



The 95:5 Rule

Why Most B2B Outreach Fails





The Truth

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.**

Source: 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.

The other 95% have frozen budgets.

Source: LinkedIn B2B Institute "How B2B Brands Grow"



The Mistake

Treating Everyone the Same

Same emails. Same cadence. Same pitch.

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

Source: 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 Strategy

Two-Track Approach

Nurture the 95% with brand building and content.

Attack the 5% with hyper-personalized outreach.

Different goals, different tactics.



The Advantage

Be the Pre-Contact Favorite

The vendor ranked first before buyers contact sales **wins 80% of the time.**

Early visibility beats late pitching.

Source: 6sense Buyer Experience Report (2025)



Stop Guessing, Start Knowing

The 5% is out there. Can you find them?

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