Yesware

Sales Engagement Data Trends for Sales Managers to Know Going Into 2022



Over the course of the last year, Yesware's data analytic team analyzed hundreds of millions of tracked email activity to identify data-backed best practices for sales teams.

Although we recommend every sales manager encourage their team to test their own cadences, email messaging, etc. — these data points can help inspire new workflows and testing to see what resonates with your particular audience.

In this free ebook, you'll learn:

- The best sales cadence for email campaigns based on reply rates
- How sales team collaboration is correlated with account growth
- Closed-won vs. closed-lost activities to improve close rates
- The best time and day to send emails based on reply rates
- The lifespan of an email in 2021 that'll help shape your follow up strategy
- When to send meeting invites that'll most likely result in meetings booked

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Sales Cadence Study: Email Campaign Touch Type & Timing

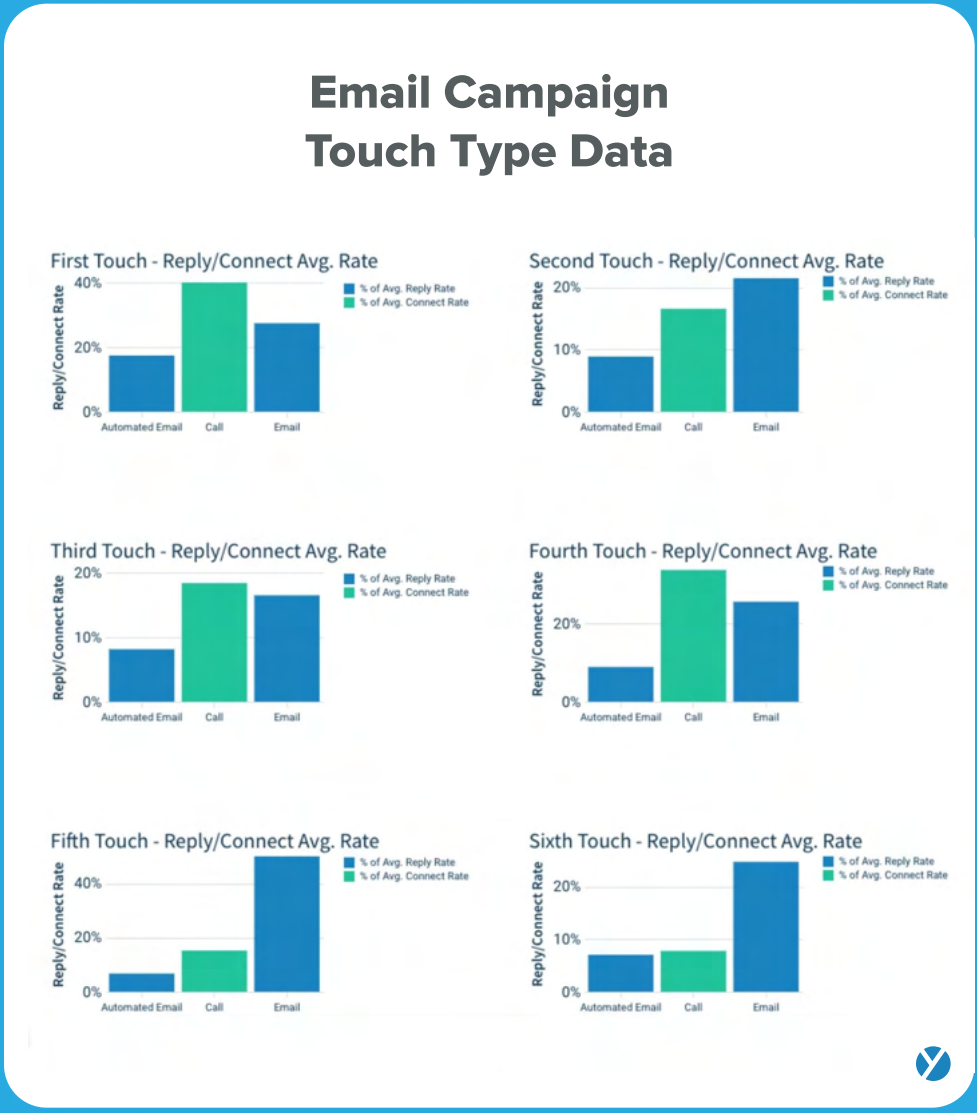
For this study, we analyzed 33 million tracked email activity over the past three years to identify the best sales cadence for your team's email campaigns.

We looked at eight high-growth technology companies that achieve over 100 million in revenue with full-cycle B2B sales teams to see what patterns yield results in their email campaigns.

Before getting into the data, we want to clarify that social interactions such as LinkedIn InMail cannot be tracked and measured in this study. We only have access to phone and email outreach in our database.

What the data tells us:

First touch: Call
Second touch: Email
Third touch: Call
Fourth touch: Call
Fifth touch: Email
Sixth touch: Email



How to Spread Out Your Touches in Your Email Campaigns

Email Campaign Touch Timing Data

of Days Between Touches
Based on Highest Reply/Connect Rates

		Highest Reply/Connect Rate	# of Days between Touches
Touch #1-2	Automated Email	9%	3 days
	Email	18%	1 day
	Call	16%	1 day
Touch #2-3	Automated Email	6%	4 days
	Email	13%	2 days
	Call	18%	3 days
Touch #3-4	Automated Email	9%	5 days
	Email	26%	5 days
	Call	33%	2 days
Touch #4-5	Automated Email	7%	5 days
	Email	26%	5 days
	Call	15%	6 days
Touch #5-6	Automated Email	7%	9 days
	Email	24%	2 days
	Call	7%	2 days

We then analyzed some of the top-performing campaigns and studied their behavior. The results of this analysis show the ideal timing between each touch based on reply/connect rates.

This sales cadence lasts about two weeks long. The optimal sales cadence lasts around 2-4 weeks. You should wait at least a day between outreach attempts, but no more than five days.

Let's look at the data.

Focusing on the most effective channel for each touch (as found above), this chart tells us the most effective sales cadence based on reply rates is:

Second touch: wait one day and email
Third touch: wait three days and email
Fourth touch: wait two days and email
Fifth touch: wait five days and email
Sixth touch: wait two days and email

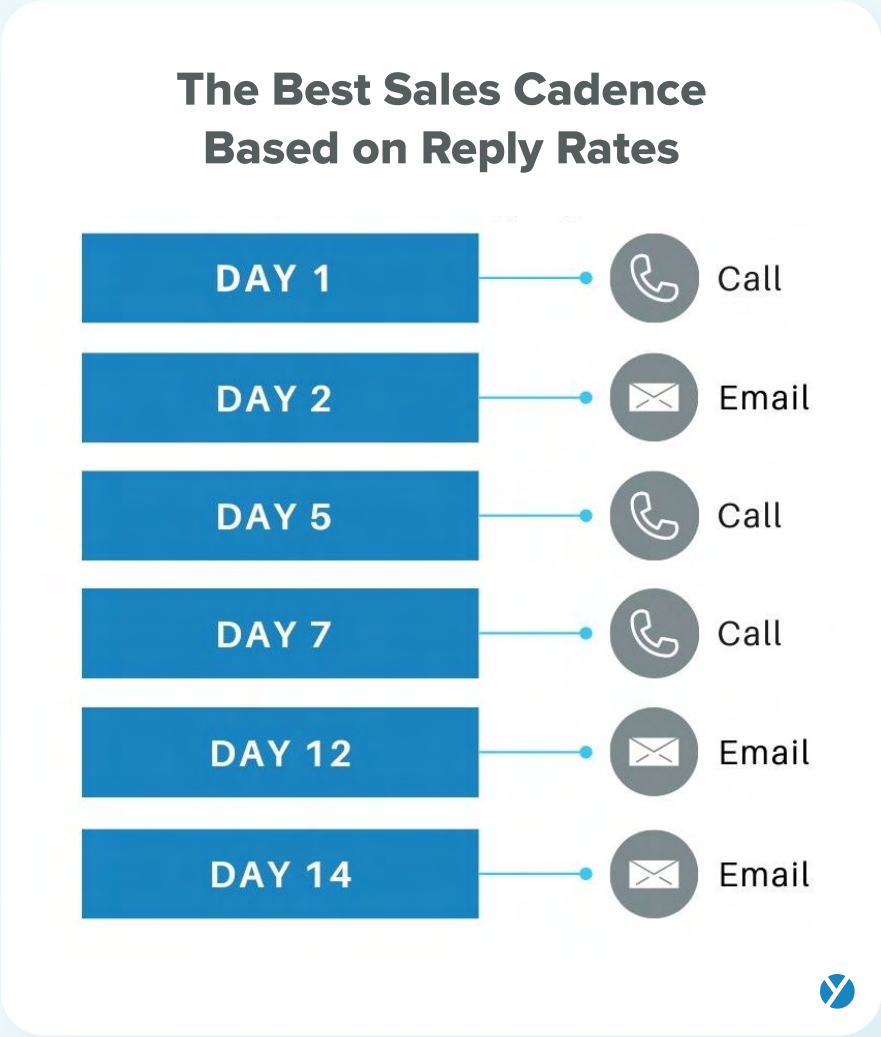
Let's Pull It All Together: The Final Sales Cadence

