

The State of Prospecting 2023



Biggest marketing challenge

36%

generating enough leads

19%

lead quality

14%

proving ROI

Marketing survey:



32%

of companies do not do any form of email prospecting

3 main advantages of prospecting:

59% 48% 34%

Identifying prospects not currently in your network (59% agreed)

Contacting decision-makers directly (48%)

Freeing up sales teams to focus on selling (34%)



72% say email prospecting delivers "good to excellent" ROI



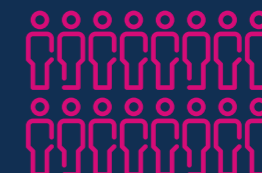
Only 4% say prospecting delivers negative ROI



Best channel for driving leads



Email was rated the most reliable channel for driving leads (59%)



More people rated email as a top channel than PPC, SEO and organic social media combined

x4

Four times as many people cited email compared to cold calling



When do buyers want to hear from sellers?

4 in 5

want to hear from suppliers during their research and evaluation phase



How do buyers want to hear from suppliers?

77%

of B2B buyers say they prefer to be contacted over email - more than double any other channel



Number of decision-makers

51%

Over half (51%) of B2B companies have 3-5 decision-makers involved in their buying journey.

Budget cuts in 2023



23%

Almost a quarter (23%) of B2B companies plan to make budget cuts over the next 12 months, and a further 20% are considering it.

88%

Of those making cuts, 88% say this is in anticipation of the UK heading into a recession.

Prospecting data:

Sopro emails see a **95.2%** deliverability rate

In 2022, Sopro had an average lead rate of **2.9%**



Emails sent at Monday at 11am get the highest lead rate



the third email in a sequence drives the most leads

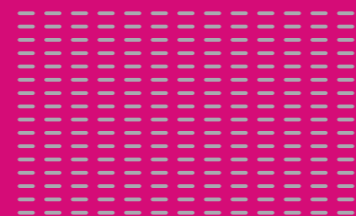
6.1%

Apprentice Managers have the highest lead rate

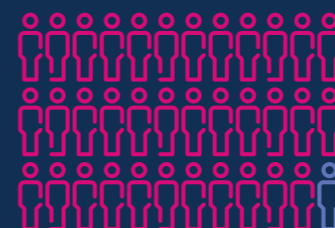


Financial Services is the most prospected industry

251-300 words



is the perfect email length



Only 1% of buyers said they didn't want to hear from suppliers at all