

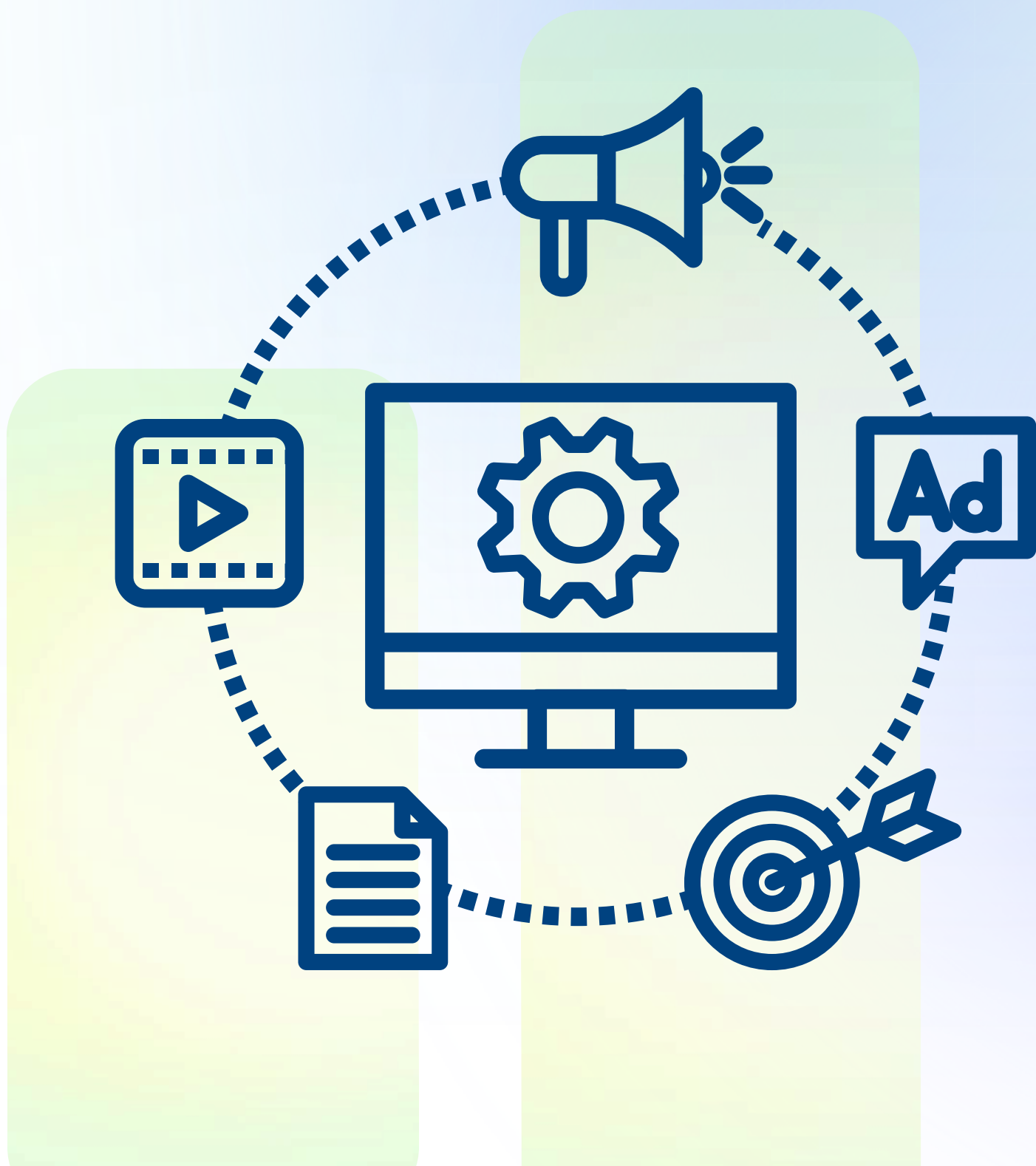
2025 Sales Channel Effectiveness Report

Discover which sales outreach channels drive the best results in 2025, and get exclusive insights from top-performing sales pros!

TABLE OF CONTENTS

Key Themes	3
Survey Participant Profiles	4
Introduction	5
Sales Channel Effectiveness	7
Key Takeaways	8
Sales Challenges By Channel	10
What Works For Each Channel	17
Emerging Trends	22
What Pros Are Saying - Real Talk	24
The Future Sales Outreach - Predictions	29

KEY THEMES



01

Which sales outreach channel is the most effective in 2025?

02

What are the biggest pain points in sales channel outreach, and how do you overcome them?

03

How can AI-enabled tools help generate more leads and consistent outreach?

