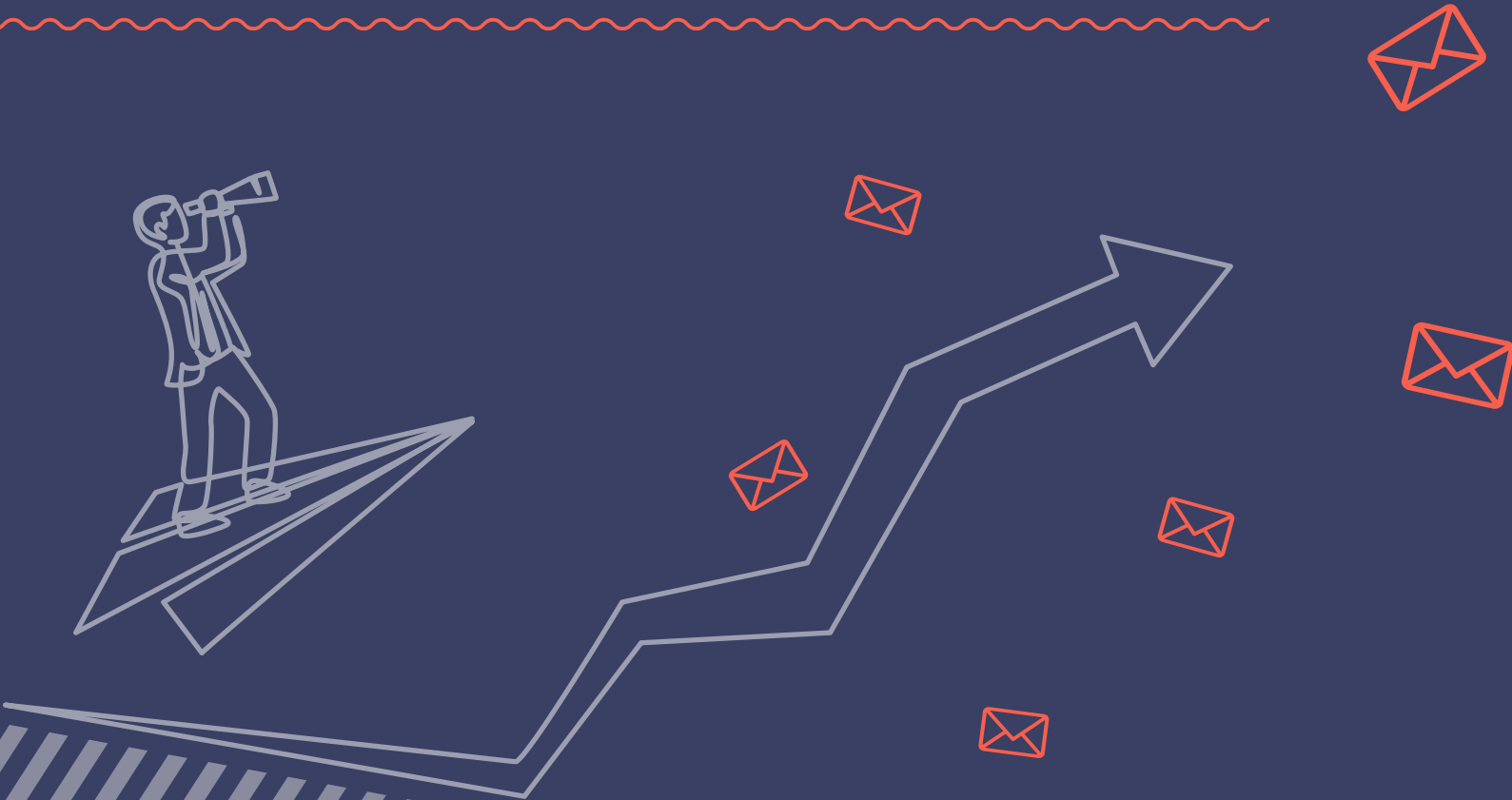# sopro

Selling to the Computer Software industry

Introduction

# Here at Sopro, we're experts on professional, targeted prospecting.

Prospecting is powerful but only when it's done right. Without honing your targeting skills, and reaching the right prospects in the right way, you won't see the results we know you can achieve.

Every industry needs to be targeted in a different way – there's no one size fits all. That's why we've collated our data to develop this guide.

We've done the research so you don't have to.

