



Looping in Email:

How Email Drives DoorLoop's Full Funnel

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@DoorLoop



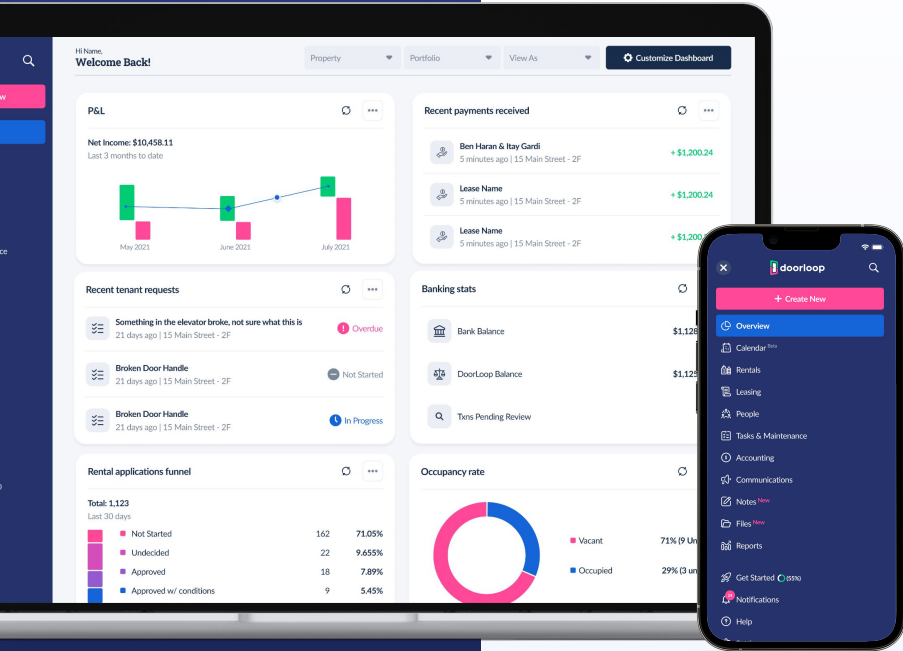
AGENDA

- 01 Where Email Fits In
- 02 The Attribution Blind Spot
- 03 Three Examples
- 04 Mistakes & Takeaways
- 05 Bonus!

WHAT IS DOORLOOP?

DoorLoop is a property management software.

