



Your Reps Cost EUR 80K/Year

How Much of That Is Wasted on Research?





The Hidden Cost

70% on Non-Selling Activities

If 70% of your EUR 80K rep's time goes to admin tasks, that's **EUR 56K/year per rep** not spent on closing deals.

— Salesforce State of Sales Report (2024)



The Multiplier

Wrong Leads = Compounded Loss

Only **5%** of prospects are in-market.

Every hour on the other 95% is an hour **not spent on real opportunities.**

— Ehrenberg-Bass Institute 95:5 Rule



The Benchmark

B2B Acquisition Costs Are Rising

Customer acquisition costs have increased **over 50%**.

Efficiency is no longer optional – it's the **growth lever**.

— ProfitWell/Paddle B2B CAC Study



The Alternative

**Cut Research by
Up to 70%**

AI-KIP monitors your market 24/7. Surfaces buying signals. Delivers ready-to-use insights.

Your team focuses on selling.



The Proof

300% Sales Increase

“Since implementing AI-KIP’s Sales Intelligence Platform, we significantly increased qualified meetings within weeks, leading to a 300% increase in sales.”

— VP GTM, AI-KIP Client



The Outcome

**Up to 20%
Revenue Growth**

AI-powered pipeline optimization delivers up to **20% revenue increase** in B2B sales.

— McKinsey "The state of AI in early 2025"



Calculate Your ROI

See what AI-KIP could mean for your numbers.

Book a Demo