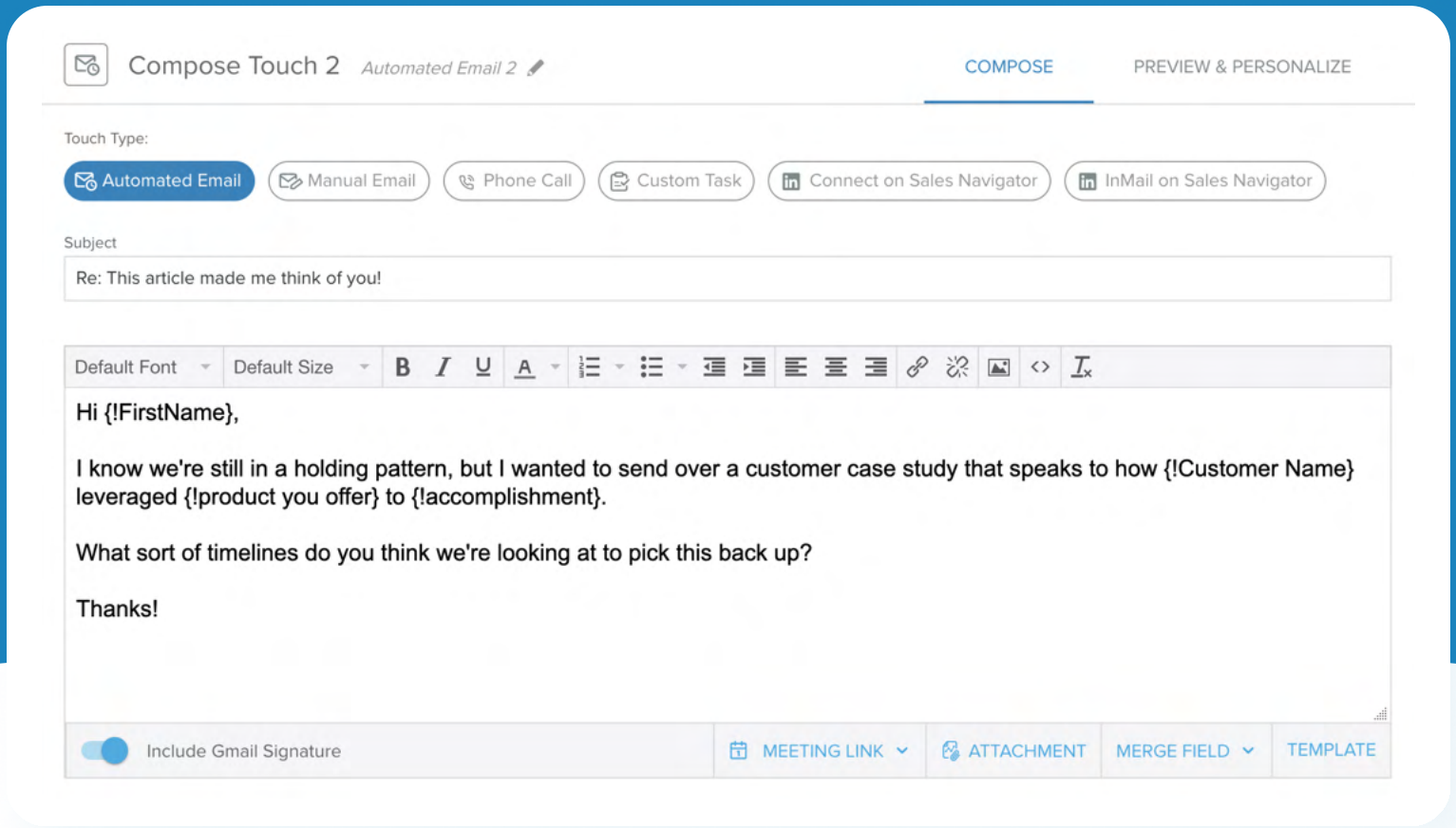
Finally, pulling all the data and findings together, 33 million tracked email activity indicates that the below sales cadence is the most effective based on connect/reply rates.

This data is meant to inspire your sales team to try new workflows and see what works with your specific audience.

It also demonstrates the power of measuring and tracking all email outreach and touches to gauge the most effective email cadences for your team.

Continue testing different cadences, channels, and messaging to improve connect rates and better buyer conversations.





Give your team the tools they need to easily create multi-touch, multi-channel campaigns, right from their Outlook or Gmail inbox. Then, track and measure the effectiveness of all campaigns to identify what is/isn't working to produce the best outcomes and results.

Learn More

Sales Team Collaboration Study: Account Growth Correlation

In this study, we took 203 companies and analyzed the sales team's sharing behaviors. This ended up comprising roughly 170 million data points.

Our key finding is that companies that adopt sales team collaboration grow 2.5x more than companies that don't.

For collaboration, we looked at how many reps on the team are using the exact same campaign and template, and we tracked these campaigns and templates by ID numbers.

To clarify: When a campaign or template is created, this generates an ID number in our database. When they're shared, we track this campaign ID number to track when other reps are utilizing the same template/campaign. This way, we can keep track of how many reps are using that same content.



We then looked at the team's account growth, indicating a successful and growing sales team.

The study was generated to indicate whether there is a positive correlation between sales team collaboration and sales team growth.

Let's take a look.

TSU: How We Measured Sales Team Collaboration

The metric we used to measure sales team collaboration is TSU, Team Share Utilization.

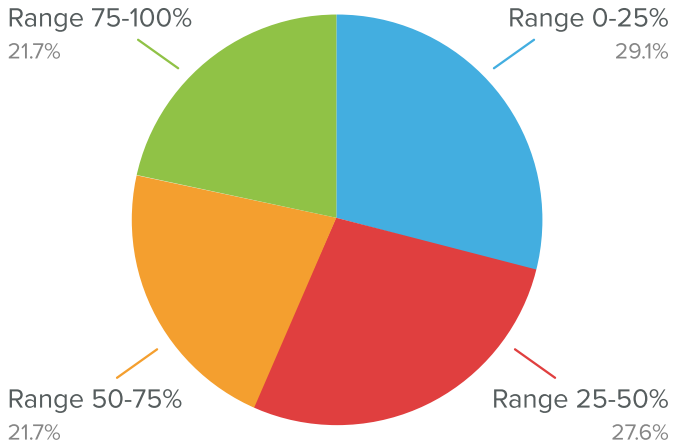
This metric tracks how much sharing is happening between teams. Specifically, when a sales rep shares content, what percentage of the team are they sharing it with.

We looked at four ranges of collaboration:

0-25% - sharing their best practices/content with up to 25% of their team
25-50% - sharing content with anywhere between 25%-50% of their team
50-75% - sharing content with anywhere between 50-75% of their team
75-100% - sharing content with anywhere between 75- 100% of their team

The companies we looked at are distributed evenly across the scope.

