
Top-of-funnel best practices.

Make the most of your GetRev AI demand gen campaign —
nurture **buying groups**, not just leads.

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Turn intelligence into pipeline.

Your need signals have surfaced the buying groups most likely to convert. Now the goal is to turn that intelligence into pipeline. This guide reflects how B2B buyers actually research and decide today: they self-educate, they buy as committees, and they reward vendors who lead with genuine value.

The shift since the last edition is simple but profound. You're no longer nurturing a single contact toward a form fill — you're guiding a **buying group** of stakeholders, many of whom never raise their hand, toward a shared decision.

Use this guide to nurture buying groups — not just leads — into long-term customer relationships.

The six practices that follow build on each other: understand the group, earn trust with value, write email worth opening, surround the group across channels, time every touch to a signal, and show up wherever buyers research — increasingly, that means AI.

SECTION 01

Know how your buying groups run their business.

It starts with who you target. GetRev surfaces your ICP accounts and the need signals behind them — the **Exegraphic** data that reveals real operational need, not just anonymous web activity. Make sure you and your team have a solid grasp of those signals: they tell you what a company is dealing with right now, which is exactly what should shape your content, messaging, and timing.

Remember that you're not nurturing a single contact. You're nurturing a **buying group** — the full set of stakeholders who shape a decision. Build your strategy by asking your sales team: what pain points do companies with these traits and signals experience, and which roles in the buying group feel each one?

40%+

of B2B deals stall because of internal misalignment inside the buying group. Content that helps the group align with *each other* is content that moves deals.

2025 EDELMAN-LINKEDIN B2B THOUGHT LEADERSHIP IMPACT REPORT

SECTION 02

Build trust by delivering value.

Value is still the cornerstone of a great nurture sequence. The best way to build rapport with a buying group is to help them solve a problem or level up their skills *before* you ever ask for the meeting. In 2025–2026 that means real thought leadership — a genuine point of view and actual expertise, not SEO filler.

This matters most for the **hidden buyers** — the influencers who never fill out a form but quietly shape the decision. They consume nearly as much thought leadership as the named decision-makers, and they reward vendors who earn their trust.

95%

of hidden buyers say strong thought leadership makes them more receptive to outreach — and **71%** say it beats traditional materials at showing a vendor's value.

2025 EDELMAN-LINKEDIN REPORT

Content value checklist

Before anything goes into a sequence, run it through this.

- ☐ Is it genuinely helpful?
- ☐ Readable on a phone in 30 seconds?
- ☐ Does it reflect a real point of view?
- ☐ Tied to a need signal you've seen?
- ☐ Is it exclusive or differentiated?
- ☐ Easy to share inside a buying group?
- ☐ Would a hidden buyer forward it internally?
- ☐ Has your audience validated it?

SECTION 03

Write emails they can't help but open.

Set length & frequency

The current consensus for active outreach is **3–5 touches, 2–4 days apart**, then pause — beyond five, complaint rates climb and replies drop. For longer cycles, keep the cadence but stretch the spacing and let value carry it.

Nail the subject line

Subject lines still have the single greatest impact on opens — it's your pitch. Spark curiosity, lead with a specific insight, and express genuine urgency. Personalization tied to the account's situation beats generic lines.

Value first, promos later

Open with thought leadership and educational pieces; save product and promo content for the back half. A **70/30 value-to-promo split** is still a good starting point. Tie each piece to a signal you've actually observed.

Short, concise, mobile-first

Brevity wins. Tell them what they need to know — with personality — and give one clear CTA. Most email is opened on a phone, so write for a thumb: short paragraphs, a single ask, an easy-to-tap button.

MEASURE REPLIES AND CLICKS, NOT JUST OPENS

Apple Mail Privacy Protection auto-loads tracking pixels, so open rates are inflated and no longer reliable on their own. Optimize for **replies, clicks, and meetings booked** — the metrics that actually predict pipeline.

41.9% / 6.7%

average opens / clicks for personalized campaigns. Segmented sends earn ~30% more opens and ~50% more clicks than unsegmented blasts. — Aggregated 2025 B2B email benchmarks

SECTION 04

Go multichannel — email isn't a solo act.

