Closed proposals faster with these 5 stats

74% of our customers exclusively use our all-in-one software to create, send, track, and eSign proposals. So, we've analyzed the data of our 10,000+ customers to deliver to you the top tips to help you win more business. Check out the stats below to gain insights into how you can improve your proposal process.

1. Photos and videos increase your likelihood of closing by 32%.
   - While the industry you are in will dictate which kind of media you include in your proposals, our data shows that completed (signed) docs included at least 1 image or 1 video. A proposal with media (photos or videos) is 32% more likely to close.

2. What should I include in my proposal?
   - Include photos and videos to increase your likelihood of closing. Proposals with media are 32% more likely to close.

3. What's the average time to close?
   - This will likely depend on your industry and the type of solution you are offering to your prospects and customers, but our data suggests that the highest conversion rates on proposals came from docs that were about 6 to 8 pages in length.

4. How long should my proposal be?
   - For proposals containing a signature block, we analyzed when the documents were completed.
   - *Please note: Not all documents are signed even if they contain a signature block. These stats represent the percentage of documents that are electronically signed.

5. Should I consider an integration?
   - Templates are huge time-savers for creating the same doc over and over. Most PandaDoc users create 1-2 templates to automate their proposal process. In 2017, PandaDoc customers created over 165,000 templates! Holy cow! Of those templates, over 1.5 million documents were created. That means roughly 10 docs were generated from just 1 template. Imagine how much time our customers saved by generating all of those proposals, quotes, and contracts?!