We're B2B SaaS... but not your typical kind

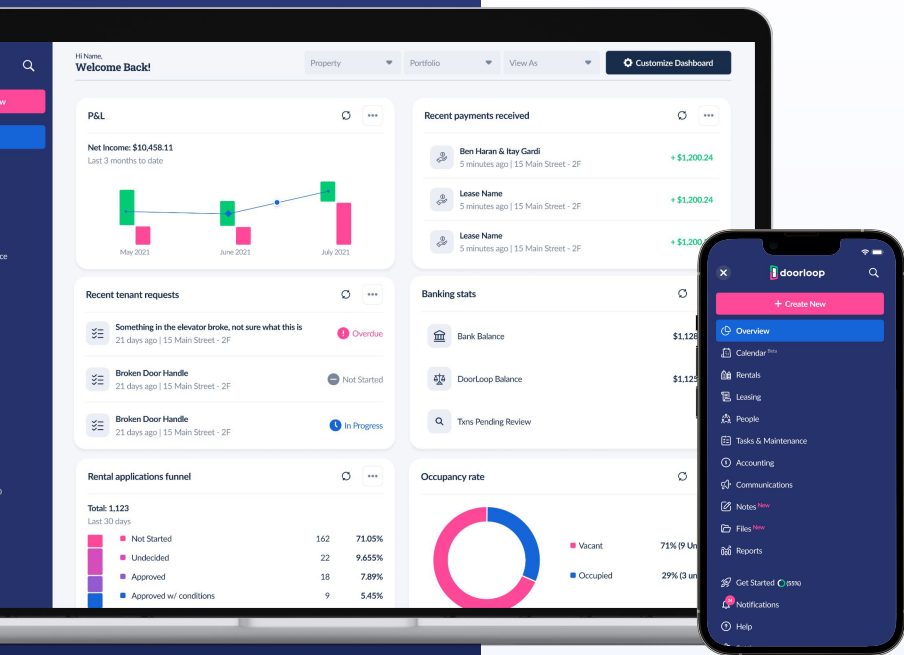


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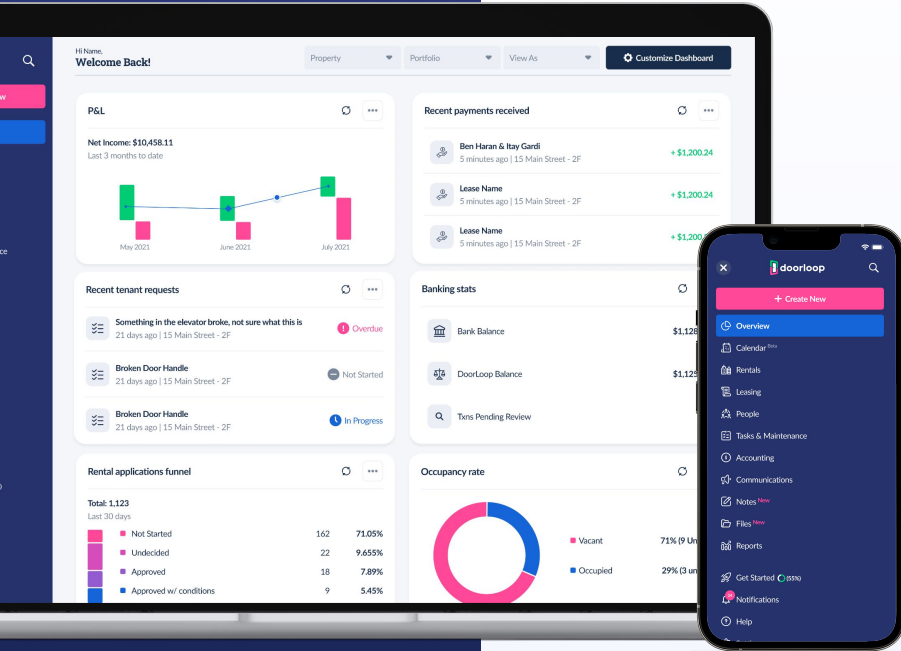


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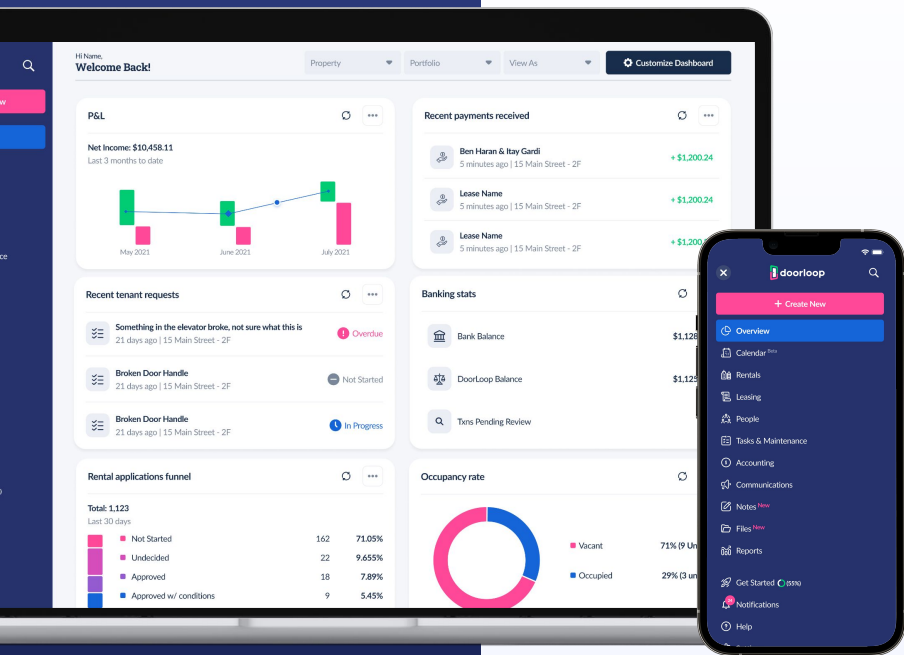