04

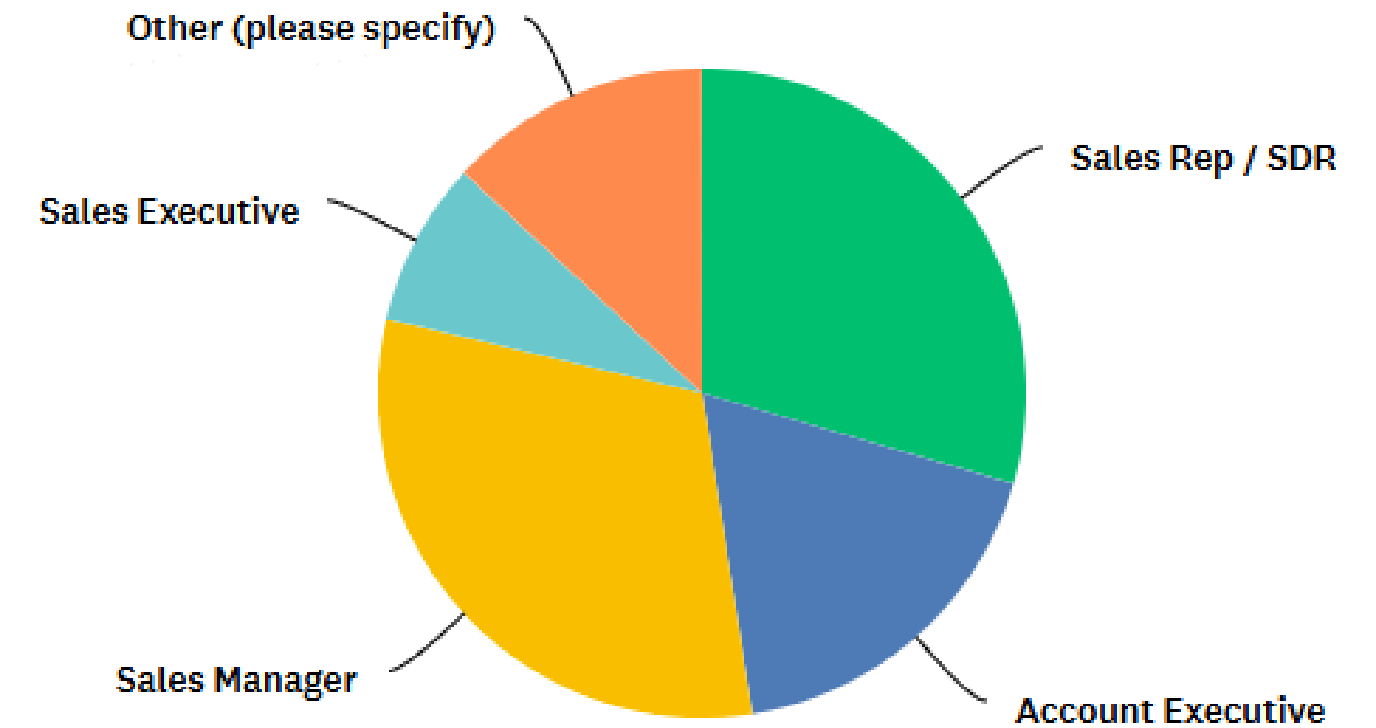
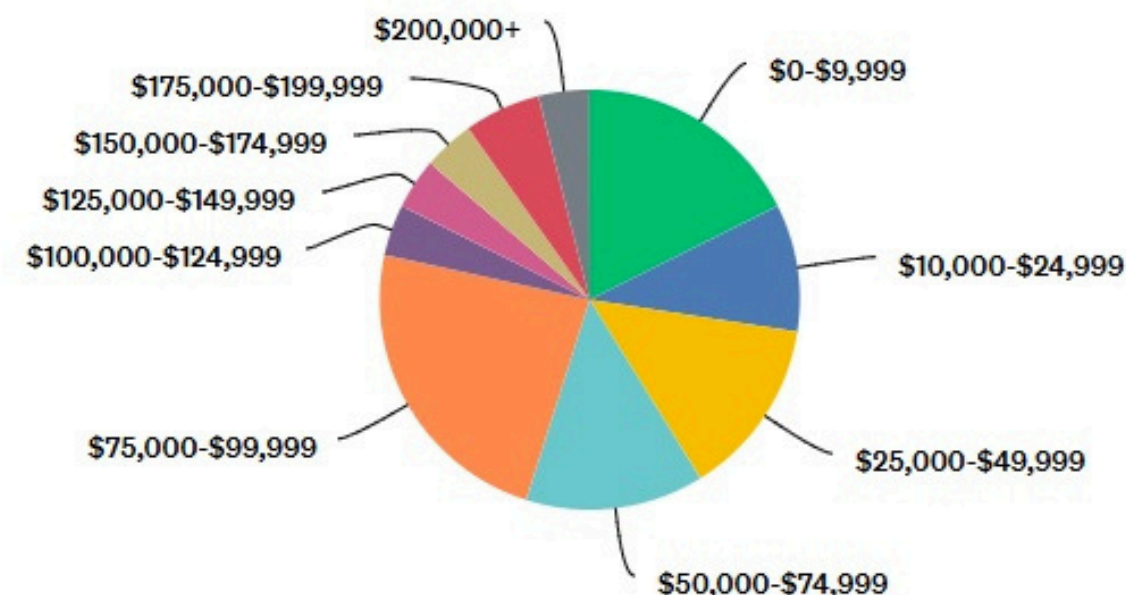
What is the sweet spot for messaging in various sales channels?

SURVEY PARTICIPANT PROFILES

To understand how professionals are using sales channels in 2025, we chose to do a mixed research method using SurveyMonkey.

Research findings are based on a survey conducted in **May 2025**.

