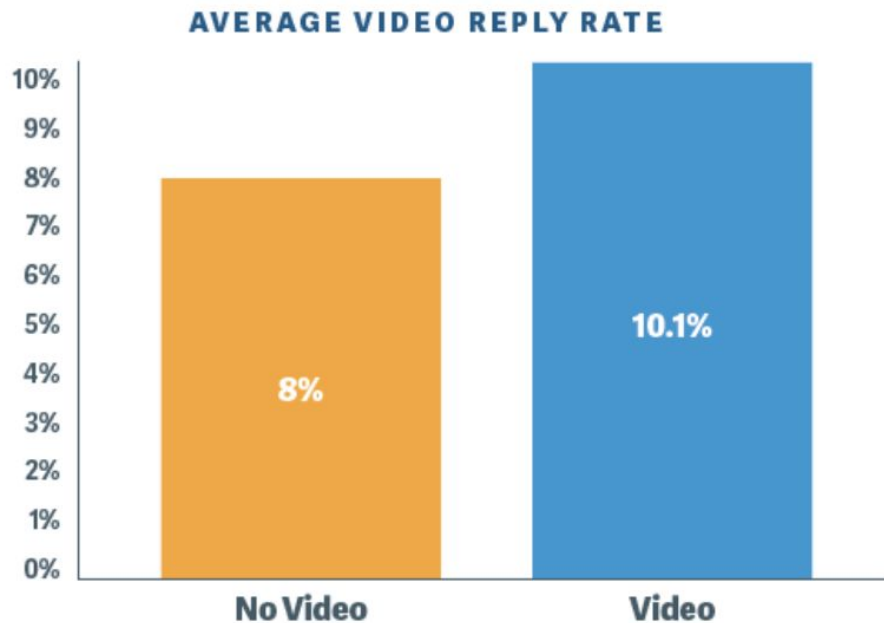
You/your is played out



Hi Jane:

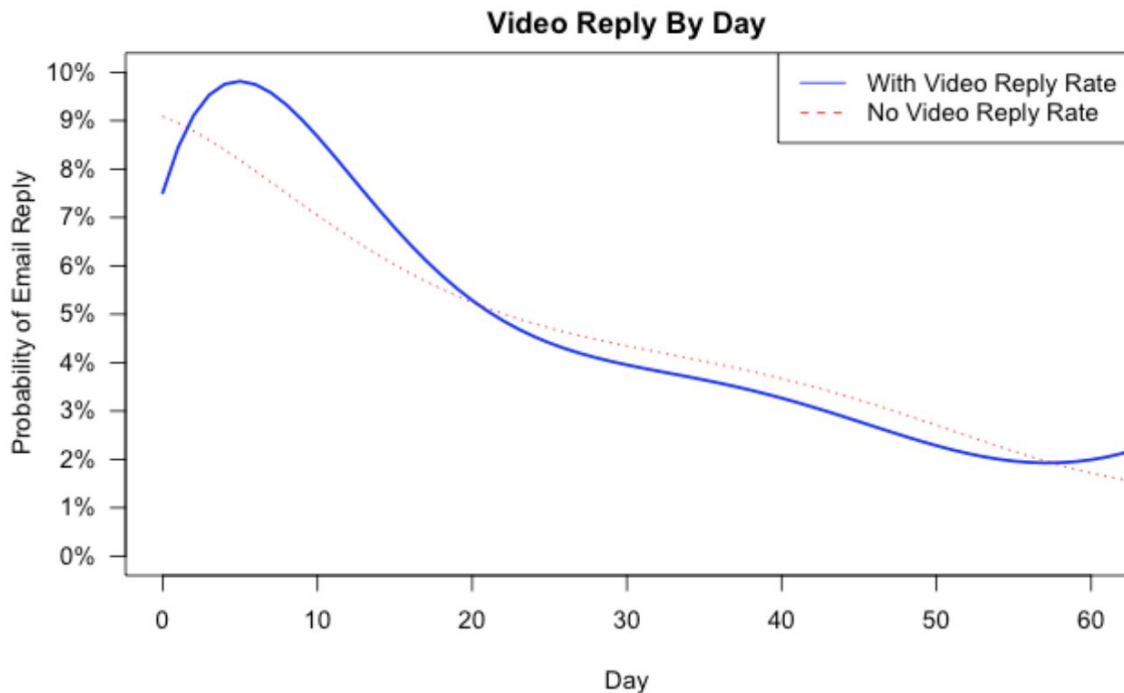
- Two word salutations have 20% higher reply rates than one-word
- “Hello,” “Hi,” and “Hey” all perform the same
- Ending with a colon (:) is 35% better than ending with a comma (,)