Companies within TSU Range



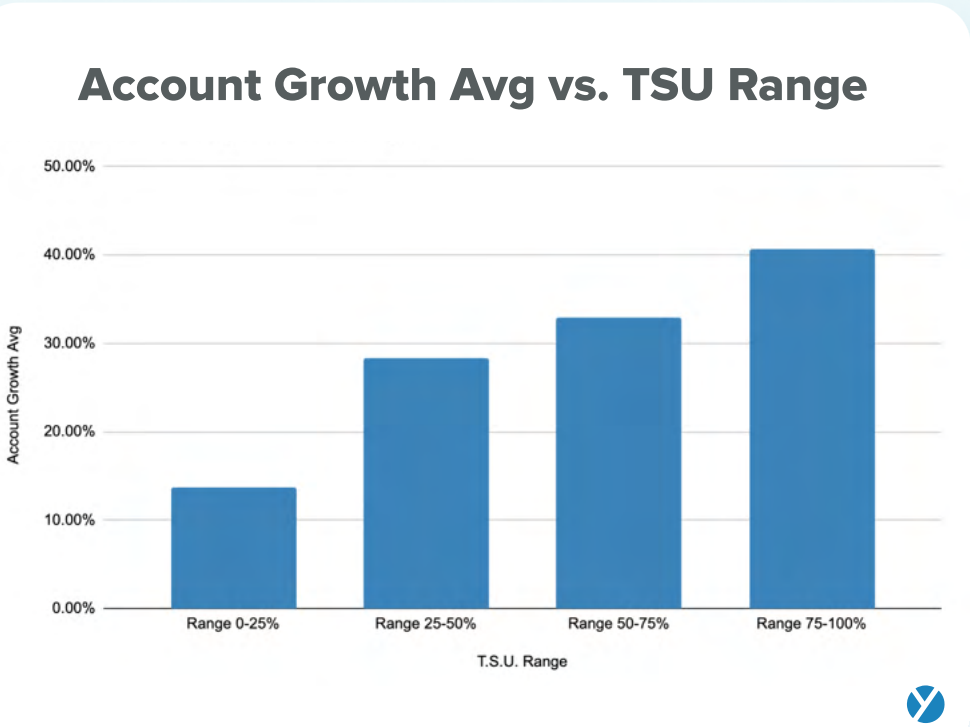
What the above chart tells us:

0-25% - 29% of companies in this study
25-50% - 28% of companies in this study
50-75% - 22% of companies in this study
75-100% - 22% of the companies in this study

While investigating these 203 companies, we found 70% of teams that actively share, share the exact same content with over a quarter of their team.

We have roughly 45 companies that range between 75-100%. And what we found next is strong evidence that these teams are the most successful when it comes to account growth.

How Rep Collaboration Affects Team Growth



Now let's look at how teams that share content (templates and campaigns) are correlated with account growth.

To clarify:

Account Growth Avg. = the average growth of the sales team

TSU Range = percentage of the team sales reps are sharing their best practices with

What the chart above tells us:

0-25% - companies that share content with up to 25% of their team experience approximately 14% of account growth.
25-50% - companies that share content with between 25-50% of their team experience approximately 28% of account growth.
50-75% - companies that share content with between 50-75% of their team experience approximately 33% of account growth.
75-100% - companies that share content with between 75-100% of their team experience approximately 41% of account growth.

The data is loud and clear. There is a precise positive correlation between content sharing and account growth.

Bonus: Sales Team Collaboration Shocking Datapoint

If this finding isn't enough to encourage sales team collaboration, let's break down the data a step further.

1. If you compare the average account growth from the 0-25% range vs. the average account growth for everybody above 25%, on average, there's 2.5x more account growth.

2. 70% of growing companies share the exact same content with over a quarter of their team.

3. When comparing the lowest range to the highest range TSU, companies experience 3x more account growth.

Enough said?

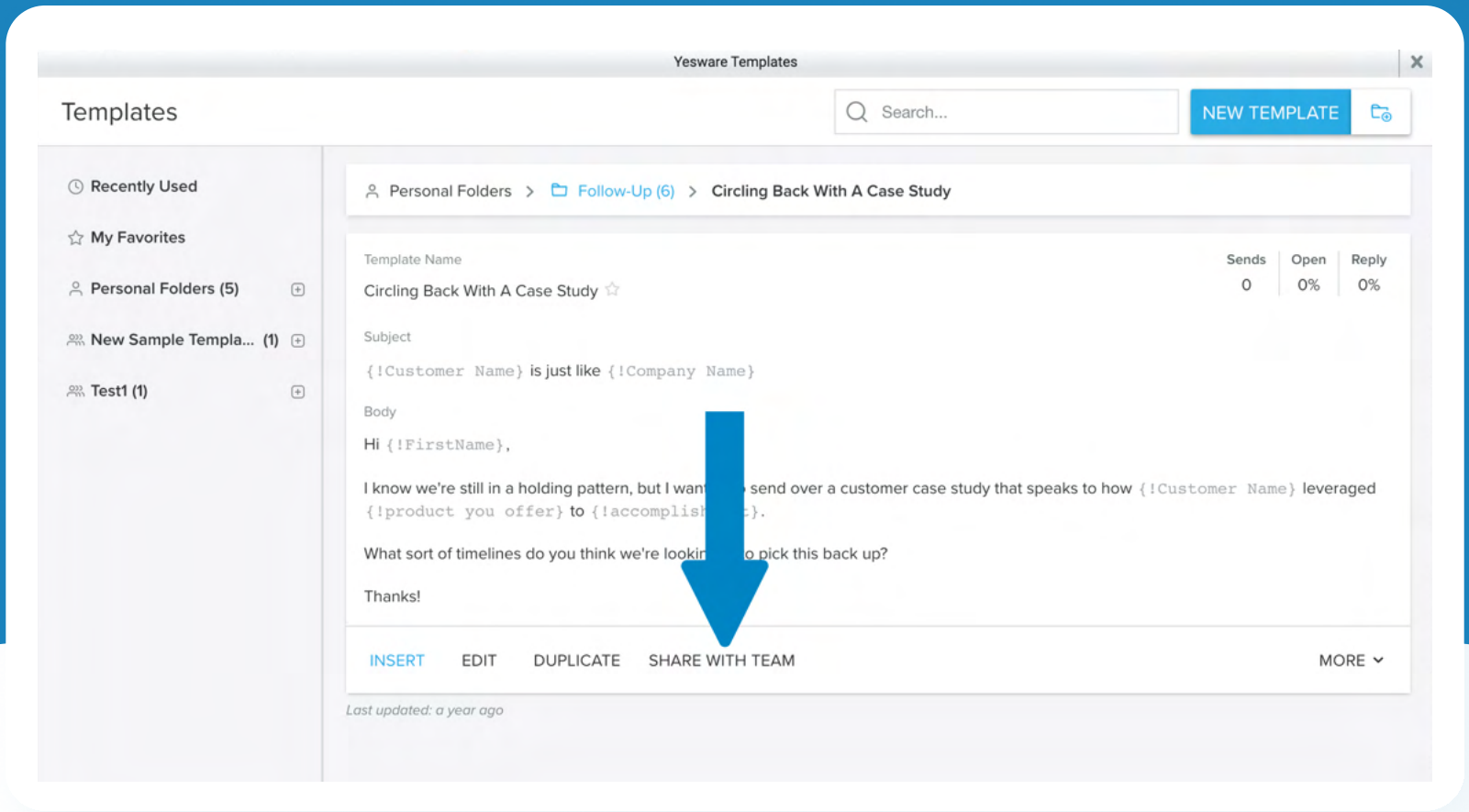
All-in-all, this study is clear evidence that collaboration is integral to sales success.



By implementing ongoing sales team collaboration, you help your team develop an internal knowledge base, which will decrease the time spent looking for further information and boost overall expertise.

This will help develop more diverse ideas and perspectives, less workload for each sales rep, further accountability, and overall greater sales outcomes.

Selling is a team sport, after all.



Take sales team collaboration to the next level with Yesware. Share best-performing campaigns and templates with teammates in seconds to boost collaboration and performance.

Learn More

Effectively Closing a Sale Study: Closed-Won vs. Closed-Lost

For this study, we look at our own closed-won and closed-lost activities to determine what the secret sauce is to closing a sale right going into 2022.

One of the best things you can do to perfect your team's closing process is to track and analyze all activities so that you can dissect what is/isn't working.

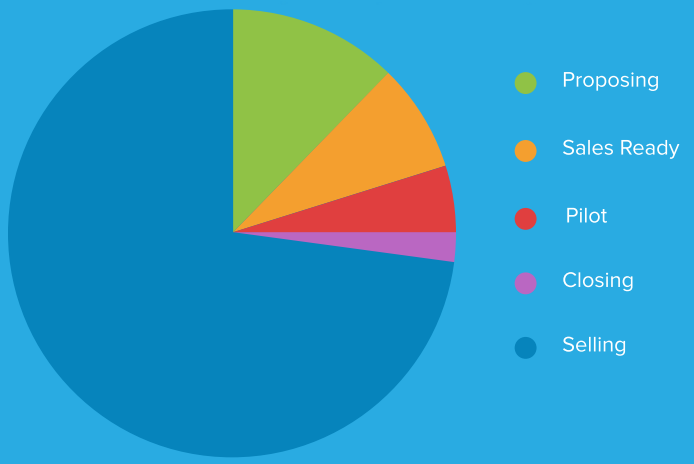
Look at your team's activities in your CRM and see where your closed-lost opportunities fade off. Here, you can dissect which part of the sales process needs more work and training.