The headline stats

US$609 b £514.9 b global revenue 2022	5.1% revenue growth	2.1% Sopro lead rate
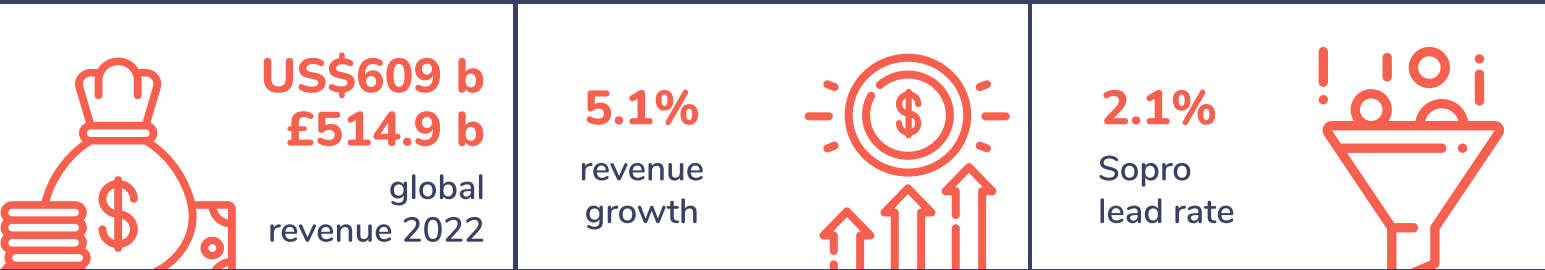
B2B survey results tell us that email prospecting is 2.7 times more effective than PPC and 1.9 times more effective than SEO, and 49.3% more effective than cold calling. Here's how the results look specifically for the software industry.

97.2% deliverability rate	**39.0%** open rate	**8.4%** response rate	**2.1%** lead rate

The Computer Software industry has one of the highest open rates, at 6.7% over the all-industry average. 2022 saw this climb even higher, with open rates being in the top 30 of all 150 industries we track - as high as 46.4%.

With Computer Software being one of the most heavily targeted industries, response rates and lead rates are slightly lower than the Sopro industry average (12.9% and 3.5% respectively).

However, each one of these leads is a prospect who fits the client's ideal customer profile, and has replied to a sales approach wanting to know more. This makes every one of them a high quality, pre-qualified lead.

Source: https://sopro.io/wp-content/uploads/2022/01/Sopro-The-State-of-Prospecting-2022.pdf

Prospecting and the Computer Software industry

Research shows that B2B buyers prefer email communication from suppliers over any other means. For an industry that's always online, this is likely to be particularly true.

As Computer Software projects can be secretive, email prospecting allows you to speak directly to decision-makers and find the projects and teams that are the perfect fit. And while teams are spread across the world, a referral to the right person is just a **Fwd:** away.

The challenges

Computer Software businesses tend to work on top secret, proprietary projects, so it can be difficult to know if a company needs your product.

They're often spread across multiple locations and time zones, with each team working on different elements. This can make it hard to find - and connect with - the right decision-maker.
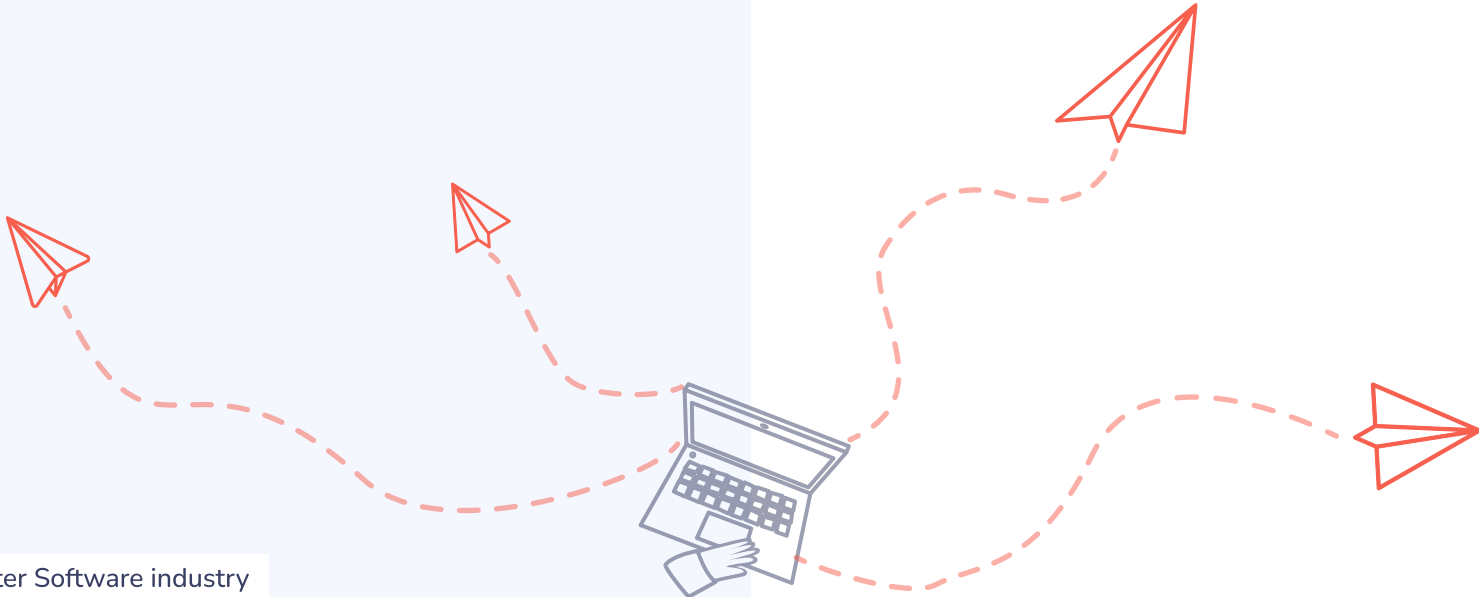
Computer Software trends