Tip #8: Video increases reply rates by 25%

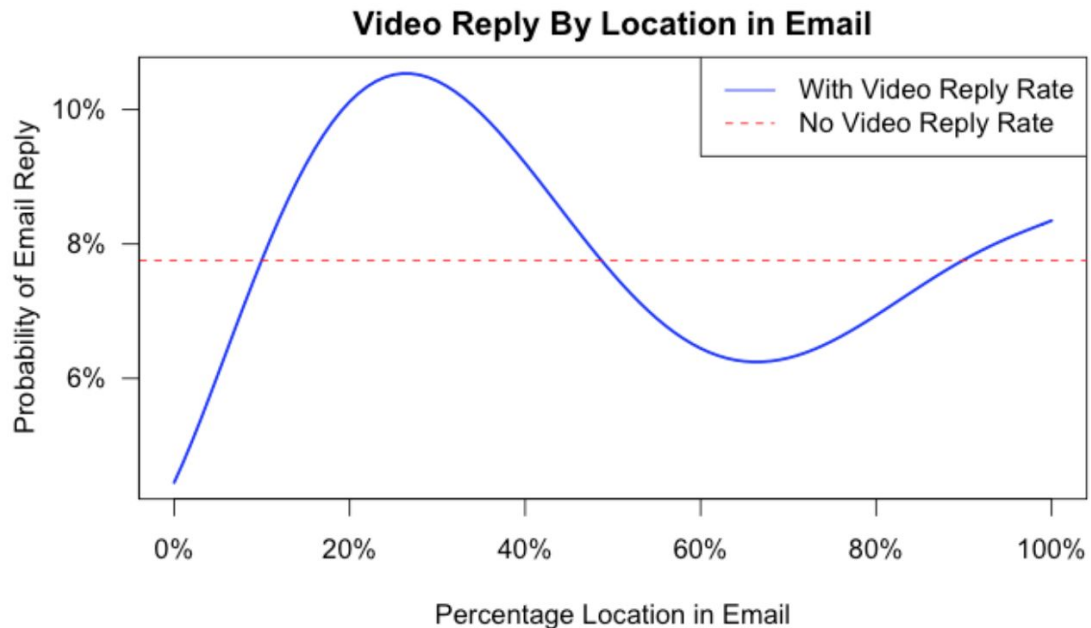


Based on an analysis of 134 million emails of which 4.5 million (3.3%) contained video

Prime the prospect before sending video



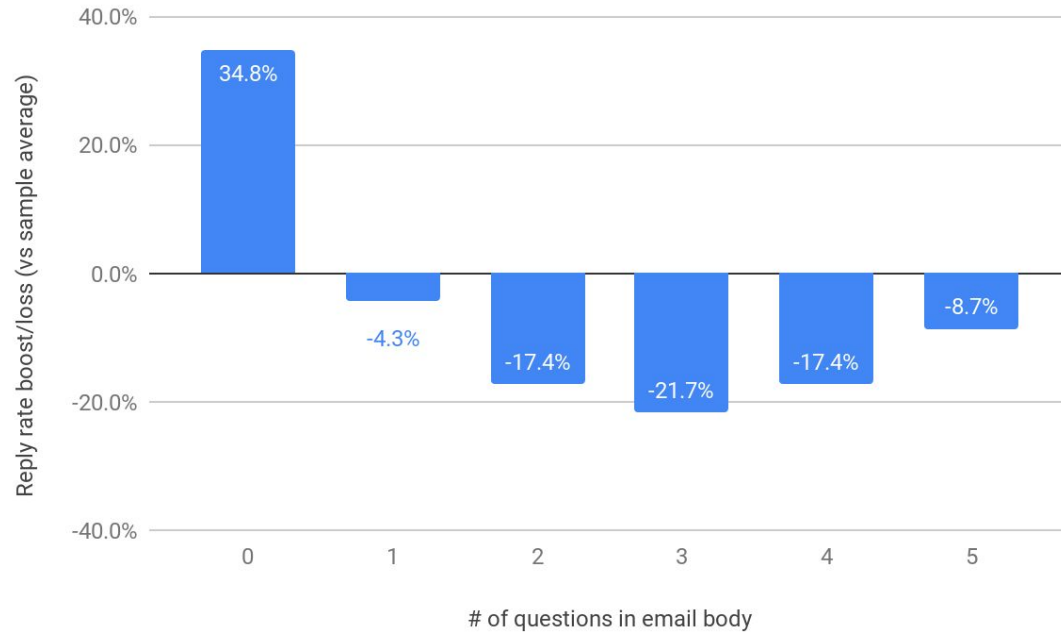
- Send video between Day 2 and Day 20.
- The best day in our sample was Day 5.
- Also, by waiting until after email #1, you know you are at least sending to a good email address



Include 200 to 600 (400 optimal) characters before your embedded video.

