



The 95:5 Rule

Why Timing Beats Volume in B2B





The Reality

Only 5% Want to Talk Right Now

At any given time, 95% of your target market isn't ready to buy.

They're not ignoring you — they're simply **not in-market yet.**

— Ehrenberg-Bass Institute & LinkedIn B2B Institute



The Math

Companies Change Providers Every 5 Years

That means only **20%** are in-market per year —
and just **5% per quarter** are active buyers.

— LinkedIn B2B Institute "How B2B Brands Grow"



The Cost of Treating Everyone Equally

CAC Is Up Over 50%

Same emails. Same cadence. Same pitch.

No wonder response rates keep dropping while costs keep rising. **Over 50% increase** in B2B customer acquisition costs.

— ProfitWell/Paddle B2B CAC Study



The Signals

How to Spot the Active 5%

Hiring patterns. Tech stack changes. Funding rounds. Leadership moves. Press mentions.

These reveal who's ready to buy now.



The Winning Strategy

Two Tracks, One Goal

Nurture the 95% with **brand building** and content.

Activate the 5% with **hyper-personalized outreach**.

Different goals, different tactics.



The Payoff

80% Win Rate for Early Favorites

Vendors ranked first before buyers contact sales win 80% of deals.

— 6sense Buyer Experience Report (2025)



Stop Guessing. Start Knowing.

Know exactly who the 5% is.

Follow for B2B Insights