Digital sales platforms and gaming software continue to thrive. Telecoms, online education, collaborative and cloud based software are also growing, along with healthcare IT and wearable tech opportunities which are rapidly expanding.
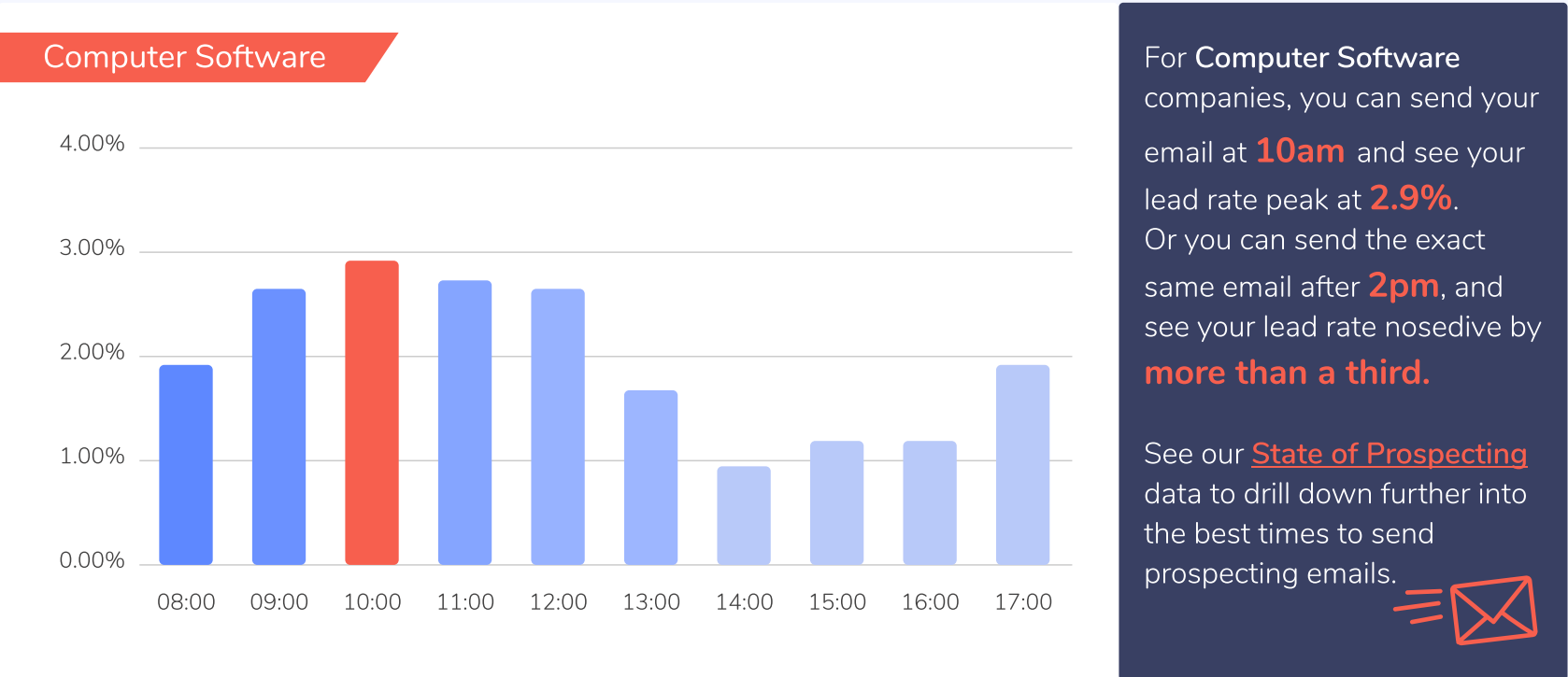
From blockchain and A.I. to hybrid architecture, machine learning and the metaverse, innovative Computer Software is proving vital across all industries and will continue to change the way we interact with and navigate the world.