With about **65 respondents**, the survey captured responses from sales professionals, 63% female and 37% male, **across the United States, with various income levels and roles.**



Over 60% of respondents held SDR or sales manager positions, while nearly 8% were executive-level sales professionals.

About **18% of respondents worked as account executives (AE).**

There were also team leads, a few marketers and startup founders, as well as some who identified as “solopreneurs” (solo business owners).

Only **1 in 5** Sales Pros Personalize Their Email or Social Outreach.

Here's Why That Matters.

In 2025, the SaaS sales industry market is worth an estimated \$390 billion.

Sales (especially SaaS) is getting increasingly competitive, and standing out in a crowded industry has never been more challenging.

Knowing where to focus outreach strategies is critical for growth.

If you're looking to get people's attention in today's market, you have to treat prospects like individuals and make them feel heard.

88% of Sales Pros
Surveyed Use
Email or Social

The issue: Many still struggle with finding accurate intent data, personalizing outreach, and prioritizing the right message at the right time.

Despite the popularity of email and social, the 2025 Sales Channel Survey reveals low engagement and time consumption as top pain points for these outreach channels.

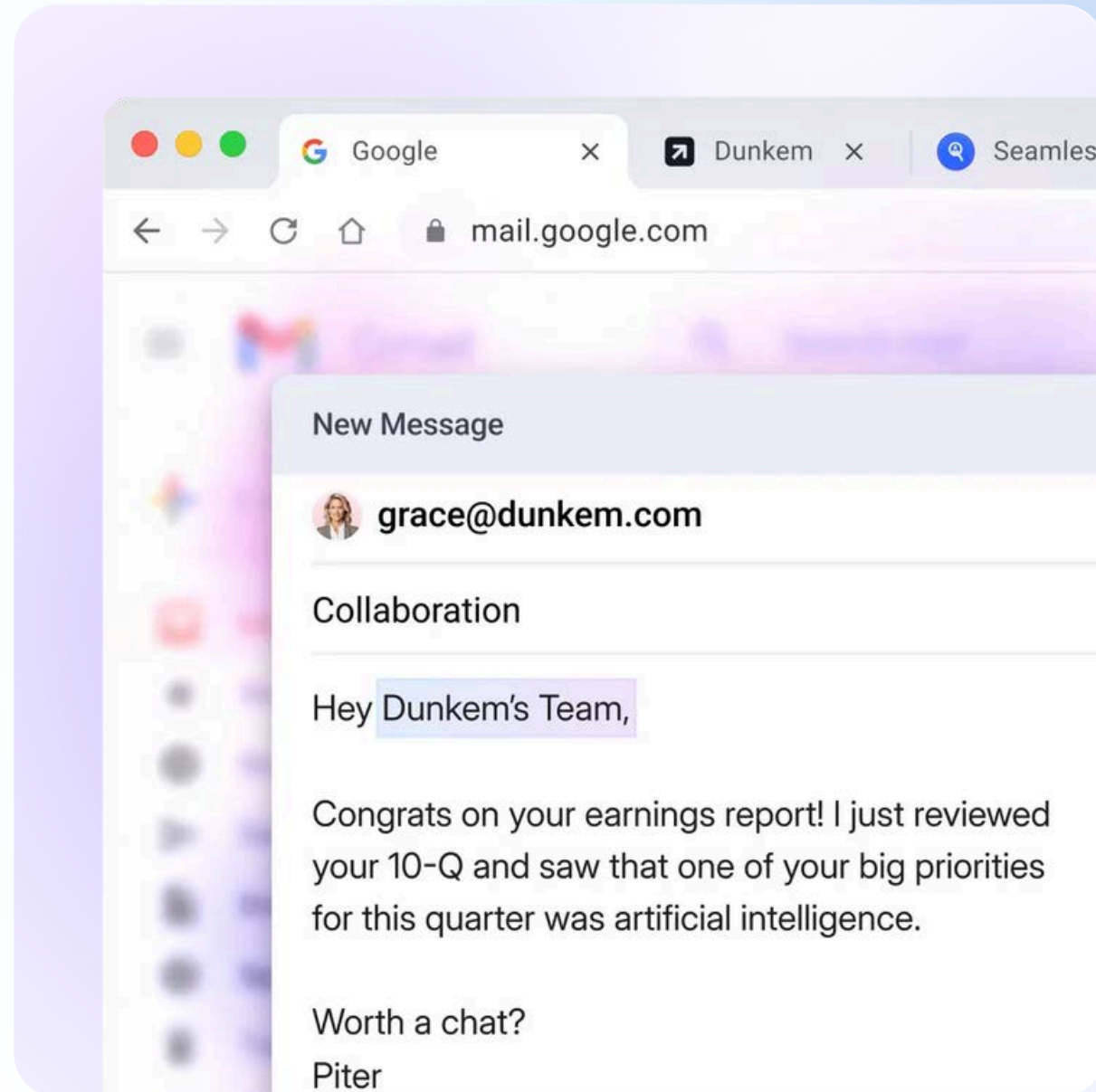
But what's the culprit for low engagement?

- Is it buyer fatigue?
- Oversaturated markets?
- Poor deliverability?

We found that a critical reason for the gap between adoption and effectiveness is: **a meager 21% (just 1 in 5 respondents) say they fully personalize their outbound emails.**

The majority opt for basic customization or “Spray and Pray” tactics, giving those who personalize a competitive edge.