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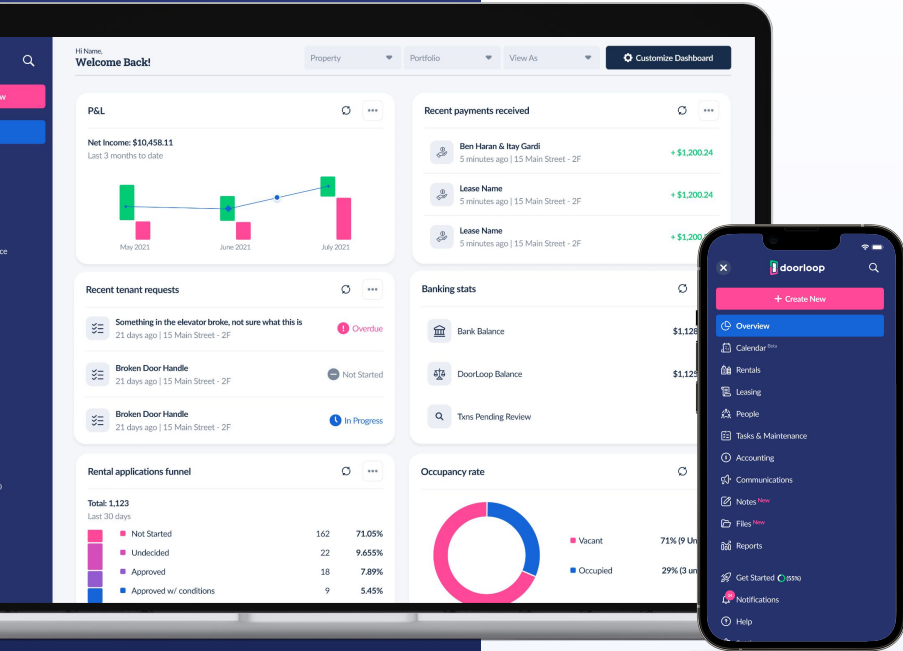


