



 Success story

Email crafting with an AI-powered email generator

Our client, a prominent B2B intelligence platform provider, offers its customers access to detailed company and contact information. This empowers teams across sales, marketing, and human resources to connect effectively with targeted leads.

Facing challenges in personalizing outreach at scale, the client sought VirtusLab's expertise to enhance initial client communications. This resulted in improved outreach response rates and data-processing accuracy.



The Challenge

The prominent business intelligence provider faced significant challenges in personalizing outreach at scale for its customers.

- **Communication inefficiency:** As the initial point of contact between customers and companies, most outreach occurred through email. The result was that the time spent drafting personalized messages grew excessively. This approach often led to low response rates, as customers relied on repetitive, template-driven messages that lacked the context or personalization to engage effectively.
- **Limited in-house ML knowledge:** The client's team initially had limited experience with machine learning engineering, specifically in the productionization and management of custom AI-driven solutions. This gap created a barrier to developing and maintaining tools to process data and deliver said solutions.

This is where our client contacted VirtusLab Group to facilitate rapid, contextual email creation and enhance outreach quality without sacrificing time for prospect research.



The solution

VirtusLab Group delivered a tailored solution to address email generator needs, enhancing customer operations.

VirtusLab developed a construct for an intelligent email generator based on commercial Large Language Models (LLMs). This tool connects the frontend—the user prompt UI—with the backend proxying requests to an arbitrary LLM model—creating a cohesive link. It enables the client's customers to generate precise, contextually relevant emails in seconds, allowing for faster, higher-quality outreach.

- **Personalized email propositions:** The email generator creates personalized propositions, incorporating data about the targeted company. Users can make small adjustments—such as specifying tone or brevity—to personalize the emails even further.
- **Real-time data integration:** The system draws on proprietary company data to ensure email suggestions reflect the latest contextual information about targeted contacts, such as company updates, recent achievements, and sector-specific insights.
- **AB testing for output optimization:** The tool allowed AB testing to ensure the generated emails aligned with customer needs and fostered better engagement rates, improving personalization without requiring manual intervention.



★ The results

With VirtusLab's guidance, the client achieved transformative improvements in communication efficiency and data management.

- **Enhanced efficiency in email creation:** The email generator reduced composition time to under 5 seconds per suggestion, allowing users to engage with more leads effectively.
- **Increased response rates:** The contextual, personalized emails contributed to higher response rates, optimizing initial outreach efforts and strengthening engagement with prospective clients.
- **Wide adoption to final users:** the B2B intelligence platform provider's customers adapted the solutions quickly. This resulted in processing thousands of requests a day instead of just hundreds.

The tech stack

/ Languages:



/ Platforms



/ Tools & frameworks:



/ LLM:



About VirtusLab

At VirtusLab, we aim to lead in software technology, working consistently to enhance efficiency. Our profound commitment to research and development and a dedicated focus on emerging trends and inspirations fuels an innovative culture. This ethos precisely guides advancing our cutting-edge solutions, inviting collaboration to expand the boundaries of software technology collectively. We welcome you to be a part of this transformative journey.

[Let's connect](#)

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