

SOLOFIRE RESEARCH · ORIGINAL DATA · 2026 EDITION

After the Send

The 2026 Sales Content Engagement Report

What 27,000 shared links, 50,000 buyer opens and 1,460 hours of viewing time reveal about how medical device, diagnostics and life science buyers engage with sales content once a rep hits send.

4.7

MINUTES

Median time from a rep sharing content to the buyer's first open

THE OVERVIEW

What buyers actually do after a rep hits send

Most sales enablement benchmarks are survey data: someone asked a few hundred reps how they think buyers behave. This report is built from recorded behavior instead. Every number comes from a logged event on the SoloFire platform: a link a rep shared, a buyer opening it, a file viewed, a file downloaded.

We pulled the data on 30 September 2026 and asked one question of it: what do buyers do when a field rep sends them something? Seven findings stood out.

26,966	50,002	77,207	23,642	1,460 h
Content links shared by reps	Buyer link opens	Individual content views	Downloads by buyers	Buyer viewing time

- 01 Buyers open shared content in minutes, not days**
4.7 min median time to first open; 90% of first opens within 24 hours.
- 02 One shared link gets opened again and again**
62% of links opened; opened links average 3 opens and half are opened more than once.
- 03 Half of opened links lead to a download**
49.6% of opened links had a file downloaded (31% of all links shared).
- 04 Video is 7% of the library and 29% of what buyers view**
161 s per video view vs 95 s per PDF view.
- 05 Reps send in the afternoon. Buyers read in the morning.**
Shares peak at 18:00 UTC, opens at 15:00 UTC; weekends are 4% of shares but 7% of opens.
- 06 Reps have moved sharing into their own inbox**
Native email is 39% of sends, up from 23% of all recorded sends since 2018.
- 07 87% of library content went unshared in the past year**
Among items viewed, the top 10% drew 68% of views.

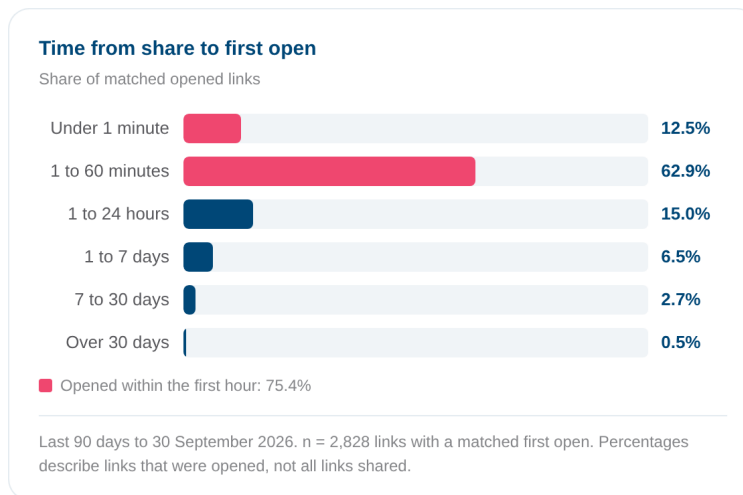
These are descriptive, activity-weighted observations from one platform, not a representative industry survey or a controlled experiment. Links, opens, views and people are different units and are kept separate throughout. Where a finding suggests a change in practice, it is framed as something to test against your own accounts. Full definitions are in the methodology on the last page.

FINDING 01

Buyers open shared content in minutes, not days

4.7 min

median time from a rep sharing a link to the first buyer open



When a buyer is going to open a shared link, they open it almost immediately. Among 2,828 links in the last 90 days where a share and a first open could be matched, the median time to that first open was 4.7 minutes. Three quarters were opened within the hour and 90.3% within 24 hours. Only 0.5% were first opened more than 30 days after they were sent.

This matters for follow-up cadence. The habit of waiting a week before checking in assumes buyers slowly get around to reading. The observed pattern is different: if the content lands, it lands fast. That makes the first screen the buyer sees when they tap the link the thing worth the most attention.

PUT IT TO WORK

Check engagement the next morning rather than next week. If the link was opened, follow up while the content is fresh. If it was not opened within a day, do not assume it is still in the queue; use what you know about the account to decide whether a different angle or a different contact is the better next move.

