



# The 95:5 Rule

Why Timing Beats Volume in B2B





## THE REALITY

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# 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

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# 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

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# 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

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# 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

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# 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

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# 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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