The best time to send emails

At Sopro, we've discovered an exact science to maximise the potential of your email prospecting campaigns. One of the many secret ingredients?

Timing. And every industry has its own rules of when to send.

Computer Software

Time	Lead rate
08:00	1.90%
09:00	2.65%
10:00	2.90%
11:00	2.70%
12:00	2.65%
13:00	1.65%
14:00	0.95%
15:00	1.20%
16:00	1.20%
17:00	1.90%

For **Computer Software** companies, you can send your email at **10am** and see your lead rate peak at **2.9%**. Or you can send the exact same email after **2pm**, and see your lead rate nosedive by **more than a third.**

See our State of Prospecting data to drill down further into the best times to send prospecting emails.

Source: https://sopro.io/results/the-state-of-prospecting/email-timing/

Job titles and company size

Next on the list of optimising your outreach is which job titles you target.

Don't be afraid to aim high. They may be the busiest people in the company, but at the top of the open rate charts you'll repeatedly find "Founder" roles.

Failing that, our insightful data-crunching **whitepaper** shows you should never underestimate the power of the middle manager.

Company size also matters. Smaller companies with ten employees or fewer reap the highest rewards, averaging a 4.7% lead rate. Signing startups before they're on your competitors radar, and embedding yourself into their processes before they grow, can reap future rewards.

10
EMPLOYEES
OR LESS

4.7%
LEAD RATE

Source: https://sopro.io/wp-content/uploads/2022/01/Sopro-The-State-of-Prospecting-2022.pdf

The perfect prospecting email

Want your emails to truly deliver? Write a personalised human email that inspires and is concise. Here's our formula for success:

- ✓ Write a subject line that is intriguing, personal and simple.
- ✓ Avoid 'hello' - it might surprise you, but the data is clear on this one.
- ✓ Lose the marketing lingo, tech jargon and hard sell. The only goal is to secure a call.
- ✓ Keep it short - the perfect length is 150 words.
- ✓ Review your email - would you be happy to receive it?

Opening	[Morning] Bob,
Softener	I hope you're enjoying the lovely sunshine this week.
Introduction	A quick intro from me. I head up the partnerships team at MadeUp.com, and I wondered if we could have a quick chat later this/ early next week?
Reason for contacting	I think we could help your company with an interesting tool we've developed, which I can run through ina few mins.
Call to action	Any chance I could grab you for a brief chat on [Friday]... literally 15mins.. We're actually in Covent Garden that day, so I can swing by for a coffee if that's more convenient than a call. How's your diary?
Signature	Yours, Signature with no sales title.

Map your market

It's easy to be bamboozled when talking about data. But when it comes down to it, there are just a few things you really need to know.

sopro: The world's best prospecting data

- ✅ Yes, we can reach millions upon millions of people
- ✅ But over 99% of them are irrelevant to you
- ✅ Our skill is finding the right people for your business
- ✅ 41 variables allow our experts to zero in on your target persona

Map your market →

103,343

75%   40%   34%   27%   18%   10%

Source: https://sopro.io/added-value/market-mapper/

No matter what industry you're trying to target – Computer Software industry or something completely different – we can help.

Sopro has over seven years of experience in acute targeted prospecting. Trust the experts and sell more.

Book a demo:
https://sopro.io/demo/

Call us on
020 3988 3940

Or chat with our experts via the webchat:
https://sopro.io/contact-us/

"

The ROI from the Sopro campaigns were so effective that it gave us confidence as a business to take on an additional member of staff. We're currently seeing a 7% lead rate – which is fantastic. Our sales team rock up to the office, open their inbox, and there are leads in there, ready to go.

Oliver Jenkin
Head of Marketing, moneyinfo

Client reviews

G2	Capterra	Trustpilot	GetApp	Software Advice.
★★★★★ 4.8/5	★★★★★ 4.9/5	★★★★★ 4.6/5	★★★★★ 4.9/5	★★★★★ 4.9/5

Sell more.