For example, let's look at our sales activity here are at Yesware for steps that occur later in the sales process and prior to the closed-lost.

The data clearly shows we are losing sales in the "selling" stage.

What does this mean? This indicates we need to work on qualifying. Although the prospect was qualified as a business, we may need to dive into workflows more in the discovery call.

Stage Prior to Closed Lost Breakdown



It's also important to identify where in the final stages your team is wasting the most time. If you have a high density in the final stage — this is costly to your business. You worked with the prospect for a long period of time and then lost the deal. This indicates that something needs to change.

Dissecting this data is super important for improving your closing process.

Now let's look at some findings on closing sales that we uncovered in our data.

Key Finding to Effectively Closing Sales

To find the secret sauce on closing sales — we dove into our database and looked at both closed-won and closed-lost opportunities from 2018-2021.

Here at Yesware, our team uses the Yesware Salesforce Integration to automatically sync all activity to our CRM. So, we took all activity from 2018 to the present day and analyzed the data to find what techniques for closing a sale drive outcomes.



The top ingredient we found is that the average number of stakeholders for closed-lost opportunities is two, and the average number of stakeholders for closed-won opportunities is four.

What does this mean? If your team isn't talking to enough people, and better yet, the right people, they're not likely going to close that deal.

The key here is to ensure sales reps ask in the discovery phase who will be involved in this decision.

They can ask questions such as:

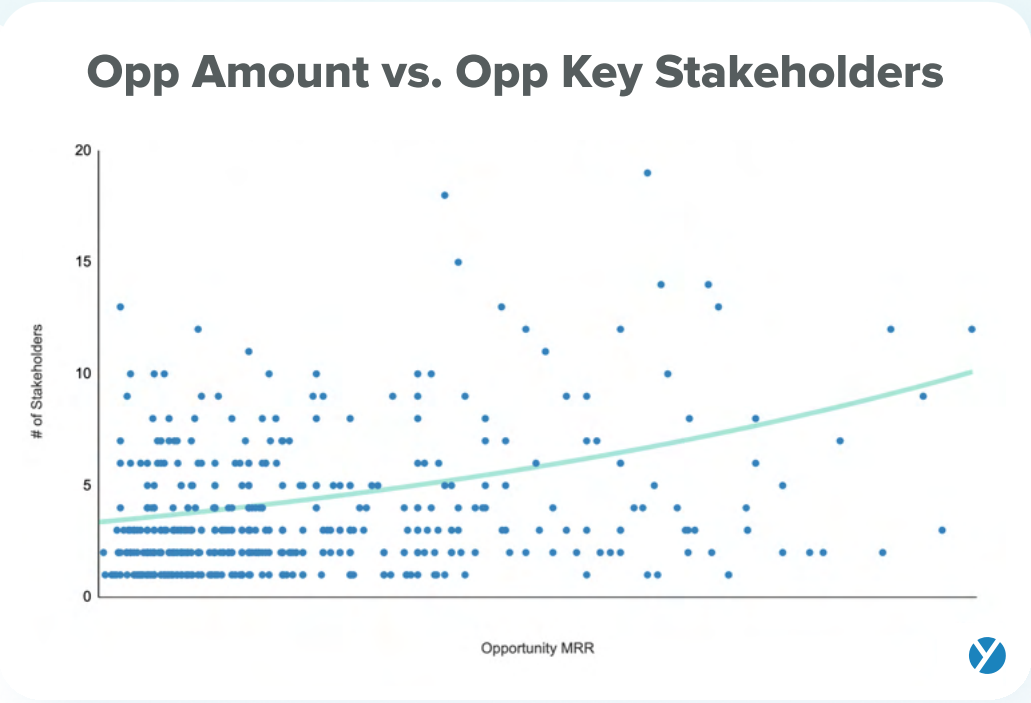
"Who is involved in the decision-making process?"
"Who has been involved in decisions similar to this one in the past?"
"Walk me through the steps needed to purchase this solution."

It's also important to map out the organization and identify who influences who. You can easily use LinkedIn for this. The more you can figure out the decision-making process, the more you'll be able to perfect your roadmap. And ultimately, the easier the close will be.

Remind your team that reaching out to people who are lower on the company hierarchy might feel more comfortable and safe, but they typically don't have the authority to make a buying decision.

Ensure your team takes time to review the company hierarchy and identify the stakeholders who can sign off on a purchase.

Number of Stakeholders & Activity vs. MRR



Make sure your team always increases the number of stakeholders depending on the size of the deal (MRR).

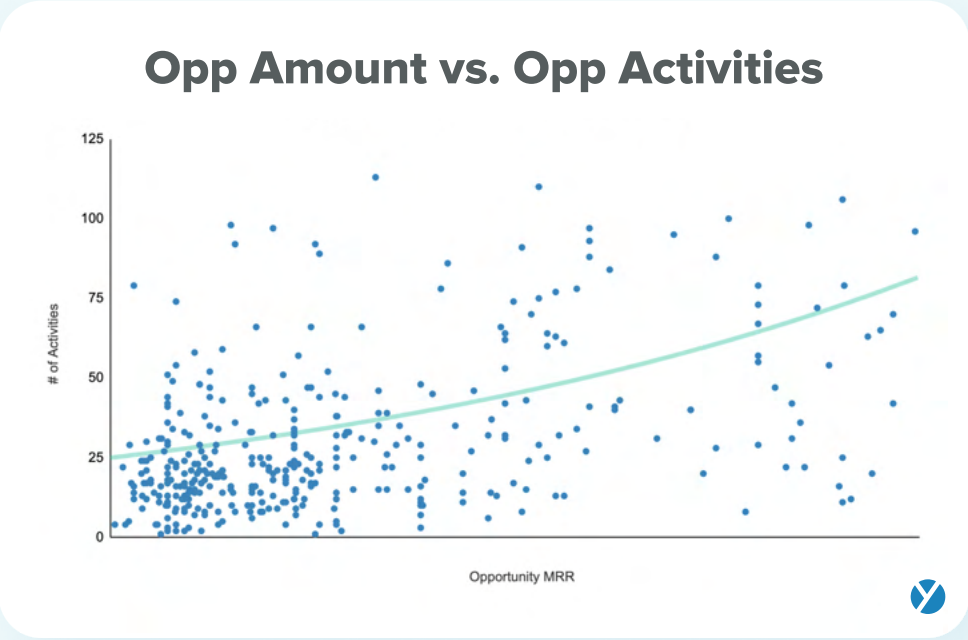
In our data, looking at closed-won deals, this correlation is very evident.

As shown above: as the deal size increases, the number of stakeholders increases.

This correlation is predicted. If you know it's a large deal, getting in front of all the right people becomes even more critical. Prioritize this in the early stages of your sales process, so it doesn't come back to bite you in the end.

Also, ensure your team prioritizes the larger deals.

Looking at our data again, more activities also correlate to a larger deal size (MRR). For all closed-won deals, more activity went into larger deals.