AI tools like Seamless.AI enrich data contacts to help personalize outreach.



21% say they fully personalize their outbound emails.

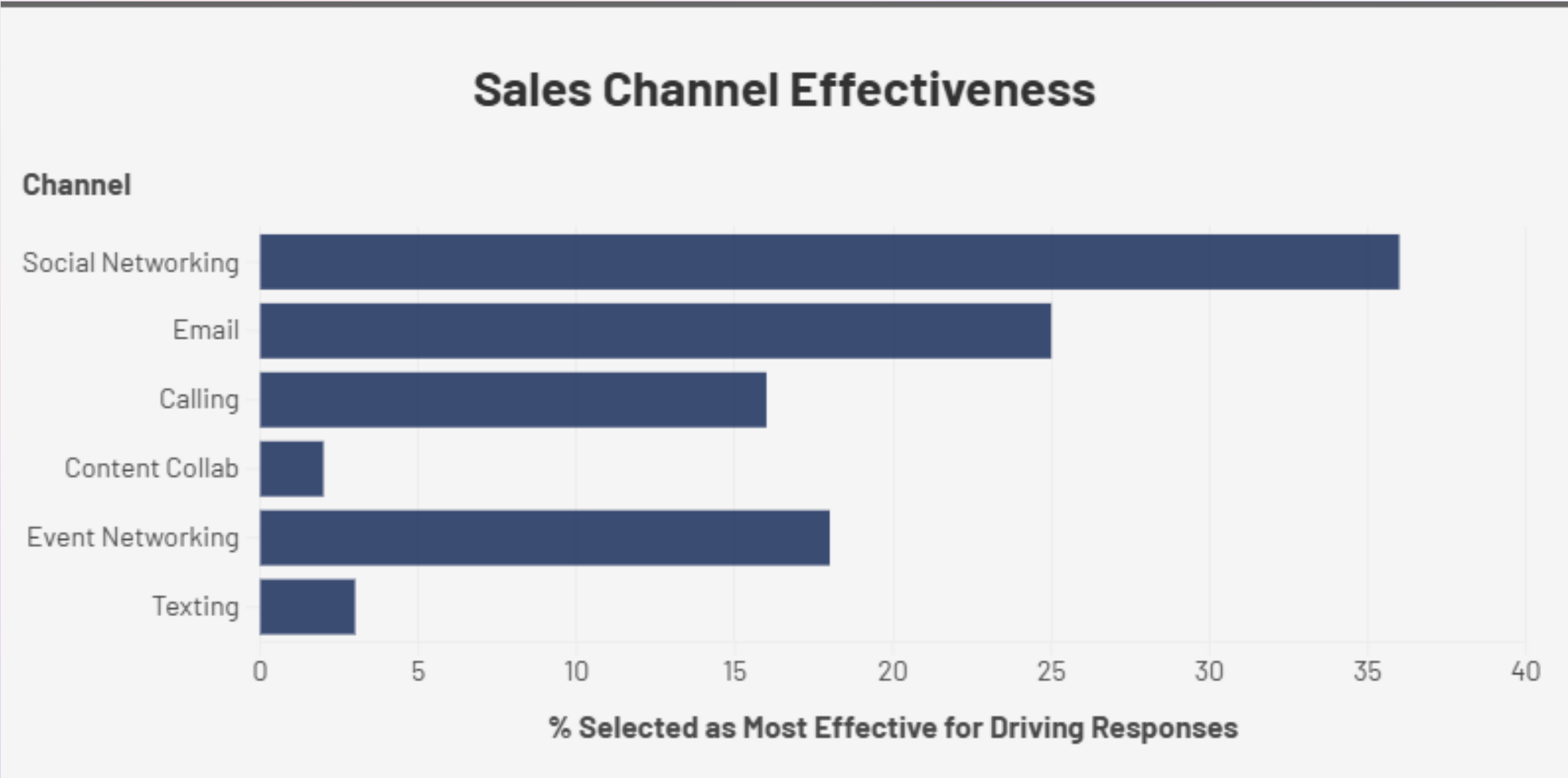
BEST SALES CHANNELS

We asked respondents which sales channel they thought was most effective in today’s climate.

Sales professionals preferred social networking as the most effective way to reach prospects for cold outreach, with email trailing behind.

- 1.Social = 36%
 - 2.Email = 25%
 - 3.Events = 18%
 - 4.Calling = 16%
 - 5.Texting = 3%
 - 6.Collab = 2%

Most Effective Sales Channels in 2025





01

Social Selling Is Surging.

LinkedIn & Facebook are leading the way

02

Email Remains a Powerhouse.

Personalization & data accuracy are key gaps

03

Traditional Cold Calling Is Losing Steam.

Calling is still effective, but losing to less invasive tactics

04

Texting Is a Viable Sales Outreach Option.