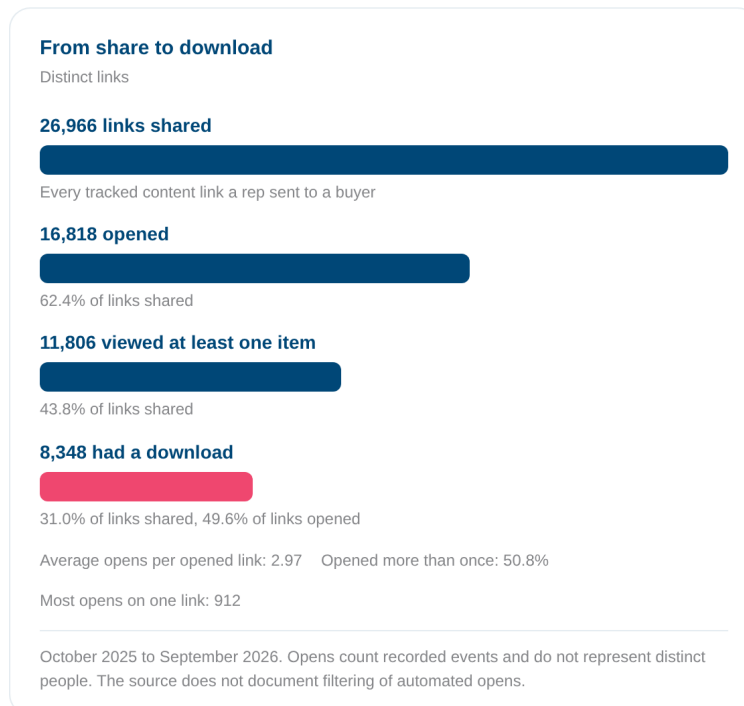
Quotable: The median time from a rep sharing sales content to the buyer's first open was 4.7 minutes. 75% of first opens happened within an hour and 90% within 24 hours. (SoloFire, 2026 Sales Content Engagement Report)

FINDING 02

One shared link gets opened again and again

62%

of shared links were opened, and half of those were opened more than once



Of 26,966 links shared in the twelve months to September 2026, 16,818 were opened at least once, an open rate of 62.4%. Opened links averaged 2.97 opens each, and 50.8% were opened more than once. The single most-opened link in the period recorded 912 opens.

Opens are events, not people, so 912 opens does not tell us how many readers were behind it. But it is not one person rereading a PDF. The likeliest explanation is a link that traveled: forwarded inside a hospital system, a value analysis committee or a distributor network. A share is the entry point for content that will move through the account on its own.

PUT IT TO WORK

Build every shared asset for the people the rep will never meet. Clear title, clear claim, clear next step, no dependence on the verbal context from the meeting. Treat repeat opens on a link as a signal worth a question: who else on your side is looking at this?

Quotable: 62% of sales content links shared by field reps were opened. Opened links averaged three opens each, and one in two was opened more than once. (SoloFire, 2026 Sales Content Engagement Report)

FINDING 03

Half of opened links lead to a download

49.6%

of opened links had at least one file downloaded

8,348 links, nearly half of everything that was opened, resulted in at least one download. Measured against every link shared, that is 31.0%. Both numbers are worth knowing: half of the buyers who engage go on to save something, and roughly one in three shares overall ends in a saved file.

An open and a download are different actions. Opening brings someone to the shared content. Downloading takes an asset out of that session and into the buyer's own drive, email thread or procurement folder, where it can be read again, forwarded and compared against competitors with no rep in the room. In regulated selling this carries extra weight: a downloaded clinical summary or IFU may surface in front of a value analysis committee months later, and the version the buyer saved is the version they will quote.

PUT IT TO WORK

Assume the downloaded copy outlives the conversation. Keep version control tight so reps can only share current, approved files, and design PDFs to be understood cold: product name, the core claim, a version date and a contact on the first page, not on page nine.

