

## Email Outperforms All Channels: 80% of B2B Prospects Still Prefer It in the Age of AI

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With email delivering 36:1 ROI, contact discovery tools transform 15 hours of manual research into a 3-second automated discovery

San Francisco, CA – November 25, 2025 – A comprehensive industry analysis reveals that modern email finder extensions have revolutionized B2B contact discovery, with leading platforms achieving accuracy rates up to 96% while reducing prospecting time from hours to seconds.

### Key Findings

Industry data compiled from HubSpot, Mailmeteor, and platform benchmarks shows:

- 80% of B2B prospects prefer email for business communication
- 42% of salespeople identify prospecting as their most challenging task
- Email marketing delivers 36:1 ROI on average
- Extensions reduce contact discovery from 15 minutes to 2-5 seconds per profile

### Technology Breakthrough

SignalHire has achieved 96% accuracy through advanced machine learning and real-time verification systems. The platform maintains over 850 million professional profiles, providing personal and business email addresses, direct phone numbers, and social media profiles with real-time deliverability verification.

### Documented Results

1. TechVenture Solutions: 300% increase in lead generation within 90 days. Research time was reduced by 75%, and email deliverability improved from 67% to 94%. ROI: 735:1.
2. TalentSource Partners: Candidate database grew 434% in three months. The time-to-fill was reduced from 51 to 32 days, generating \$342,000 in placement fees. ROI: 1,745:1.
3. MarketReach Agency: Research time per contact dropped from 30-45 minutes to 2-3 minutes. The team saved 45 hours weekly, and the number of closed deals increased by 58%.

### Economic Impact

For 500 monthly contacts, organizations save \$6,150+ monthly compared to manual research, with productivity multipliers of 3-5x per sales representative.

### Compliance & Integration

All leading platforms maintain strict compliance with

- [General Data Protection Regulation \(GDPR\)](#).
- [CAN-SPAM Act](#).
- [California Consumer Privacy Act \(CCPA\)](#).

Native integrations include Salesforce, HubSpot, Greenhouse, and major sales engagement tools.

### About SignalHire

[SignalHire](#) provides contact intelligence solutions for sales, recruiting, and marketing professionals worldwide.

Media Contact

For inquiries regarding this analysis:

- Email: [press@signalhire.com](mailto:press@signalhire.com)
- Website: <https://www.signalhire.com>
- Blog: <https://blog.signalhire.com>

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Contact Finders :: Accuracy Rate ::

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## Company Contact:

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**SignalHire Sp. z o. o.**

E. [eduard@signalhire.com](mailto:eduard@signalhire.com)

W. <https://www.signalhire.com/>

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