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- Average ARR is just ~\$3K



The B2B Funnel at DoorLoop

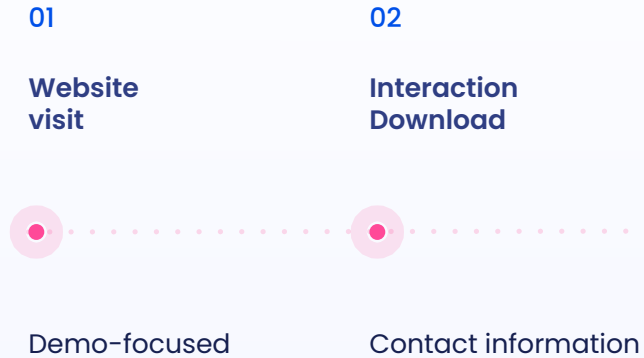
01

**Website
visit**

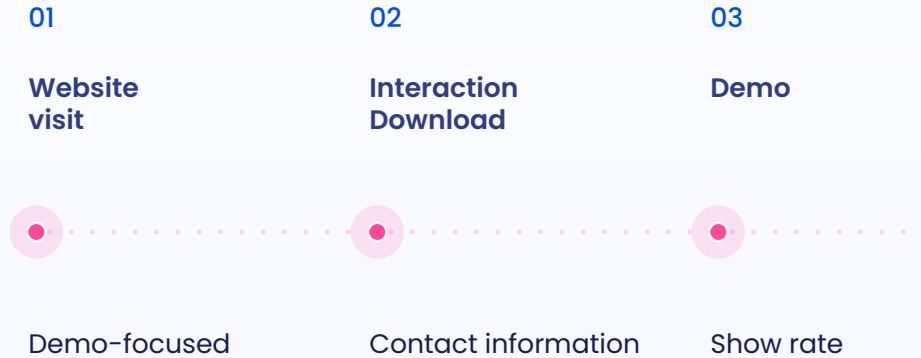


Demo-focused

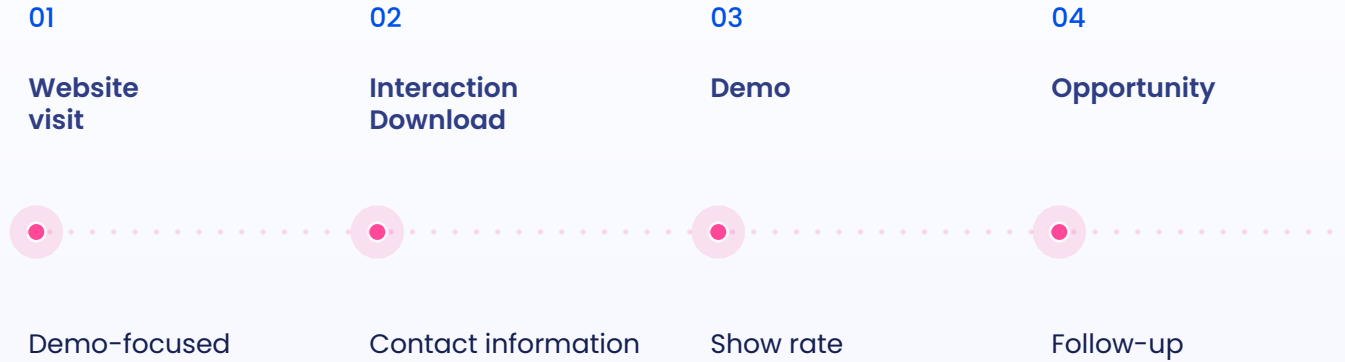
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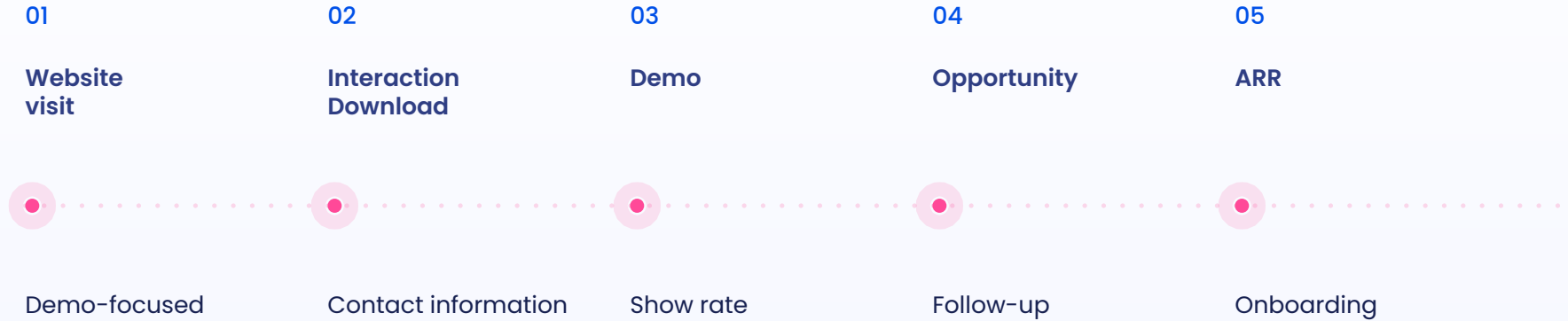
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The B2B Funnel at DoorLoop



How do we
keep it all
organized?