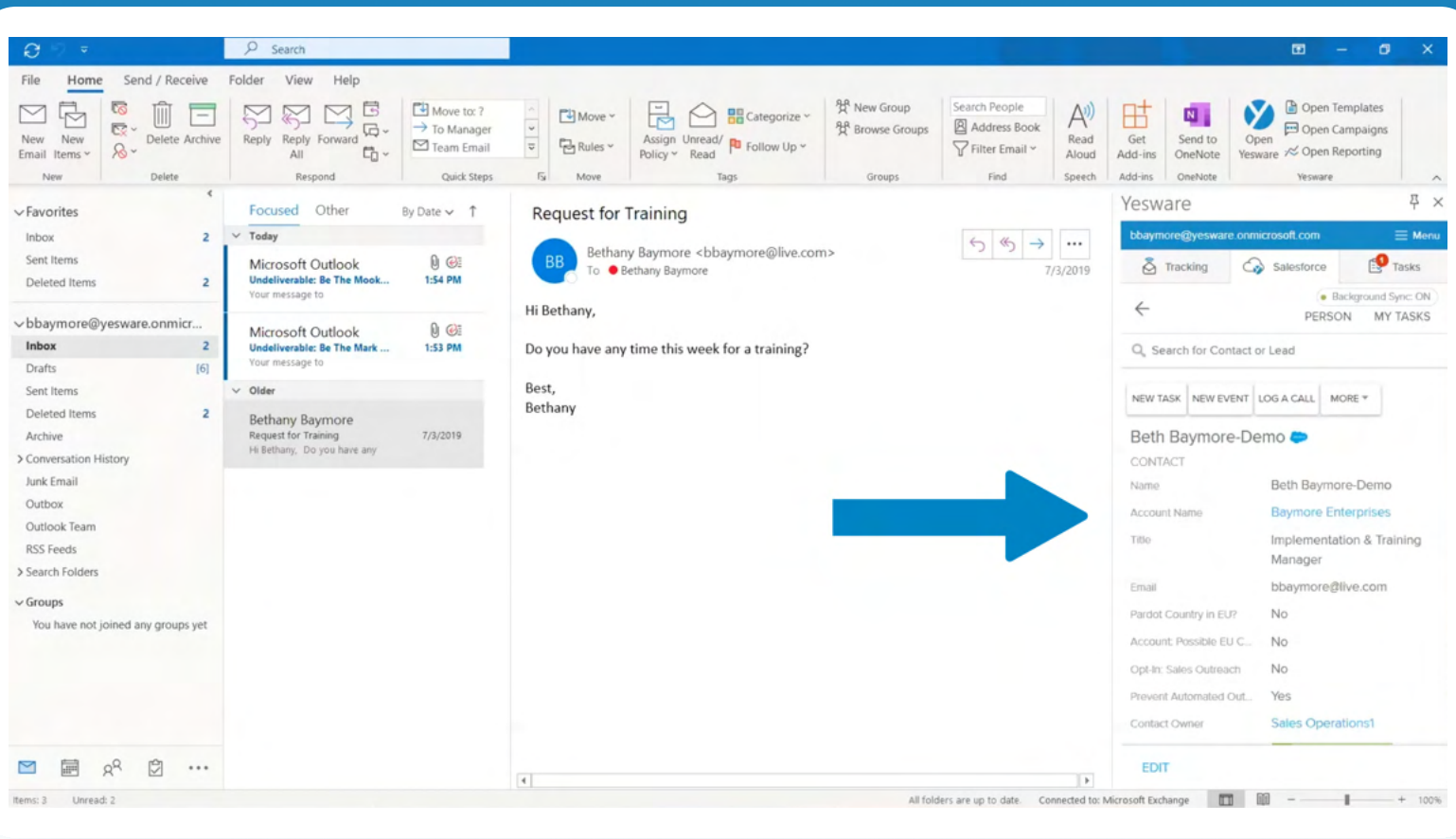
What does this mean? Be reflective of the time your team is using, because on average, you don't need as many activities on smaller deals as you do on larger deals.

Salespeople need to consciously make these decisions to focus efforts on their bigger deals.

As they say, time management is the name of the game.

The reality of the situation is that the B2B sales process has become even more complex over time. And the likelihood of the close really depends on all stages leading up to it.

And if you track all activities, you and your team can dissect which stages need work and which closing techniques are/aren't working for your prospects.



Automatically sync all email activity to your CRM with Yesware's Salesforce Integration: email sends, email replies, calls, meetings, and engagement like opens, link clicks, attachment views, and bounces.

Learn More

Best Time to Send Email Study: The Optimal Timing Based on Reply Rates

In this study, we draw from hundreds of thousands of email activities to dissect the optimal timing for both cold outreach and follow-ups.

With buyer behavior continually changing – we look at the most recent and relevant email activity data to generate these findings.

Below, we dissect the best day, time, and frequency to send emails based on reply rates. We break it down a step further and analyze the lifespan of an email, which reveals benchmarks that'll substantially help shape your follow-up strategy.

There have been countless studies that attempt to answer this question for millions of sales professionals who want to ensure their emails reach recipients' inboxes at the best possible time. But the thing is, the majority of these studies only focus on open rates.



An email open doesn't mean the recipient is necessarily reading your message. Sometimes recipients simply open emails to get rid of that annoying red notification.

This data point can be misleading for executing strategies that ensure sales success.

So, let's focus on what's important.

In this study, we look at the best day, time, and frequency to send an email based on reply rates.

Let's take a look.

The Best Time of Day to Send Email

Based on our data, the best time to send an email is 1 PM. And the second-best time is 11 AM.

This data tells us that 1 PM receives the highest replies, with an average of 46,000 replies. And 11 AM, the second-highest replied time, receives an average of 44,000 replies.

The data also reveals that low reply volume exists between the time of 8 PM - 7 AM, which is clear evidence to avoid this time frame.

Notice that there's a dip around lunchtime, 12 - 1 PM, and then a sudden incline at 1 PM when returning from lunch. This finding can help your team plan their cold outreach either before or at the end of their lunch break, so their emails are at the top of the recipient's inbox when they get back.



Another notable data point is how significant the drop is after 4 PM, which is evidence that sending an email any later than this will only decrease the likelihood of getting a response.

Overall, the ideal time blocks for emailing are:
1 - 3 PM
9 - 11 AM

The Best Day to Send Email

For this analysis, we only looked at weekdays. This is because there's a spike on weekends since fewer emails are sent on those days. So to keep the data accurate, we only analyzed weekday email activity.



Based on the data, Monday and Tuesday are the most active time periods when replying to emails. These two days are very close; Monday takes the lead by a small margin.

The data also indicates that the most inactive day of the week is Friday, which comes as no surprise. Various studies advise sales reps to avoid sending cold outreach on Friday -- so here's another study saying the same.

Connecting the dots, the best times are Mondays at 1 PM and 11 AM & Tuesdays at 1 PM and 11 AM.

Use this data as a starting point for your team's testing. It's all about what resonates with your specific audience.

Email Frequency: The Lifespan of an Email

Now that we covered the best time to send an email, what exactly is the lifespan of an email?

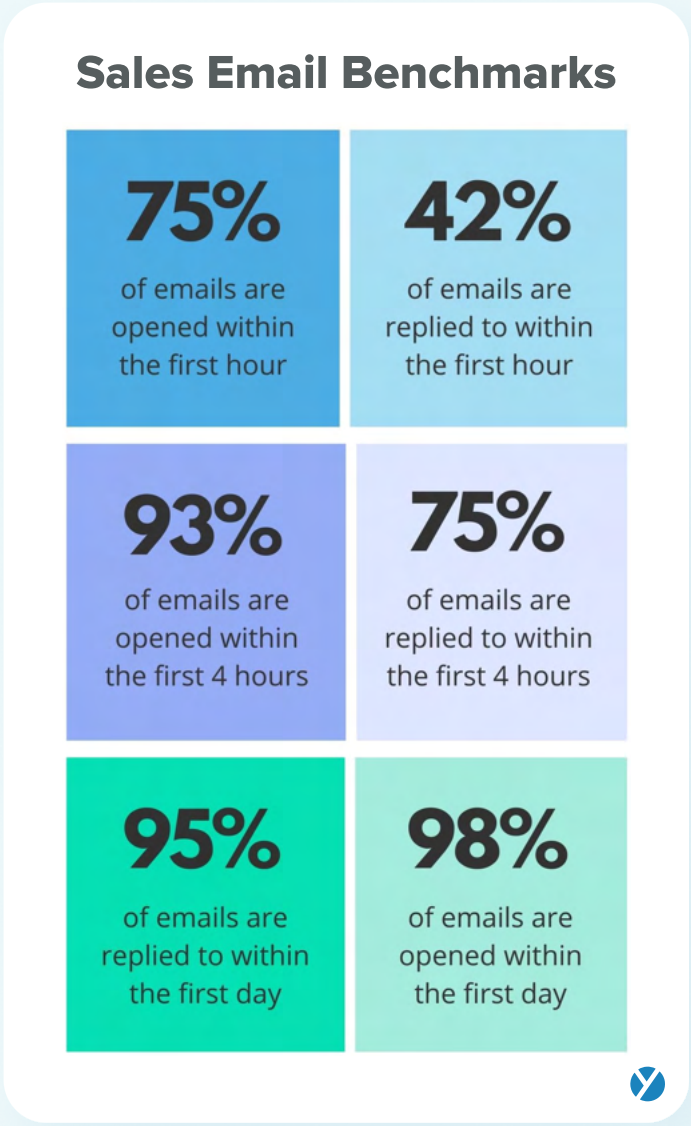
When it comes to email timing, it's also important to know when cold outreach will be opened and/or replied to.

Unfortunately, it takes just one day for an email to be a lost cause.

Knowing this information can help strategize your team's follow-up behavior and timing.