Texting is an untapped resource with lots of upside

EMAIL CHALLENGES PROS FACE

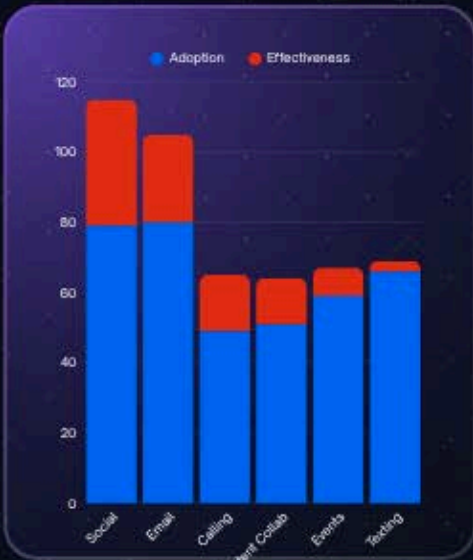
What Sales Teams Are Saying About AI & Channel Confidence

*Graph numbers are percentages



AI Adoption Is Surging

Over half of sales professionals now use AI tools to help write, test, and improve their outbound emails.



Widespread Channel Usage, Low Confidence

With every channel surveyed, respondents indicated a stark contrast between usage and perceived effectiveness.



Email Closes The Greatest # of Deals

Email is still on top, contributing to more deal closures than any other channel, according to surveyors.

55% use AI to write and test emails, but not all personalize.

47% of deals won started with email outreach.

Gaps between channel usage and confidence show a need for improved targeting and personalization. Technology is bridging the gaps for sales pros.

EMAIL CHALLENGES PROS FACE

Avg Emails Sent Per Day	Emailing Benefits	Emailing Pain Points	Email Personalization
1-10 38%	Faster Scaling 36%	Low Engagement 33%	Somewhat 38%
11-25 14%	Low Cost 30%	Spamming Clients 28%	Very Little 24%
26-50 19%	Customizable 17%	Inaccurate Emails 19%	Fully Customized 21%
51-100 21%	Tracking 14%	Less Personalized 14%	Generic or None 18%
Over 100 5%	Less Visual 2%	Compliance 5%	

80% say email is part of their sales outreach strategy.

49% is the **average open rate** for cold emails sent to new prospects.

One respondent shared that just by “Customizing the first line to show I did my homework gets a reply at least **3x more often.**”

CALLING CHALLENGES PROS FACE

Avg Calls Sent Per Day	Calling Benefits	Calling Pain Points	Do You Leave a Voice Mail?
1-5 21%	More Personable 27%	Low Success Rate 24%	Yes 48%
6-10 14%	Immediate Feedback 26%	High Stress 21%	No 34%
11-20 16%	Builds Relationships 21%	Rejection Fatigue 21%	Sometimes 18%
21-30 14%	Faster to Close 10%	Irritable Prospects 14%	
None 25%	Low Cost 8%	Time-Consuming 8%	

49% say cold calling is part of their sales outreach strategy.

41% average call acceptance rate for calls to new prospects, with **41% deals closed** from cold calling.

Only **1 in 6 rate cold calling as their top response driver**—a major shift from sales playbooks of the past.

SOCIAL CHALLENGES PROS FACE

Avg Social Posts Per Week	Social Benefits	Social Pain Points	Popular Platforms for Sales
1-2 21%	Builds Branding 33%	Time Consuming 29%	Facebook 32%
3-5 19%	Low Cost 22%	Algorithm Changes 25%	LinkedIn 29%
6-10 24%	Warmer Leads 19%	Inconsistent CTR 19%	Instagram 14%
11-20 13%	Better Data Insights 13%	Lower ROI 19%	TikTok 14%
Over 20 10%	Viral Opportunity 11%	Lack of Influencers 6%	Reddit 6%

79% say social network is part of their sales outreach strategy.

48% average CTR for posts to new prospects, with **44% deals closed** from social outreach.

Social was rated the **most effective channel by 36%** of respondents.

41% of respondents said they **use AI** to help create social content.

EVENT CHALLENGES PROS FACE

Events Attended Per Year	Event Benefits	Event Pain Points	Best Event Swag to Give Away
1-2 18%	Pulse on Industry 34%	Upfront Costs & Planning 36%	Company Swag 30%
3-5 14%	Builds Relationships 32%	Hard to Track ROI 27%	Anything Works (No Preference) 30%
6-10 24%	Direct 1-1 Contacts 23%	Time-Consuming 26%	Pens 15%
11-20 14%	Expands Lead Gen 10%	Low-Quality Leads 11%	Gift Cards 13%
Over 20 6%	Other 2%	Other 0%	Cool Tech Gadgets 7%

59% say event networking is part of their sales outreach strategy.

On average, **respondents said 45% of deals are closed** from event networking.

Nearly **25%** of those who use networking as a means of sales outreach said they attend **6-10 events a year**. While **35% cite cost as a major challenge**.

