



B2B Sales Case Study

Effect of personalized images on sales emails

Contents

<u>3</u>	—————	Summary
<u>4</u>	—————	Background
<u>6</u>	—————	Challenge
<u>7</u>	—————	Results
<u>8</u>	—————	Findings

Summary

In early 2019, Motionlab partnered with Harbinger Strategy to explore the effect that personalization had on outreach. Harbinger Strategy is a sales consulting firm with an ongoing goal to provide the most innovative sales strategies for their clients, and in partnership with Motionlab, tested a new approach to email outreach. The “personalized screenshot” campaign was planned, created and executed with an increase to open and reply rates.

Background

motionlab

Motionlab is an innovative platform producing personalized video experience. We believe communication should be personal and we bring this opportunity to video. Motionlab is a great tool to increase revenue and conversions, reinforce the brand loyalty improve customer experience and satisfaction via personalizing the communication.



Background

H

Harbinger Strategy is a b2b sales consulting firm founded in 2015 by industry veterans [Matthew Listro](#) and [Jessica Rubin](#). Harbinger Strategy offers sales process, strategy, and execution for growth stage businesses. They specialize in assisting U.S. and global startups quickly accelerate growth.

5



Challenge

In the crowded b2b sales space, there is constant competition to improve open, read, and response rates for outbound email campaigns. Harbinger's goal was to improve the open and reply rate for one of their clients, to increase the number of meetings booked by end of the quarter.

The strategy Harbinger employed was to re-engage leads that had previously opened emails multiple times, but never responded. A list was gathered of prospects that had opened at least one email more than 5 times in the past 12 months. A new outreach cadence was built, including a personalized image in the first email. When clicked, the image brought the prospect to the company website for more information.

Results

Motionlab campaign	
Emails Sent:	521
Email Open Rate:	63%
Response Rate:	4%
Industry Averages:	
Email Open Rate:	<u>15.22% to 28.46%</u>
Response Rate:	<u>1%</u>

Findings

The strategy was to contact people who already had shown passive interest, and nudge them over the line. Over the course of a 3 email cadence, personalized image outreach resulted in an increase of 35% to opened emails, and was able to boost the response rate 4x.

Personalized messaging was able to generate a level of interest that broke through passive and indifferent attitudes, in a way previous email cadences couldn't.