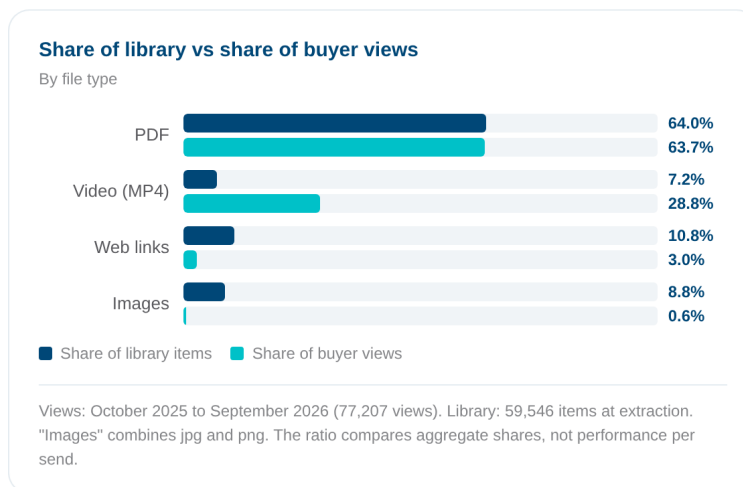
Quotable: Nearly half (49.6%) of opened sales content links had at least one file downloaded by the buyer. (SoloFire, 2026 Sales Content Engagement Report)

FINDING 04

Video is 7% of the library and 29% of what buyers view

4×

video's share of buyer views relative to its share of content



PDFs are the workhorse of sales content in this market: 64.0% of library items and 63.7% of buyer views. Video is the outlier. MP4 files are 7.2% of the library but drew 28.8% of all buyer views in the twelve-month window, four times their weight. The average buyer view of a PDF lasted 95 seconds; a video, 161 seconds; a web link, 273 seconds. Duration is one lens, not a verdict: the assets differ in length and purpose.

This is not an argument to stop making PDFs. Buyers clearly want them, and they download them. It is an argument that every PDF a rep sends should have a short video next to it, because that is where buyer attention concentrates.

PUT IT TO WORK

Pull your 20 most-shared PDFs. Any without a companion video under three minutes is a gap. Prioritize demonstrations and procedure walkthroughs; in this dataset those are the videos buyers return to.

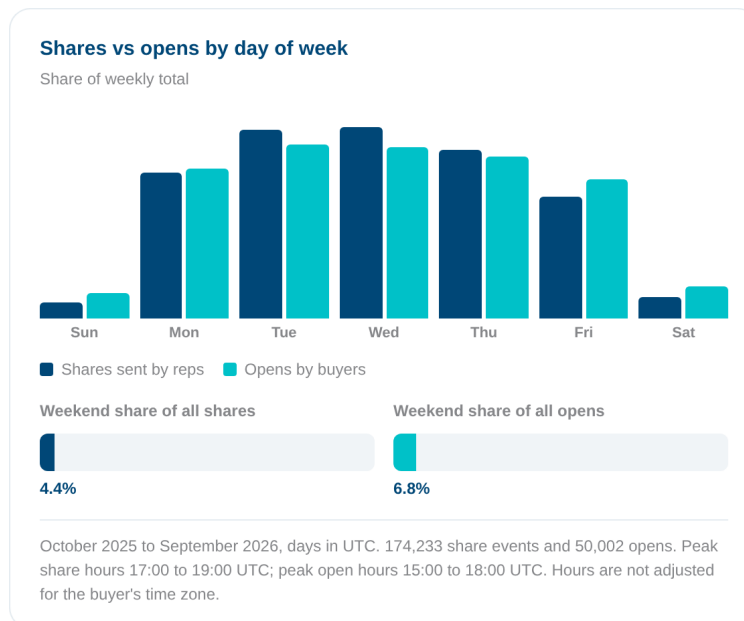
Quotable: Video made up 7% of sales content libraries but accounted for 29% of buyer views. Buyers spent 161 seconds on an average video view versus 95 seconds on a PDF. (SoloFire, 2026 Sales Content Engagement Report)

FINDING 05

Reps send in the afternoon. Buyers read in the morning.

3 h

gap between the peak hour for shares and the peak hour for buyer opens



Sharing activity peaks at 18:00 UTC, roughly 2 pm on the US east coast. Buyer opens peak three hours earlier, at 15:00 UTC, around 11 am eastern, the window where people clear their inbox before lunch. Tuesday and Wednesday each carry 22% of shares. Weekends account for 4.4% of shares but 6.8% of opens: buyers catch up on reading over the weekend at a rate that reps do not match.

These are two separate aggregate distributions, not a matched test of send time against open rate, so treat the gap as a hypothesis rather than a rule. It is a consistent enough pattern to be worth testing on your own sends.