This amounts to about 5 sentences.

Tip #9: Tell don't ask



“Let me know if 2pm on Wed works for you.”

vs

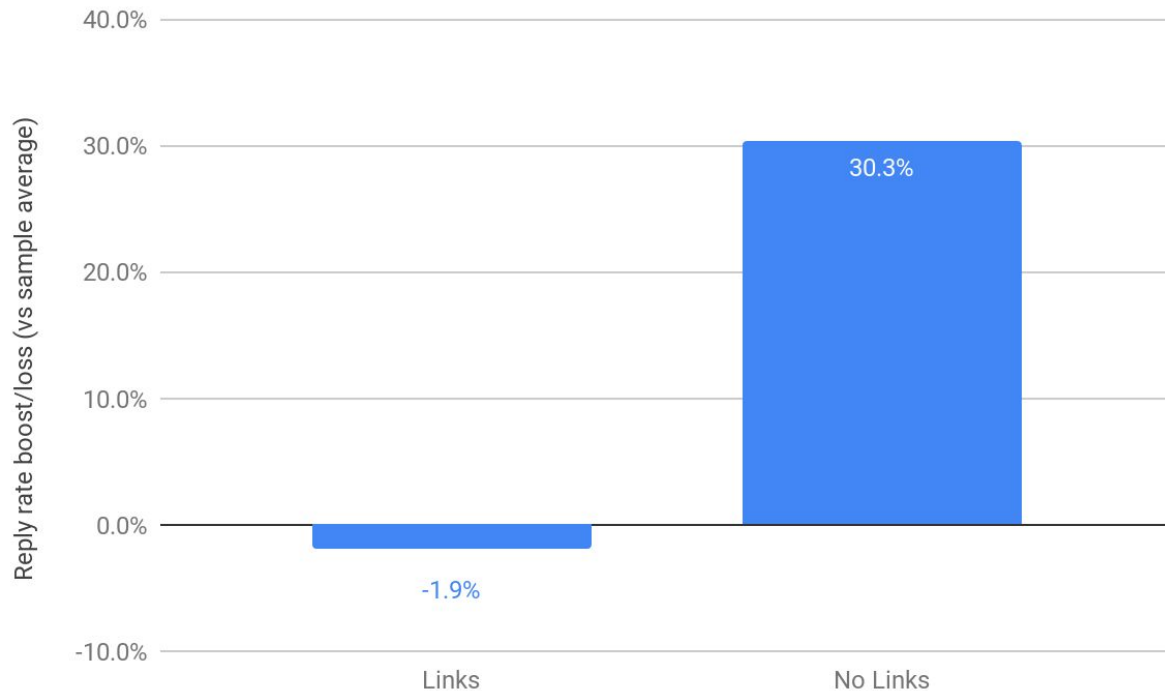
“Does Wed 2pm work for you?”

