regie.ai

ROI Study: Regie.ai

The Potential of GenAI in B2B Prospecting

Over the last year, we've seen Go-to-Market (GTM) teams leaning into generative AI for a host of use cases.

Prospecting is one of the most promising applications because GenAI revolutionizes outbound sales efforts not only for businesses but also for buyers.

Buyers receive more personalized and relevant communication tailored to their needs and preferences.

Businesses can streamline operations by reducing the amount of tech, people, and time traditionally required to run a successful outbound motion. When properly applied, GenAI can do all this while also achieving tangible returns on investment in terms of increased meetings and pipeline growth.

About Regie.ai

Regie.ai is an AI-based prospecting platform that delivers on the promises of GenAI on outbound sales. This platform brings your CRM, sales engagement platform, and intent data under one umbrella, and uses AI to power:

- Audience discovery and lead sourcing
- Content generation with customized messages
- Task execution and dynamic follow-up

In doing so, companies are able to automate prospecting while ensuring consistent messaging, personalizing follow-up, simplifying the rep experience, and directing human work to the most engaged leads - all while reducing onboarding and ramp time.

Sales Leaders

Sales leaders tell us that Regie.ai:

- Improves the quality of outbound content
- Ensures brand/ messaging consistency
- Creates a lift in campaign engagement
- Increases number of booked meetings
- Surfaces quality, high-intent prospects
- Generates dynamic sequences
- Easily enables dynamic task execution
- Has wide rep adoption
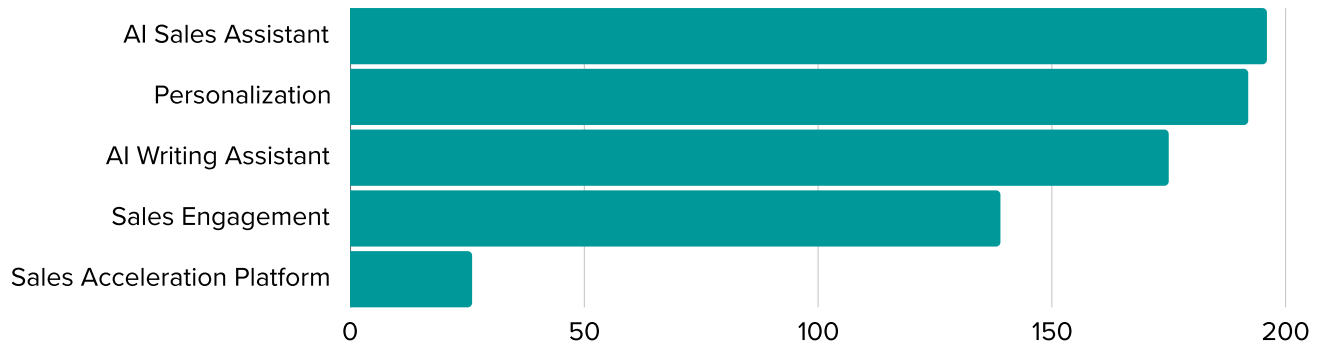- Provides seamless onboarding

Sales Reps

End users tell us that Regie.ai:

- Makes personalization fast and easy
- Helps create engaging content
- Easily surfaces relevant content and insights about prospects
- Saves them hours each day
- Is incredibly easy to use

Customer Use Cases

We review G2 data to identify top use cases and value verified users experience. The following chart reflects the broad variety of needs the Regie.ai platform currently meets for customers.

How Companies Leverage Regie.ai	
Automate prospecting	SDRs are overwhelmed with prospecting that produces poor results, while AEs lack time for it. Regie.ai automates repetitive tasks (like audience building, content personalization, and task execution) and optimizes reps' time by surfacing the most engaged leads.
Simplify the rep experience	Fragmented RevTech systems mean that reps are often juggling a sales engagement platform, CRM, and intent/data provider. Regie.ai can unify those core systems and allow reps to prospect autonomously, using just one system to run the motion.
Ensure consistent messaging	Marketers want sales to nurture MQLs with the right message and timing. Regie.ai ensures timely communication with approved language, eliminating long approval cycles and enhancing marketing's messaging consistency across all touchpoints.
Focus human work on high-intent leads	TOFU discovery requires so much work but generates low response rates. Regie.ai reduces the time reps need to spend on sourcing leads and writing cold emails, while prioritizing the most engaged leads, thus improving responses and morale.
Reduce ramp-up and sustained training time	With Regie.ai automating tasks like lead sourcing, personalization, and outreach, sales enablement can onboard faster and reallocate efforts to higher-value areas for the sales team.