An email sequence on its own is no longer enough. The highest-performing programs surround the buying group across channels — email, LinkedIn, retargeting, and the occasional well-timed call. Coordinated touches reinforce each other and meet each stakeholder where they already are.

- **Pair email with LinkedIn.** A relevant connection request or DM alongside your email can dramatically lift response — LinkedIn messages often out-reply cold email on their own.
- **Keep the story consistent.** Same value, same point of view, adapted to each channel's format.
- **Sequence, don't spam.** Space touches so the group feels guided, not chased.

+287%

more responses come from sequences using three or more channels versus single-channel outreach.

2025 COLD-OUTREACH BENCHMARK DATA

SECTION 05

Let need signals drive your timing.

The difference between a guess and a great nurture program is timing. With GetRev, need signals tell you which buying groups are showing real need *now* — so you can trigger outreach at the moment of highest relevance instead of on a fixed calendar.

Layer behavioral and operational signals on top of firmographic fit, and let a fresh signal restart or accelerate a sequence automatically.

A guess fires on the calendar. A great program fires on a signal.

EXECUTIVE TAKEAWAY

Stop nurturing on a fixed schedule. Let exographic need signals decide **who** to reach and **when** — and route a re-triggered signal straight back into an active sequence.

SECTION 06

Show up where buyers research — including AI.

Today's buying groups educate themselves long before they raise a hand, often working through a dozen or more pieces of content anonymously. Increasingly that research starts with an AI assistant rather than a search bar. Your top-of-funnel content now has two jobs: be genuinely useful to a human, *and* be clear and authoritative enough that AI tools surface you when buyers ask about your category.

- **Make self-service easy.** Assume the group will read, compare, and shortlist without talking to you. Give them what they need to do that well.
- **Write for clarity and authority.** Structured, substantive content earns both human trust and visibility in AI-generated answers.
- **Lead with point of view.** As generic intent data gets noisier, a distinct, expert voice is what cuts through.

Most B2B software buyers now use AI tools to research vendors, and a majority start there before traditional search. If you're not in that answer, you're not on the shortlist.

2025–2026 B2B DEMAND-GENERATION RESEARCH

REFERENCE

Quick benchmarks for 2026.

Use these as a starting line, not a finish line. Top-quartile programs beat every figure below through tighter targeting and personalization.

~42%**AVG. B2B EMAIL OPEN RATE**

Beat it with segmentation + personalization.

41.9% / 6.7%**PERSONALIZED OPEN / CLICK**

Personalize beyond first name — use need signals.

+30% / +50%**SEGMENTED VS. UNSEGMENTED**

Segment by buying-group role and need.

+287%**MULTICHANNEL (3+ CHANNELS)**

Pair email with LinkedIn touches.

+320%**AUTOMATED VS. MANUAL REVENUE**

Trigger sequences off need signals.

47%**LARGER PURCHASES WHEN NURTURED**

Lead with value, not the pitch.

IN CLOSING

The one thing that hasn't changed.

Lead with value, target the whole buying group, and let need signals tell you who and when. The channels and the research habits keep evolving — the fundamentals don't.

50%

more sales-ready leads generated by companies that excel at nurturing.

33%

lower cost to generate them — an advantage that compounds as buyers do more homework on their own.

EXECUTIVE TAKEAWAY

Your signals already tell you who's in-market. Surround those buying groups with genuinely useful content, across every channel they research in, at the moment the signal fires — and let GetRev turn that intelligence into predictable pipeline.

SOURCES

2025 Edelman–LinkedIn B2B Thought Leadership Impact Report; aggregated 2025–2026 B2B email, cold-outreach, and demand-generation benchmark studies (HubSpot, Sopro, Instantly, Outreach, MassMetric, Bain). Figures are directional industry medians; validate against your own program data.

ABOUT

Generate demand with AI precision.

GetRev is the AI demand generation company. We use predictive data and full-service execution to deliver pipeline — not just leads. At the core is our proprietary **Exegraphics** dataset, which reveals how companies operate and make decisions, providing insight into which accounts are structurally most likely to buy.

Our team runs campaigns end-to-end — from audience selection and content syndication to delivery and measurement — ensuring every marketing dollar works harder.

Learn more at getrev.ai.