For this next study, we analyzed over 200,000 data points from sales reps and AE's email behavior to see how fast a sales email gets opened and replied to so you can create a follow-up cadence around that.

Let's look at some email benchmarks we found about the lifespan of an email.



In just the first hour, 75% of emails are opened and 42% of emails are replied to. And in the first 4 hours, 93% of emails are opened and 75% of emails are replied to.

This data is significant for planning your follow-up strategy — by knowing when an email is a lost cause and when you should try again.

The most shocking finding from this study is how incredibly short the lifespan of an email is.

Most emails are toast after 24 hours — 95% of emails are replied to within the first day and 98% of emails are opened within the first day.

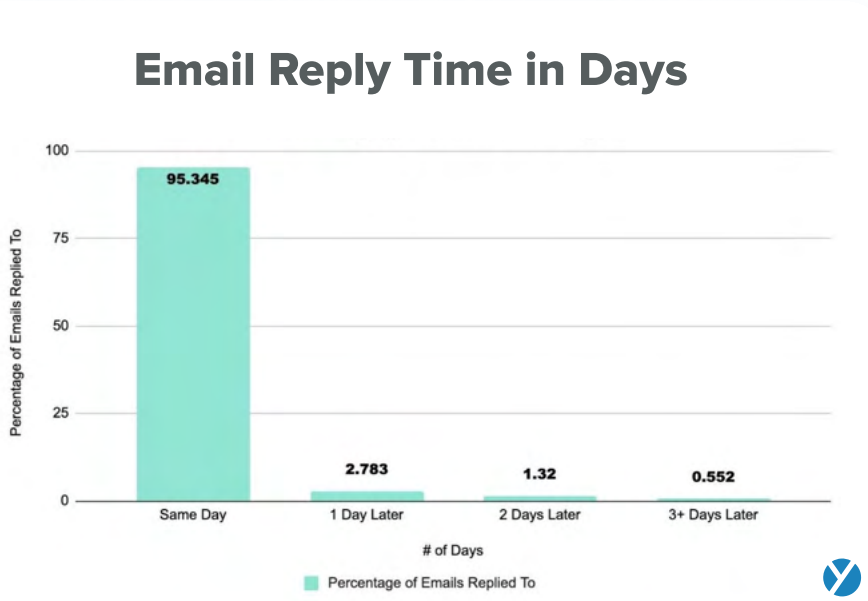
Timing Your Follow-Ups: Email Reply Time in Days

So, if an email is ever going to be opened, 95% of the time it's opened within a day after it's sent.

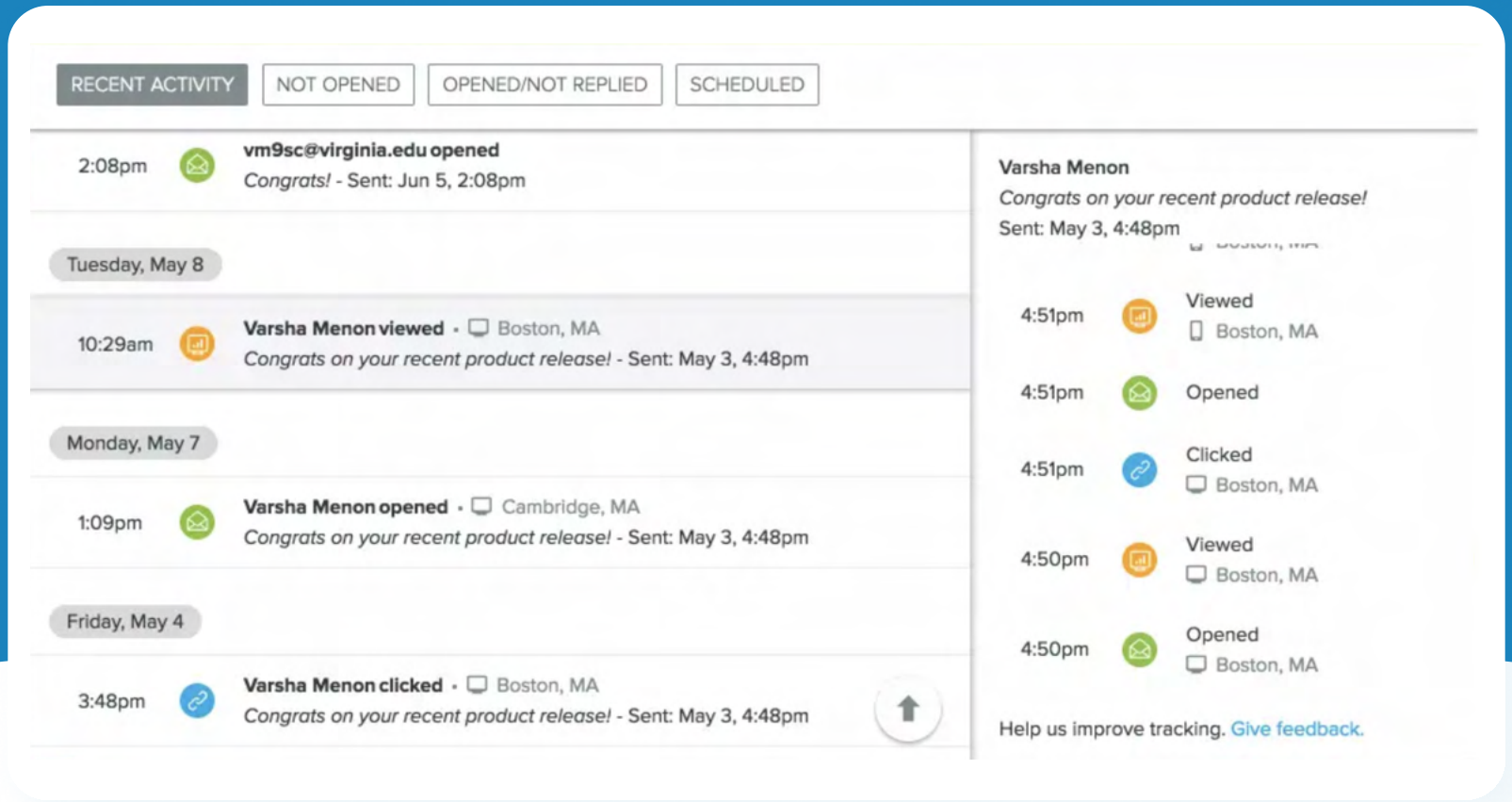
What this means: It pays to be proactive.

After your team sends a tracked email and can see that it's opened, the countdown is on.

Any replies will most likely occur that day, so don't sit around waiting for a reply if you haven't received a response within a day or two. Send a follow-up email.



All-in-all, this study shows the power of tracking all email opens and replies. It not only helps shape your team's original outreach, but their follow-up strategy and reduced time spent waiting for a response.



A/B test your email timing with Yesware's robust reporting capabilities and email tracking. Get notified when prospects open your email so you can determine your next follow-up at the best possible time.

Learn More

Scheduling Meetings Study: The Best Time to Send Meeting Schedule Emails

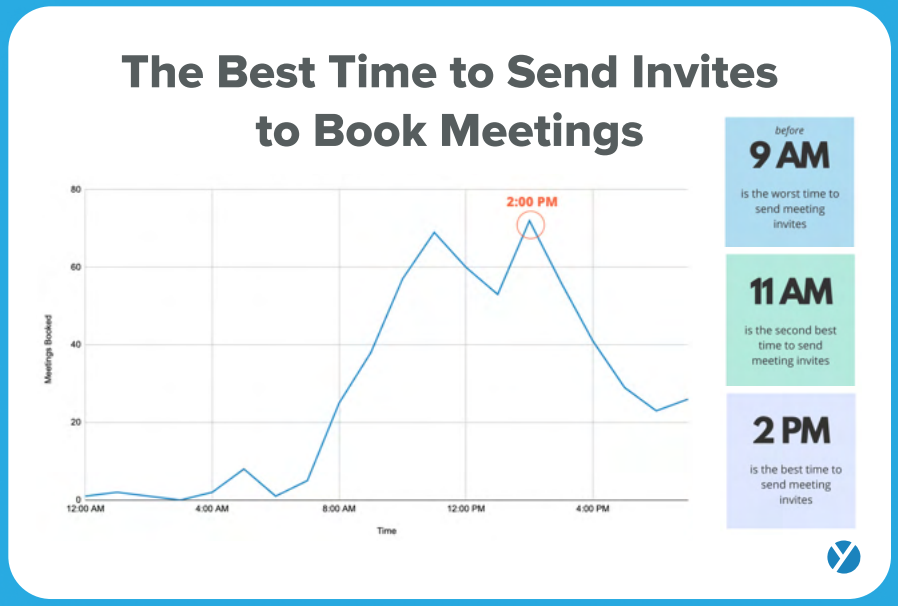
Now that we've covered the best time to send email, another common question is when is the best time to send meeting schedule emails to prospects that'll most likely result in meetings booked?

