



SALES ENGAGEMENT PERSONALIZATION BY THE NUMBERS

We surveyed more than 600 sales professionals and analyzed more than 30,000 sales emails to understand the current state of sales email personalization. Here's what we found.

01



3%

only 3% sellers are currently happy with their **email reply rate**.

02



PERSONALIZATION

Better personalization is the #1 way they believe they can increase their reply rates.

03



But it's extremely time-consuming as **reps spend an average of 12 hrs per week personalizing their emails**.

5.9HR

customizing pre-written templates

6.2HR

writing new emails from scratch

04



91%

And 91% of buyers still don't feel sellers understand them or their role.



Here are 4 proven ways to personalize emails and increase reply rates



Individual-based personalization

This strategy is specific to the contact and works best with lower-level buyers.

→ **3.3X** reply rate with non-managers



Industry-based personalization

Scale your personalization efforts by providing relevant industry trends that impact your prospects.

→ **1.8X** reply rate with all personas



Company-based personalization

Tailoring your message based on the account works best with executives.

→ **3X** reply rate with executives



Activity-based personalization

Use revenue intelligence to personalize your email based on previous interactions or activity within the account.

→ **3X** reply rate and booked meetings

Learn more about how Gong can power up your personalization [👉](#)