COLLAB CHALLENGES PROS FACE

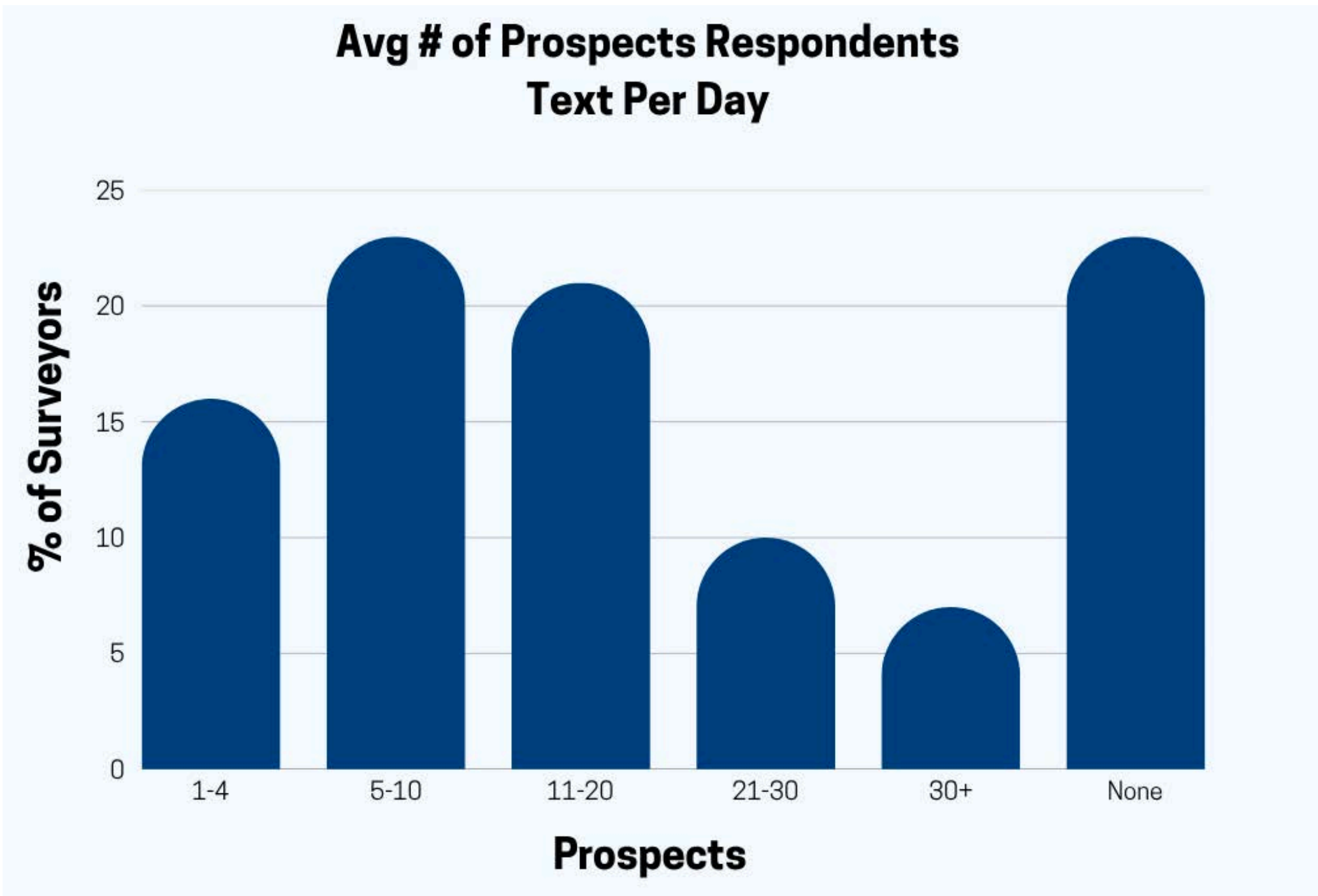
Avg Collabs Per Year	Collab Benefits	Collab Pain Points	Best Collab Options
1-2 13%	Increases Authority 32%	No Content Control 25%	Social Media 32%
3-5 18%	Expands Audience Reach 27%	Conflict of Interest 22%	Podcasts 18%
6-10 36%	Warmer Leads 15%	Low Profit 17%	Articles 18%
11-20 8%	Reaches Target Market 13%	Lack of Transparency 15%	Videos 13%
None 21%	Cost-Effective 7%	Consistency & Support 15%	Webinars 8%

51% say collaborations are part of their sales strategy.

44% of deals are closed from content collabs.

41% say collaborations take too much effort for little ROI compared to the other channels. Returns are also hard to track.

TEXTING CHALLENGES PROS FACE



66% say texting is part of their sales outreach strategy.

41% is the **average response rate** from text outreach.

55% said they do not initiate text outreach without prior contact from another channel (cold call, email, etc.).

On average, respondents said **36% of sales are closed from texts.**

EMAIL OUTREACH

Do

- ✓ Write tailored, targeted, and relevant messages
- ✓ Use tracking and sequencing tools to build out drip campaigns

Don't

- ✗ Engage in purposeless spamming and mass blasting
- ✗ Neglect data quality or scrubbing bad data



SOCIAL OUTREACH

Do

- ✓ Build authentic connections and relationships
- ✓ Engage in helpful thought leadership to build your brand

Don't

- ✗ Run cold DM blasts or drop immediate “pitch slaps”
- ✗ Neglect to build your network over time



COLD CALL OUTREACH

Do

- ✓ Use cold calls for urgent, high-priority prospects
- ✓ Use cold calls for your initial connection, but follow up with email or social (LinkedIn)

Don't

- ✗ Make cold calls with no context or understanding of intent
- ✗ Ignore compliance/consent or time factors



EVENT OUTREACH

Do

- ✓ Build genuine relationships
- ✓ Address ROI measurement

Don't

- ✗ Jaw-jack or burden prospects with complex pitches
- ✗ Ignore practical giveaway preferences