PUT IT TO WORK

Run a two-week test: move your sends to before 9 am in the buyer's time zone and compare open rates with your usual afternoon cadence. For a buyer who is hard to reach during the week, a Friday afternoon or Saturday morning send is worth trying.

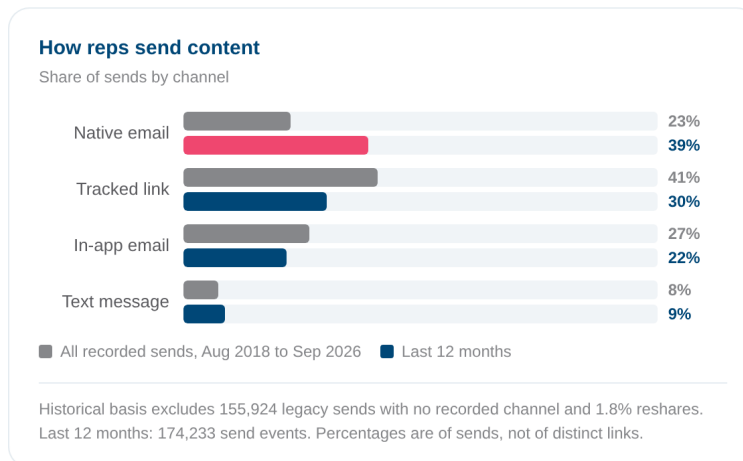
Quotable: Field reps share the most sales content around 2 pm eastern. Buyers open the most content around 11 am eastern. Weekends are 4% of shares but 7% of opens. (SoloFire, 2026 Sales Content Engagement Report)

FINDING 06

Reps have moved sharing into their own inbox

39%

of sends now go through the rep's own email client, up from 23% historically



Across every send with a recorded channel since 2018, the most common method was copying a tracked link (41%), followed by the enablement app's own email tool (27%). Sending from the rep's native email client, Outlook or Gmail with the enablement tool plugged in, was 23%. In the twelve months to September 2026, native email was 39% of all sends and the single largest channel. Tracked links fell to 30%, in-app email to 22%, and text messaging was about 9%.

Reps already live in their inbox. A tool that asks them to go somewhere else to send something gets used less than a tool that works where they already are. The content platform is becoming infrastructure behind the inbox rather than a destination.

PUT IT TO WORK

If your enablement platform has no native Outlook or Gmail integration, your reps are working around it. Track share-to-open rates by channel so you know where your team's sends actually land.

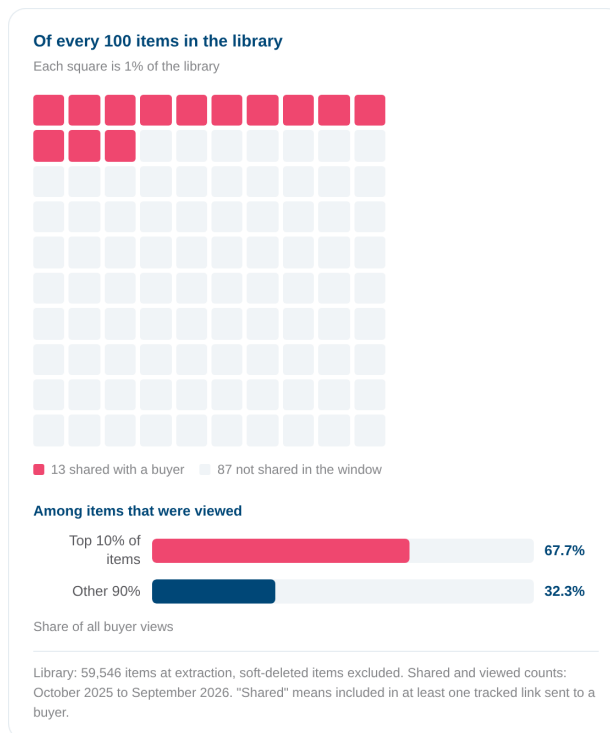
Quotable: 39% of sales content shares in the last 12 months went out through the rep's own Outlook or Gmail, up from 23% of all recorded sends since 2018. (SoloFire, 2026 Sales Content Engagement Report)

FINDING 07

87% of library content went unshared in the past year

12.9%

of library items were shared with a buyer at least once in twelve months



Across 59,546 items in content libraries, 7,671 were shared with a buyer between October 2025 and September 2026. The other 87% were not. Some of that is reference material reps use but do not send, and some is new. Most is the quiet cost of "upload everything": marketing produces it, compliance approves it, and it never reaches a buyer. Of the 5,317 distinct items buyers viewed, the top 10% drew 67.7% of all views.