We have about 180K recent data points based on thousands of sales reps and account executives to pinpoint this answer.

For this study, we looked at the user behavior data from Yesware's Meeting Scheduler feature over the month of September for our core users - sales reps and account executives.

Based on this data, we found the best time, day, and week to send your email invites that'll result in more meetings booked and deals won. Let's take a look.

First, let's look at the best time of the day to send meeting schedule emails to prospects.



Observing the 180K data points, 2 PM is the best time to send meeting schedule emails.

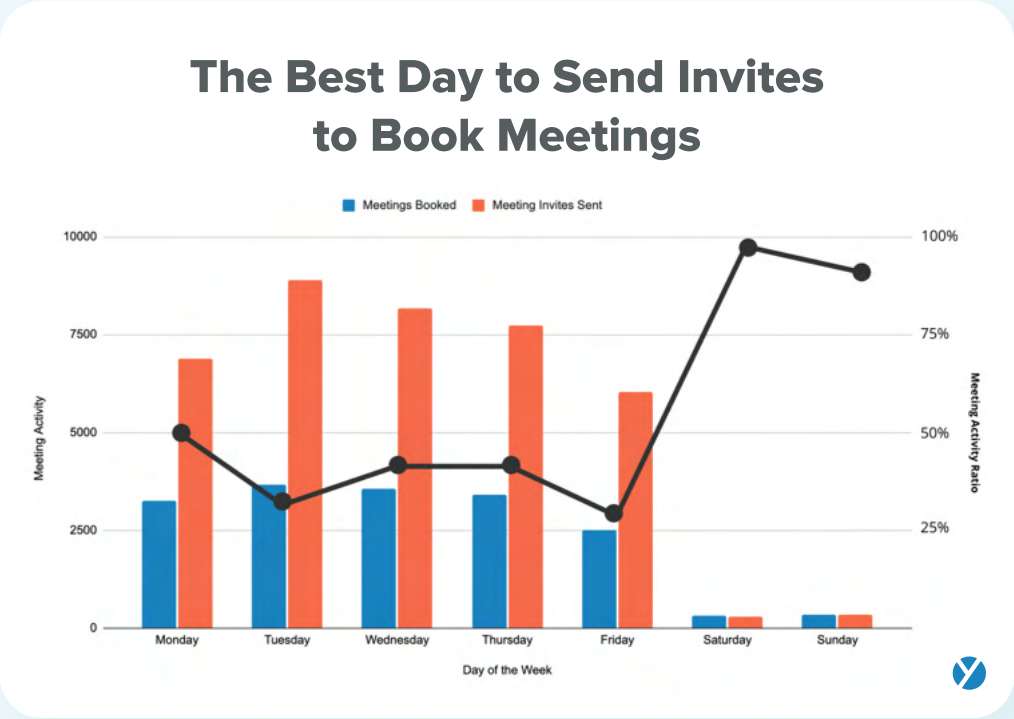
The second best time to send them is 11 AM.

Looking at the chart, there's a clear and evident incline at these times - illustrating two highly successful times to book meetings.

The data also indicates that you should avoid sending meeting invites before 9 AM and after 4 PM.

This finding isn't super surprising -- our best time to send email study indicates that 1 PM and 11 AM are the highest replied to times via email, only an hour off of the highest meetings booked times. This indicates high email activity during these hours.

The Best Day of the Week to Send Meeting Schedule Emails

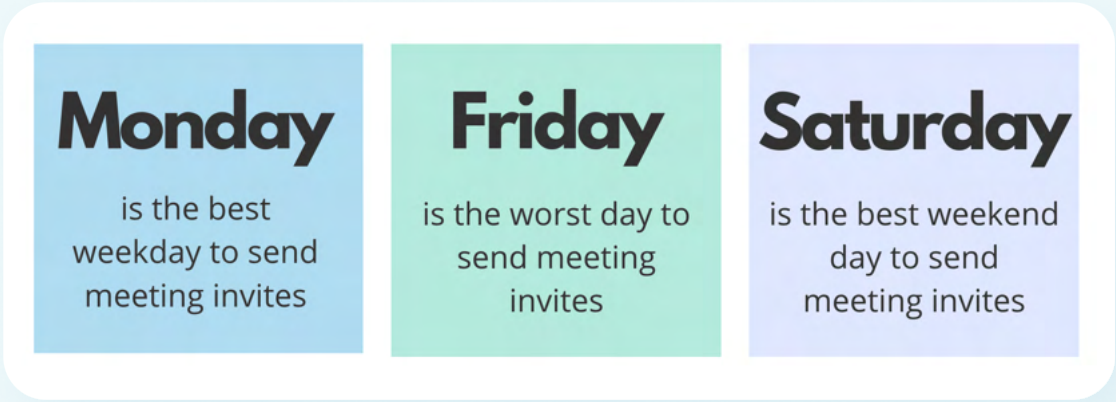


Next, let's explore the best day of the week to send your meeting schedule emails.

For this data point, we took Meetings Booked and Meeting Invites Sent and compared these two data sets. The proportion of these two data sets gives us the Meeting Activity Ratio.

While looking at this chart, keep in mind:

- Fewer meeting invites sent = less competition
- More meetings booked = increase in user activity
- The less of a difference between the two = the better



If you compare the Meetings Booked and Meeting Invites Sent throughout the week, the overall day with the highest meeting activity ratio is Saturday. And the best weekday is Monday.

In other words:

For weekdays: On Monday, your meeting invites sent are most likely to result in meetings booked.
For weekends: On Saturday, your meeting invites sent are most likely to result in meetings booked.

The highest meeting activity ratio happens to be higher on the weekends due to the fact that there's only approximately 5% active users compared to the weekday, therefore driving up the ratio.

But many professionals prefer to avoid weekends. In that case, your best bet is Monday.

Looking at the data, Mondays seem to be the sweet spot. On Mondays, professionals aren't as overwhelmed with meeting invites as the rest of the week but are still maintaining booked meeting activity.

In another study conducted by Yesware, we found Monday is the best day to send emails based on reply rates, displaying cross-validation.

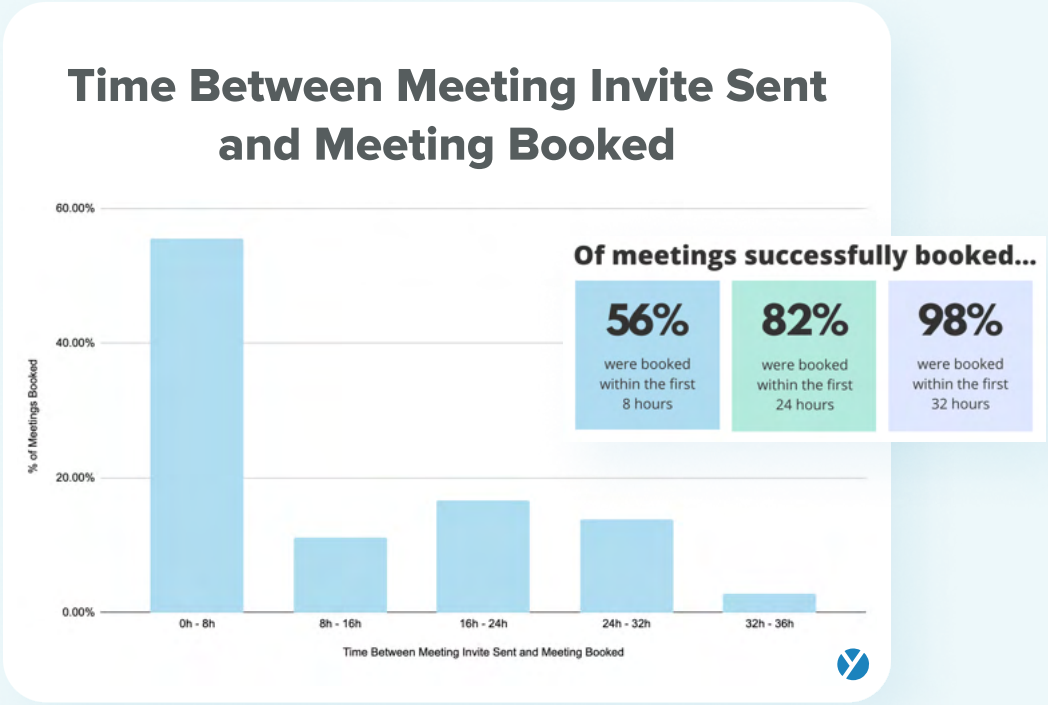
What does this mean? The race to the Monday AM inbox.