Feel like email
doesn't get the
credit it
deserves?

Common attribution models



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Data-driven attribution

Credit is given based on how likely a touchpoint is to influence a conversion

How we tackle it?



Use **all-touch attribution**
with UTM
tracking
across source,
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Combine **multiple data points** to approximate email's true impact

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Combine **multiple data points** to approximate email's true impact



Not perfect, but **improves clarity** in a complex multi-touch funnel





Resource Download Demo Push

Example #1

From challenge to solution

- **Problem**

Qualified prospects downloaded free resources but didn't convert to demos.

- **Goal**

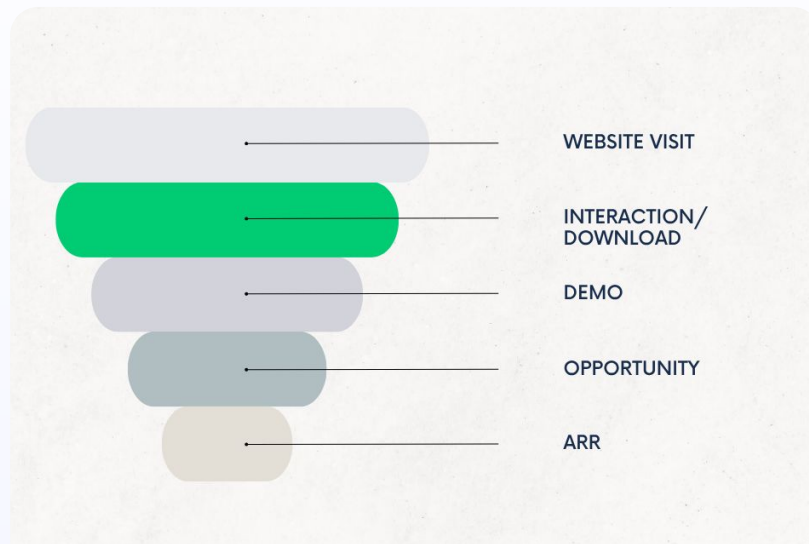
Increase MQL-to-demo conversion from the resource library.

- **What we tried**

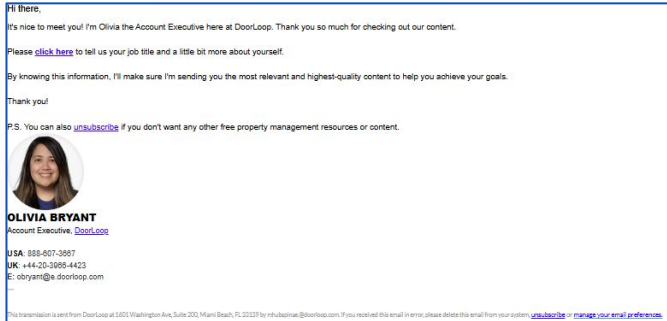
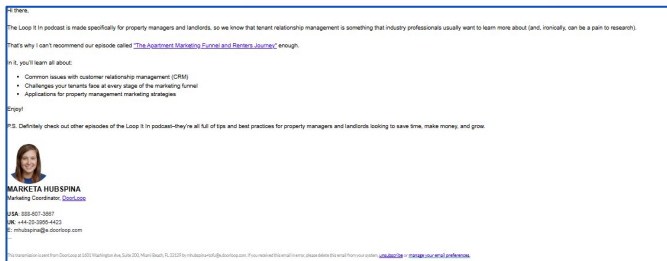
Replaced the generic nurture with personalized emails based on the specific resource downloaded e.g. eviction guide.