TEXTING OUTREACH

Do

- ✓ Send friendly meeting reminder texts
- ✓ Use texting with existing clients or opted-in leads

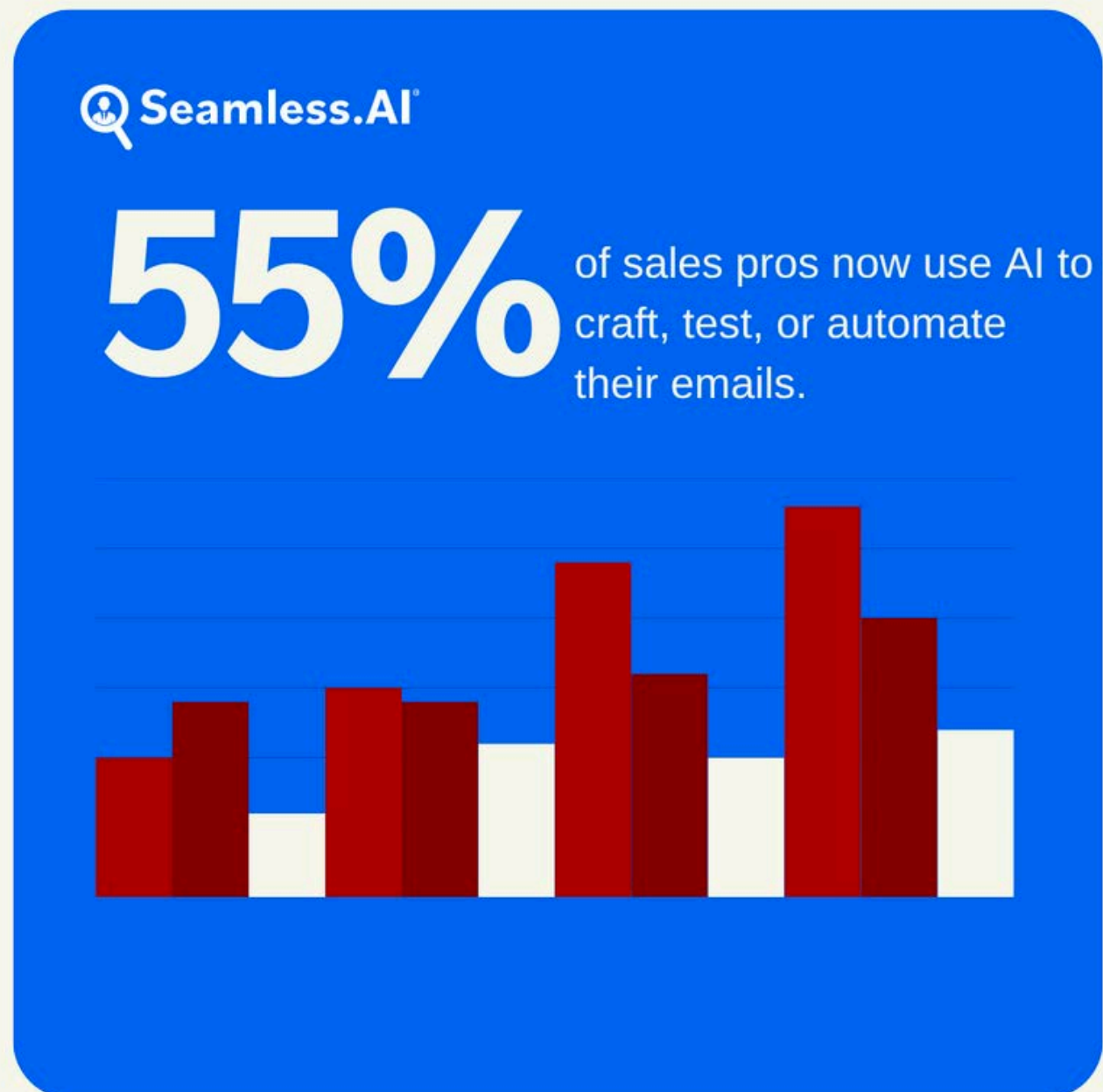
Don't

- ✗ Overuse texting or send unsolicited texts
- ✗ Be unprofessional



TREND #1

AI Adoption Is Mainstream & Critical for Business Growth



“AI has saved me so much time. I use it to draft and refine messages, so I’m not reinventing the wheel every day. It’s especially useful for customizing outreach at scale.”

— Team Lead, Sales Ops

Out of the respondents, **55% said they use AI tools to help craft & test sales emails.**

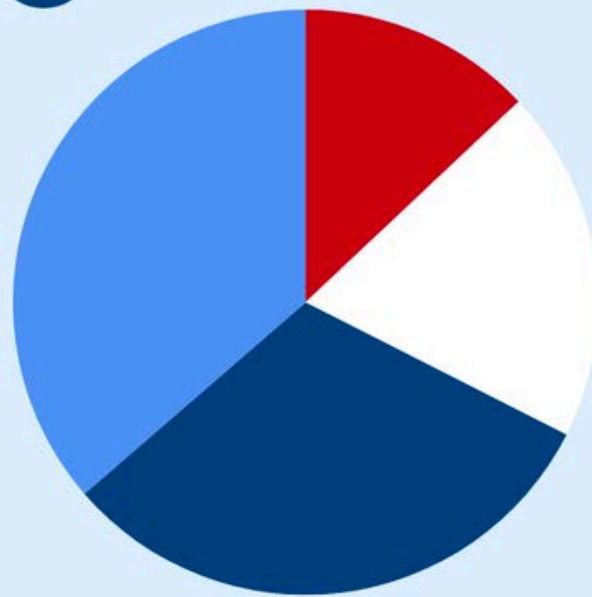
42% of those surveyed use AI tools to create social content.