How Long It Takes for Your Invites to Turn Into Booked Meetings

Once your team sends a meeting schedule email, how long should they expect to get that meeting booked?

We took all sales reps and account executives who successfully booked a meeting for the month of September and tracked how long it took for the meeting to be booked from the time the invite was initially sent.

We broke the time into 8-hour intervals to measure the lifespan of a meeting invite.

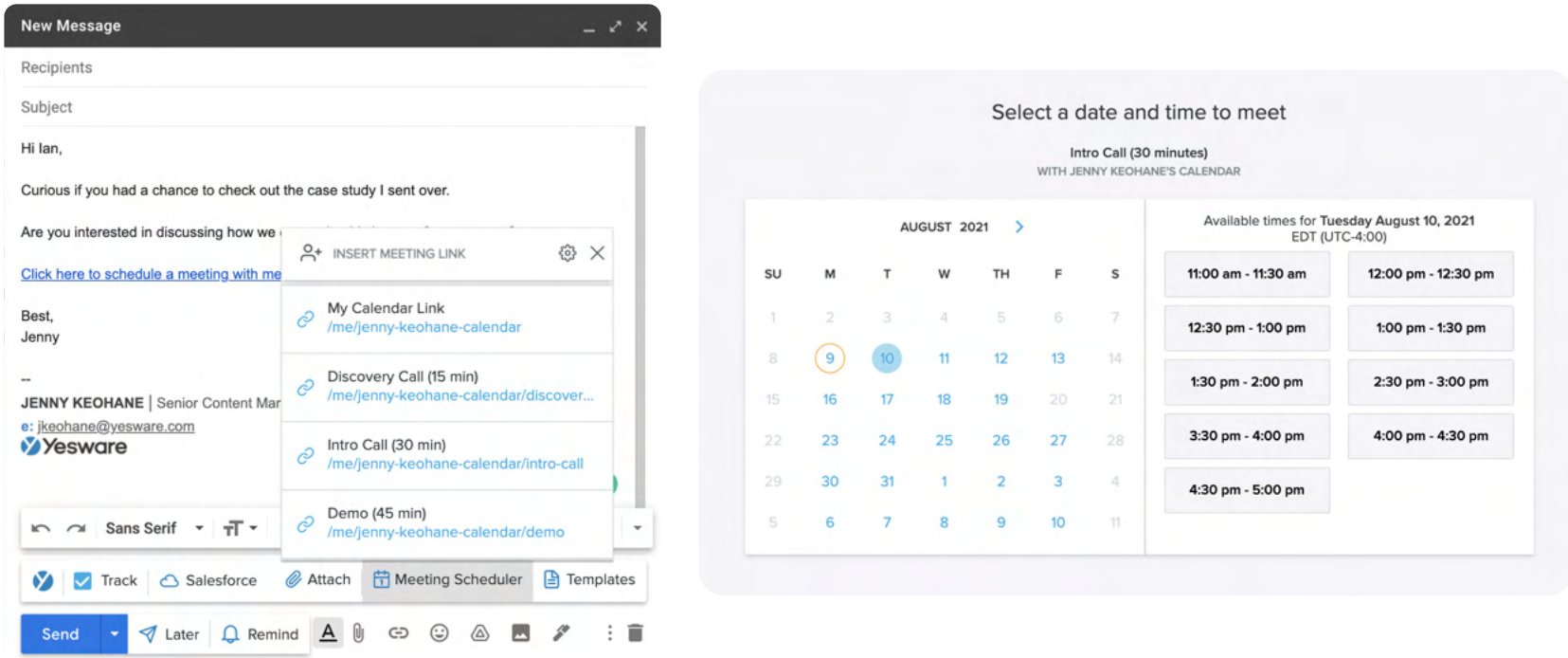


The findings show:

Of meetings successfully booked, over 50% were booked within the first 8 hours.
Of meetings successfully booked, over 80% were booked within the first 24 hours.
Of meetings successfully booked, over 98% are booked within the first 32 hours (a full day and a workday).

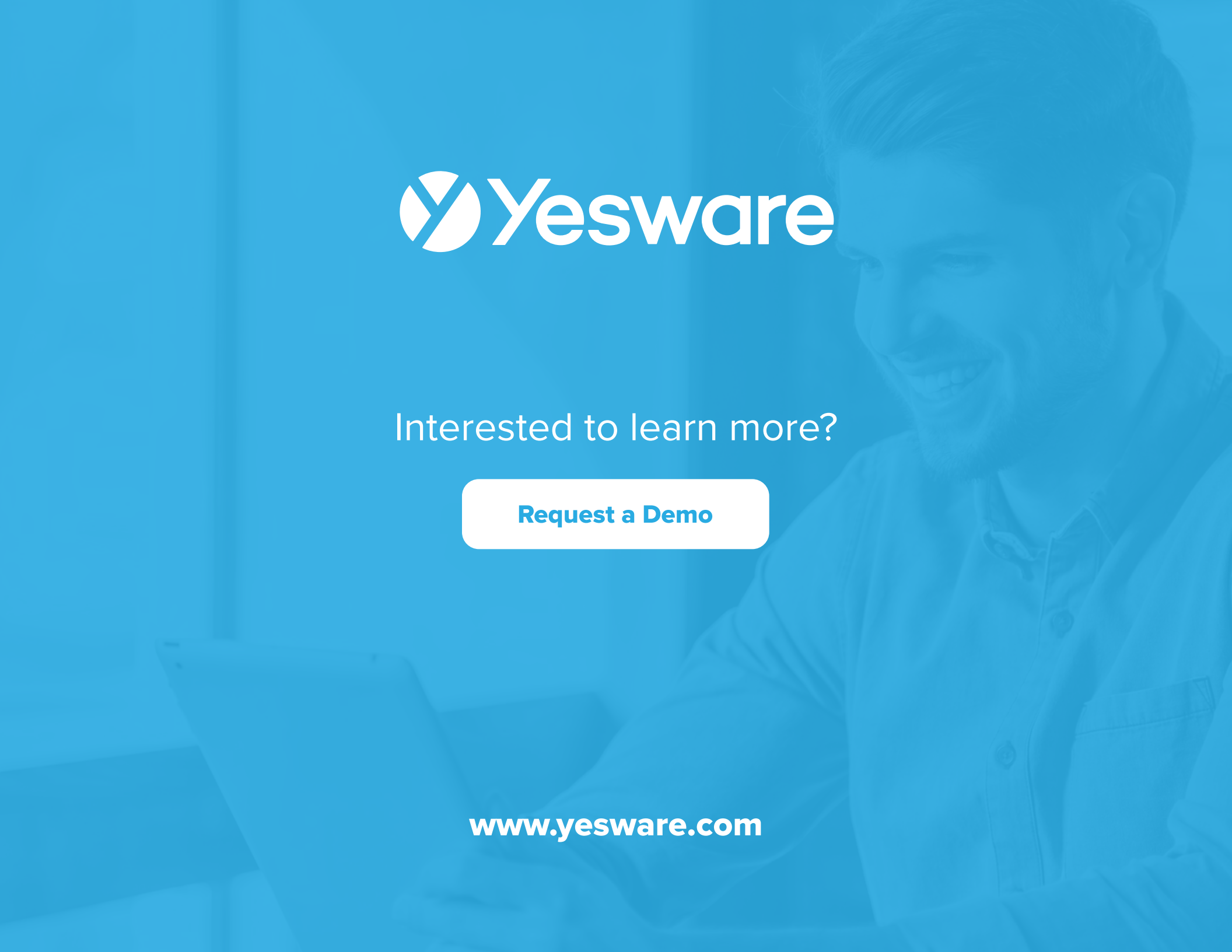
What does this tell us?

The median time is 8 hours to book a meeting — a full business day.
One business day is all people need to book meetings. Plan your follow-ups accordingly.



Schedule meetings without the back-and-forth. Yesware's Meeting Scheduler lets you send customized meeting links that sync to your Outlook or Gmail calendar.

Learn More


Yesware
Interested to learn more?
Request a Demo
www.yesware.com