- **Results**

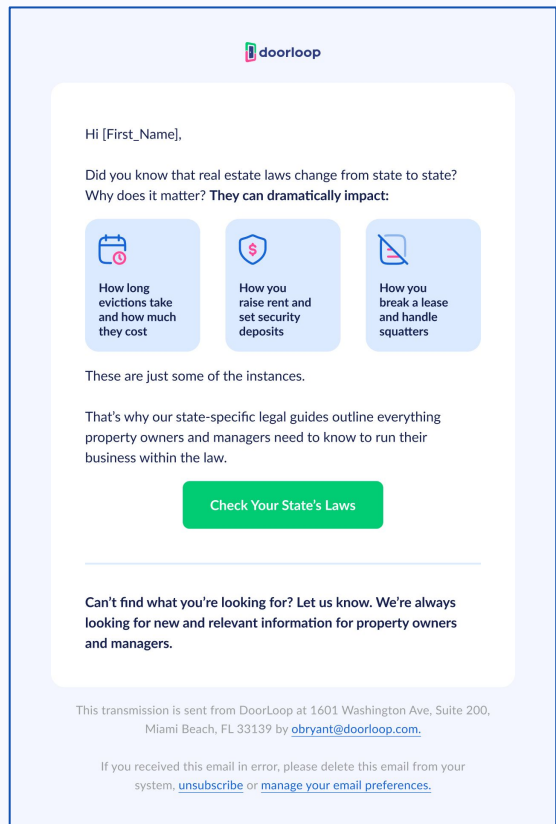
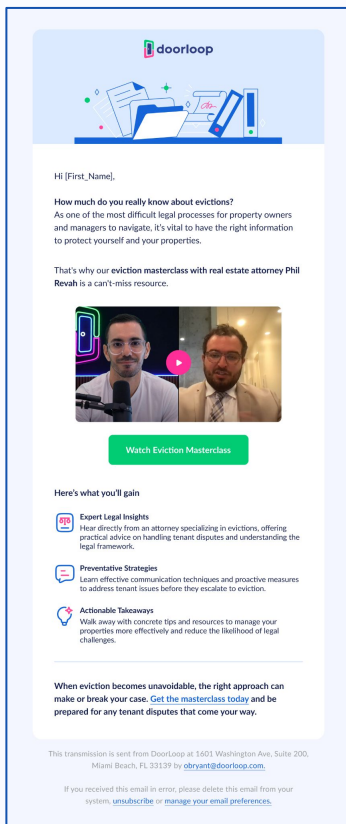
Improved CTR from 8% to 19% and reduced spam rate.











BEFORE



AFTER



What's improved and what's next

	BEFORE	AFTER
Tailored Sequences by Topic Email journeys are now personalized based on the topic (e.g. eviction, accounting).		
On-Site Resource Experience Resources are now hosted on our site, maintaining engagement and control.		
Maintaining Evergreen Accuracy We link to dynamic, updateable web content instead of hardcoding dates in emails.		
Team Visibility Sales now see which resource was downloaded, enabling more relevant follow-up.		
Lead Scoring & Qualification All downloaders still treated equally, no scoring yet to measure intent.		



Boosting Demo Show Rates

Example #2

From challenge to solution

- **Problem**

Lack of insights to personalize demos effectively.

- **Goal**

Collect real customer pains via email replies.

