



# 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

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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

# 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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