Emails with bullets have a

19%

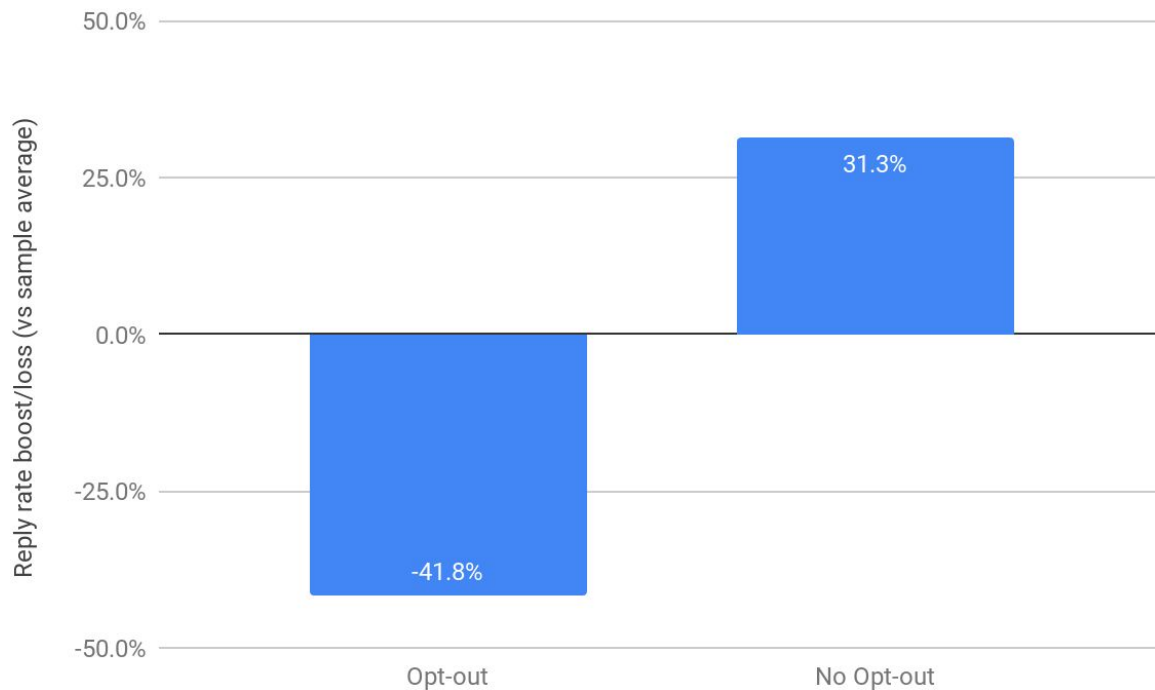
lower reply rate

Tip #11: Minimize the use of links



Hypothesis: Links make emails look generic and marketing-like

Tip #12: By personalizing, you get to remove the opt-out



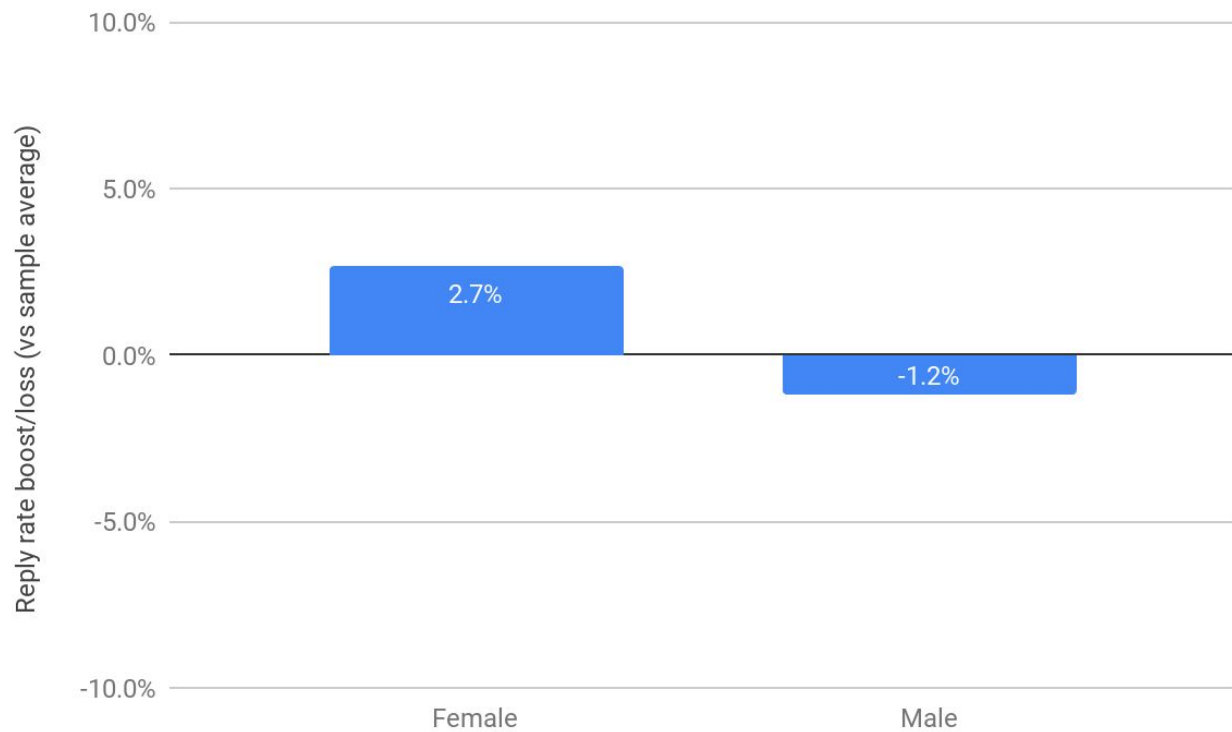
Obviously make sure leaving off the opt-out is legal.

Tip #13: There is no 13 because I'm superstitious



But if you want a tip,
look both ways before
you cross the road

Tip #14: Though reply rates from female senders are statistically higher, the absolute difference is near 0




- Interestingly, women are 13% more likely to reply
- N=20 million; z-stat=7.5

Be

PLEASANTLY

PERSONALLY

PERSISTENT



Thanks!
Questions?
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