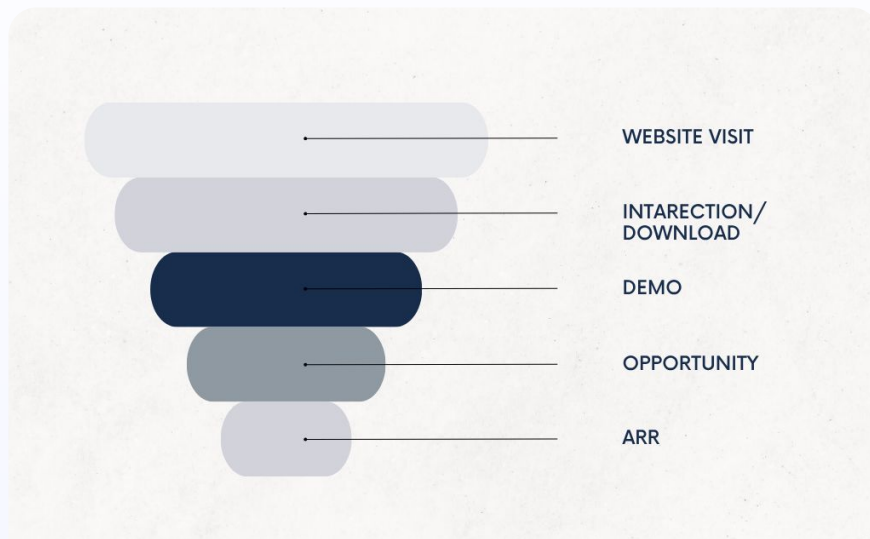
- **What we tried**

Collaborated with SDRs to test questions proven to spark pain-point discussions during calls. Used those in pre-demo emails.

- **Results**

Reply rate increased from 5% to 12%.

Sales and SDR teams gained valuable insights to better personalize demo conversations.



BEFORE

1. What features do you want to see?

AFTER

1. What are your greatest current challenges you're looking to address?

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1. What features do you want to see?
2. What types of properties do you manage?

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1. What are your greatest current challenges you're looking to address?
2. What tools or processes are you currently using to manage your portfolio?

BEFORE

1. What features do you want to see?
2. What types of properties do you manage?
3. Are you currently using another software?

AFTER

1. What are your greatest current challenges you're looking to address?
2. What tools or processes are you currently using to manage your portfolio?
3. In an ideal world, when would you be looking to begin implementing the new solution?

Responses

BEFORE

What features do you want to see?



All.

What types of properties do you manage?



Apartments.

Are you currently using another software?



No/Yes.

AFTER

What are your greatest current challenges you're looking to address?



- We are currently looking to implement the first system.
- We would like to find a more user-friendly platform for tenants, owners, and admins.
- Streamlining all facets of managing for ease.

What tools or processes are you currently using to manage your portfolio?



- We have been using Google sheets for all items and cannot sustain that.
- Quickbooks, Word and Excel and paper filing.

In an ideal world, when would you be looking to begin implementing the new solution?



- We would like to implement asap.
- In an ideal world, we would want help migrating our current software and information over so there was a seamless transition. Timing in the month is more important than how far out on the calendar we make the decision.

Asked for details after
a demo, but got a
generic follow-up
instead?

Post-demo Opportunity Creation

Example #3

From challenge to solution

- **Problem**

Post-demo follow-up was inconsistent due to high demo volume and varied user questions.

- **Goal**

Automate personalized follow-ups based on user concerns, with quick and seamless enrollment.

- **What we tried**

Created generic email templates for common topics and built snippets to help sales quickly tailor responses to specific concerns.

- **Results**

Increased reply rate from 3% to 16% and sped up response time.



What are we really being asked?

General Recap

High-level summary of the
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How your solution stacks up against other tools they're considering