The most-viewed items in the dataset were clinical demonstration videos and short clinical PDFs. Not brochures, not corporate overviews. Buyers go to the content that answers "does this work and how do I use it."

PUT IT TO WORK

Curate harder than you upload. Pull a shared-in-the-last-12-months report, review anything that has never been sent, and spend the production budget refreshing the top 10% rather than filling the long tail.

Quotable: Only 13% of sales content library items were shared with a buyer over a twelve-month period. Among content that was viewed, the top 10% of items accounted for 68% of all views. (SoloFire, 2026 Sales Content Engagement Report)

FROM RESEARCH TO PRACTICE

Five questions to ask about your next share

Pick one real content share your team sent this week and run it through these with the rep who sent it.

	Is the promised answer on the first screen? Buyers who open do so within minutes. Open the link as the recipient and check what they see first.
	Does it work for someone who was not in the meeting? Half of opened links get opened again. Assume a second reader with none of the context.
	Does the file stand on its own once downloaded? Title, version date, core claim and a contact, all on page one.
	Is there a video next to the PDF? Video draws four times its share of views. A two-minute demonstration beside the document is the pattern.
	Did it go out when the buyer reads, not when the rep was free? Opens peak mid-morning in the buyer's time zone and over-index on weekends.

ALSO IN THE DATA

24%

of shares included a personal note from the rep. The average note was 59 characters.

5.5

items in the average shared link. 39% of links contained a single item; the largest bundle held 119.

81 s

average length of a single buyer content view across all file types.

57% / 29%

of rep app sessions were on Windows and iPhone respectively, with iPad at 10%.

Cite this report

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<https://solofire.com/research/sales-content-engagement-report/>

For the underlying tables, chart files or a custom cut of the data: info@solofire.com

METHODOLOGY

About the data

This report uses anonymized, aggregated engagement data from the SoloFire sales enablement platform, which field sales teams at medical device, diagnostics and life science companies use to share approved content with buyers through tracked links and to see how that content is engaged with. Data was extracted on 30 September 2026.

The primary analysis window is the twelve months from 1 October 2025 to 30 September 2026 (Findings 02 through 07). The time-to-first-open analysis in Finding 01 uses the most recent 90 days and the 2,828 links where a share and a first open could be matched. Library composition in Findings 04 and 07 is a snapshot at extraction. The channel comparison in Finding 06 sets the last twelve months against all sends with a recorded channel since August 2018.

No individual customer, user or buyer is identified. The report describes observed engagement, not sales outcomes; none of these figures establishes purchase intent or revenue impact.

DATASET, OCTOBER 2025 TO SEPTEMBER 2026	COUNT
Distinct content links shared	26,966
Buyer link opens	50,002
Individual content views inside opened links	77,207
Buyer downloads	23,642
Total buyer viewing time	1,460 hours
Distinct content items shared	7,671
Library items at extraction	59,546
Share events (per item, used for day and channel analysis)	174,233

Definitions and units

Units. A link can contain several assets and can record several opens. Links, open events, content views and people are different units and are never combined. "Links shared" counts distinct tracked links. "Opens" counts recorded buyer opens of those links. "Views" counts individual content items viewed inside an opened link. "Downloads" counts files saved by the buyer. Download percentages use opened links as the denominator unless stated otherwise; the 31.0% figure in Finding 03 is 8,348 divided by 26,966.

Scope. These are descriptive, activity-weighted observations from one platform's usage, not a representative industry survey and not a controlled comparison. Customer mix and content mix influence the aggregates. Recorded opens are not verified unique human readers, and the source does not document filtering of automated opens.

Time. All timestamps are recorded in UTC. US time-zone conversions in Finding 05 are approximate and do not adjust for the buyer's location or daylight saving.

Extraction. Read-only aggregation of session, event, library, user, company and contact records. Soft-deleted library, user, company and contact records are excluded; events are counted regardless of deletion flag. Percentages are rounded to one decimal place.