



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



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.

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