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Feature Deep Dive

Answers to follow-up questions about specific functionalities

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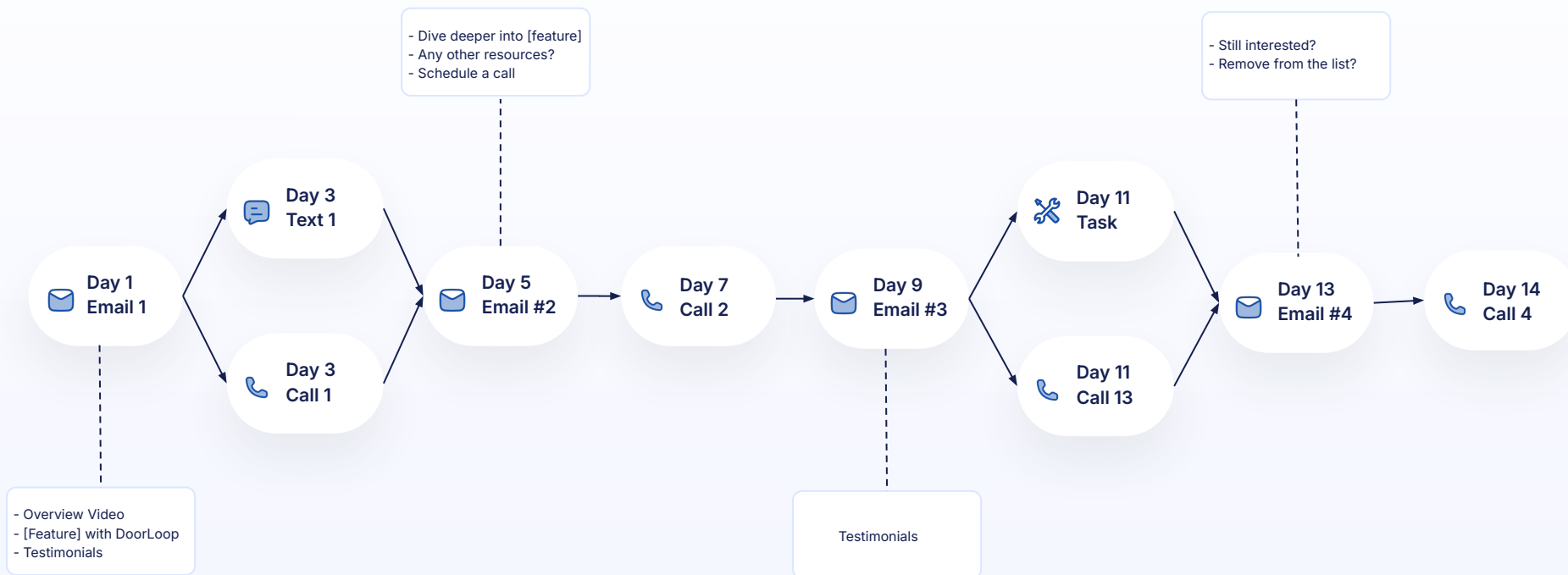
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Migration & Onboarding

What it takes to switch and how we support the transition

Current funnel



Mistakes

Too Many Approvers



No clear owner for final sign-off.

Define the approval chain upfront – who's involved, who gives final sign-off.

Mistakes

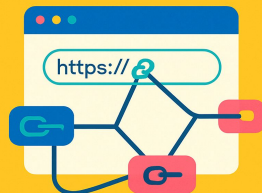
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Didn't confirm UTM conventions upfront

Align on UTM structure early, get team approval, build it to support future sequences.

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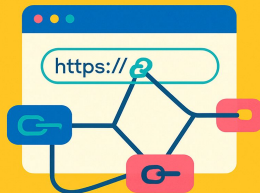
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Involve analytics and leadership before diving into dashboards or data sources.

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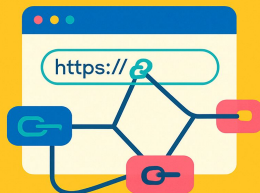
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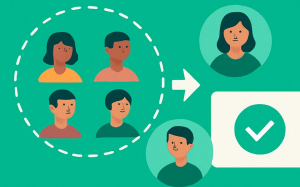
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Wrong Audience, Right Message



Prospects too early in the journey

Align with sales and data teams to define segments and timing before launching.

Takeaways



Personalization starts with sales insights

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Audit your evergreen content

Outdated guides or stats can damage trust – build updateable resource systems.

How to Audit Your Marketing System



Thank you!

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