

Email Campaign for Runway

Sequence: SMB – Finance Leaders – Solution-Driven

Description: rational, pain-point-driven case for switching to Runway and is grounded in the inefficiencies and limitations finance leaders face daily.

Subject: The Spreadsheet Trap

Email 1:

Hi {{first_name}},

Are you tired of spending most of your time wrangling spreadsheets while critical data sits fragmented and stale?

Most FP&A leaders at SaaS companies know this pain, spending 70–80% of their time fixing data instead of analyzing it. Legacy platforms often add complexity, not simplicity, and fail to break Excel's grip.

Runway Financial was built differently: intuitive dashboards, over 750 out-of-the-box integrations (from QuickBooks to HRIS), and scenario tools that let your business—and your models—grow side-by-side.

See how Runway brings the full picture into focus → [How K5 Global saved 50+ hours per week](#)

Regards,

{{sender_name}}

Email 2:

Hi {{first_name}},

Board meetings are high-stakes. The last thing you need is to scramble because a forecast model fell apart at the last minute.

Traditional FP&A tools often lock you into rigid frameworks—or worse, force you right back into Excel, with all its version control headaches and manual updates. That's why finance leaders who switch to Runway highlight our flexible modeling and real-time collaboration as game changers.

Our AI Analyst catches data inconsistencies before they turn into surprises, and our robust integrations keep your numbers accurate and up to date. So you walk into every meeting with confidence.

If you're ready to move beyond reactive firefighting and start leading proactively, let's talk.

Explore our latest product updates designed to help finance teams lead, not just react.

→ [Keep up with Runway's latest product updates](#)

Warmly,
{{sender_name}}

Email 3:

{{first_name}},

Did you know most finance teams that buy traditional FP&A software still rely on Excel for 'what-if' scenarios and last-minute reforecasts? That's because competitors often force you into fixed models and offer limited integrations, creating hidden workarounds and risk.

With Runway, there's no "Excel fallback".

Our platform adapts to your planning style, scales with your team, and invites company-wide collaboration—removing single points of failure and version nightmares.

Are you open to learning why G2 users rate us 4.9 and highlight onboarding and automation as top strengths?

Talk soon,
{{sender_name}}

Email 4:

{{first_name}},

You don't need to accept slow, brittle processes or constant 'spreadsheet jail' as the cost of forecasting. Runway is consistently ranked above Cube, Datarails, and Planful by users who want real transparency, AI-powered insights, and agility.

How about a quick call to show you how Runway helps SaaS finance teams forecast with confidence?

[Insert a handful of proposed meeting times]

Warmly,
{{sender_name}}