Regie.ai's ROI

Regie.ai customers see material ROI for the use cases described in this study.

ROI

$27M — influenced pipeline from inbound lead response AI agent in one quarter **(Mid-Market Software Company)**

2x — outbound meetings booked in less than one year **(Smartling)**

Engagement

48% — 48% positive email reply sentiment Improvement up from 35% in 3 months **(Reputation)**

17% — improvement in sales campaign conversion **(Upwork)**

61% — open rate **(Crunchbase)**

Productivity

100+ — hours saved per month **(Reputation)**

<2 min — spent writing a personalized email **(Jellyvision)**

Regie.ai Case Studies

We interviewed Regie.ai customers to better understand use cases, value, and ROI.

Customer #1: AI-Enabled Translation Platform | SDR Manager

Situation: A 24-person SDR team needed to scale and operationalize their outbound motion, but couldn't hit volume and conversion metrics with templated emails and manual outreach.

Favorite Regie.ai Features:
- Rapid Writer: automates prospect research and writes relevant messages
- Prompt customization: ensures sales-ready content requires minimal editing
- Integration with Outreach

Value Provided:
- Faster email production doubled the number of prospects the SDR team was able to add to a sequence.
- An increase in personalization meant more of those messages were resonating; engagement went up.

Results: In less than one year:
- Outbound meetings booked doubled
- Email creation went from taking 15 minutes to <1 minute
- 69% of the team creates and sends more than 50 personalized messages each week

"It's taken a huge weight off my shoulders. Now I have a platform that offers so many options for content creation and maintaining control over the messaging."
~SDR Manager

Customer #2: Global HR Tech Platform | Director of Sales

Situation: The SDR team was struggling with complex messaging, inefficient personalization, and seasonality that required high-volume outbound at certain times.

Favorite Regie.ai Features:
- Easy implementation
- Personalization capabilities
- Integration into the sales workflow
- Responsive customer success team

Value Provided:
- Accelerated outreach without sacrificing the unique brand voice
- Boosted outbound production and efficiency without investing in additional headcount

Results: In less than one quarter:
- Adopted by 95% of the sales team
- 27 meetings generated from outbound prospecting AI agents
- Personalized email writing time decreased to <2 mins

"To reach the level of activity and output we needed, I would have had to hire a team of 30 BDRs to support that. When I broke it down and showed the math to my CRO, it made all the sense." ~Director of Sales

About GTM Partners' ROI Studies

GTM Partners' ROI studies are third-party validated assessments of Go-to-Market vendor solutions that are primarily focused on how to get the most out of an investment in technology. Centered around use cases (as opposed to stack ranking vendors), these guides are intended to provide readers with a data-driven analysis of what problems the solution is intended to solve and how well it delivers on those promises.

ROI Studies are developed in three stages:

- First, we will work with the vendor to learn about their capabilities. The vendor must respond to a use-case-driven market survey, provide a demo and give us insight into their roadmap.

- Next, we analyze G2 data to understand how the market at large is using the solution and what they find to be most valuable. We also review feedback on the entire segment to understand how that vendor performs against its competitors or similar solutions in the use cases specified.

- Finally, we speak with three customers to better understand their primary use cases, get an understanding of any additional investment outside of the cost of the solution and confirm any need for additional investment in companion solutions required for the use cases to be performed.

GTM ROI Studies are developed at the request of the vendor, who provide us access to their customers and support our understanding of the solution we are validating.

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DATA POWERED BY **G2**