TREND #2

Personalization Is a New Growth Opportunity

19%

of sales professionals struggle with inaccurate emails.



 Seamless.AI®

As competition for attention intensifies, “personalization at scale” is now a critical differentiator for response and conversion.

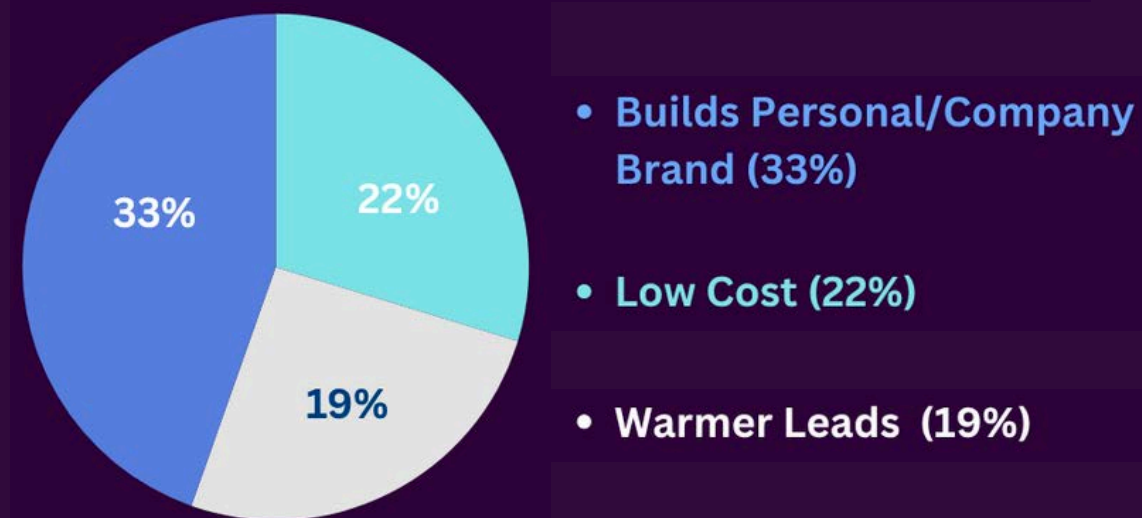
Over 30% of professionals cited **low engagement and generic messaging** as the greatest challenge with email outreach, while **21% craft and test personalized messaging**.

19% cited inaccurate emails as a concern. Accurate data and contact intent signals help personalize and enrich prospect information.

TREND #3

Social Selling Surpasses Cold Calls as the Preferred Sales Method

TOP BENEFITS OF SOCIAL NETWORKING



*Other notables: Better insights (13%) & chance to go viral (11%)

79% of respondents use social networking as a regular outreach channel, which is nearly equal to email usage.

36% now rank social as their **most effective channel for getting cold outreach responses**, compared to just 16% who say they get responses from calls.

33% said **the #1 reason they leverage social** selling is to improve their personal and company brands.

Connecting With Prospects Is Harder Than Ever

“The biggest issue with cold outreach is getting noticed among the noise. Everyone gets so many emails a day that you need to be creative, relevant, and persistent just to get a reply.”

— Sales Manager, B2B SaaS

Build Trust, Not Replies: The Social Selling Edge

“LinkedIn leads are almost always warmer and easier to convert. It takes more time to build your network, but the engagement is real.”

— Enterprise SDR

The Power (And Challenge) of Email

“Email is the backbone of my prospecting. It lets me track opens, test messages, and reach a huge audience affordably, but it’s getting tougher [because] people ignore more messages.”

— Account Executive

Rethinking Cold Calls

“Cold calls are high pressure and rarely picked up. Honestly, I only call now when email and LinkedIn haven’t worked.”
— Senior Sales Rep

Tech as a Game-Changer

“AI has saved me so much time. I use it to draft and refine messages, so I’m not reinventing the wheel every day. It’s especially useful for customizing outreach at scale.”

— Team Lead, Sales Ops

TOP PREDICTIONS

01

**Personalized Outreach
Will Be Crucial for a
Competitive Edge**

02

**AI Usage Will Become
an Everyday Essential**

03

**LinkedIn Will Define B2B
Prospecting, But Multi-
Channel Still Wins**

04

**Data Accuracy Will
Separate the Winners
from the Stragglers**

05

**Sales Tech Stacks Will
Focus on Integration**

TOP SALES TOOLS

G2 Rankings for

Sales Intelligence

2nd of 350
in Sales Intelligence

G2 Rank

01  ZoomInfo S...

02  Seamless.AI

03  Apollo.io

04  LinkedIn Sal...

05  Cognism



Learn how Seamless.AI can enrich your data with accurate contact info and boost your results with every outreach channel.

GET STARTED →