

The True Cost of Scaling

An Overview of Your Demand Generation Options

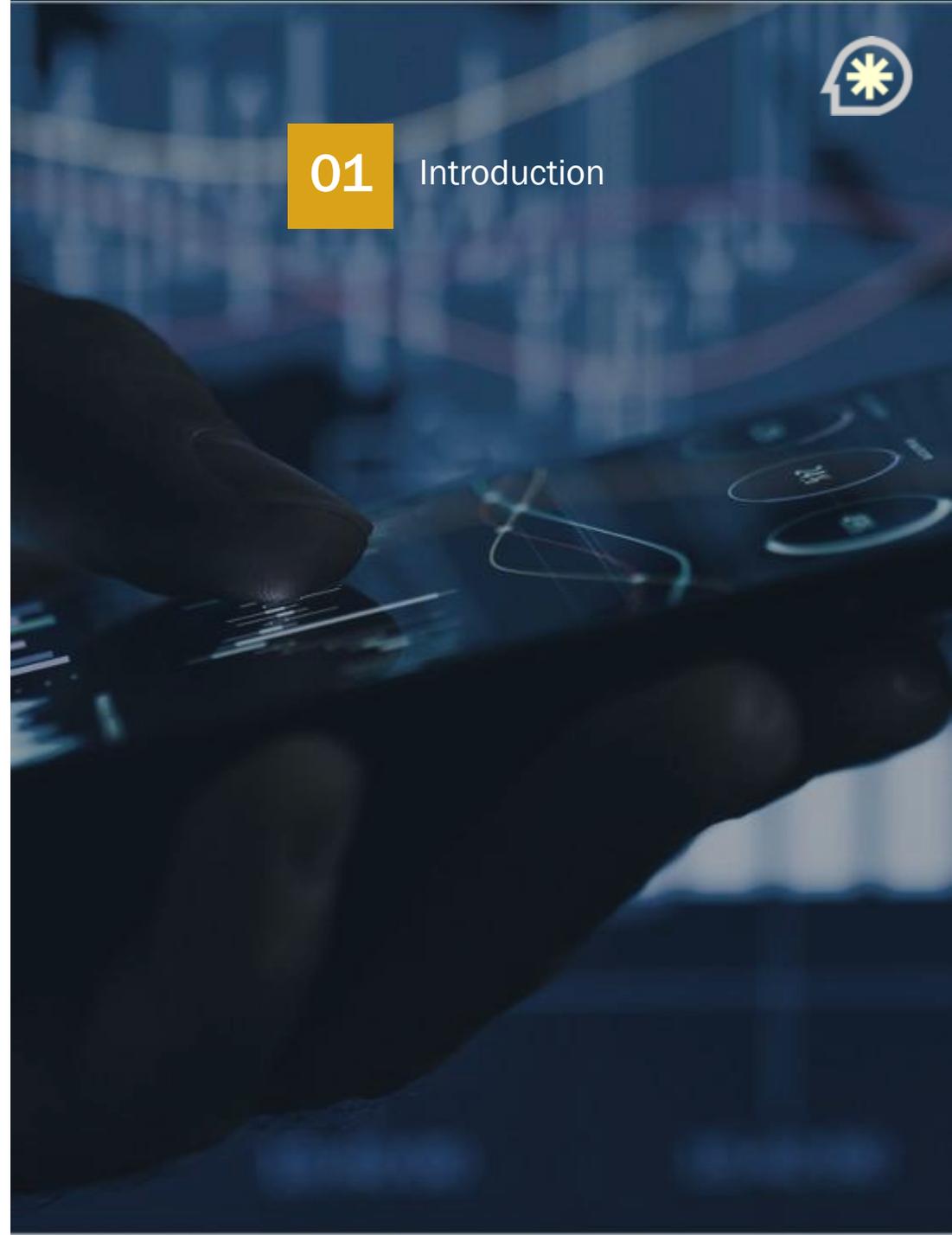
01

Introduction



01

Introduction



Scale or Fail

You have built a great product or solution. But getting it into the hands of customers is fraught with problems and can be outrageously expensive.

Lack of demand generation is the reason most companies flirt with failure or limp along never returning the expected ROI.

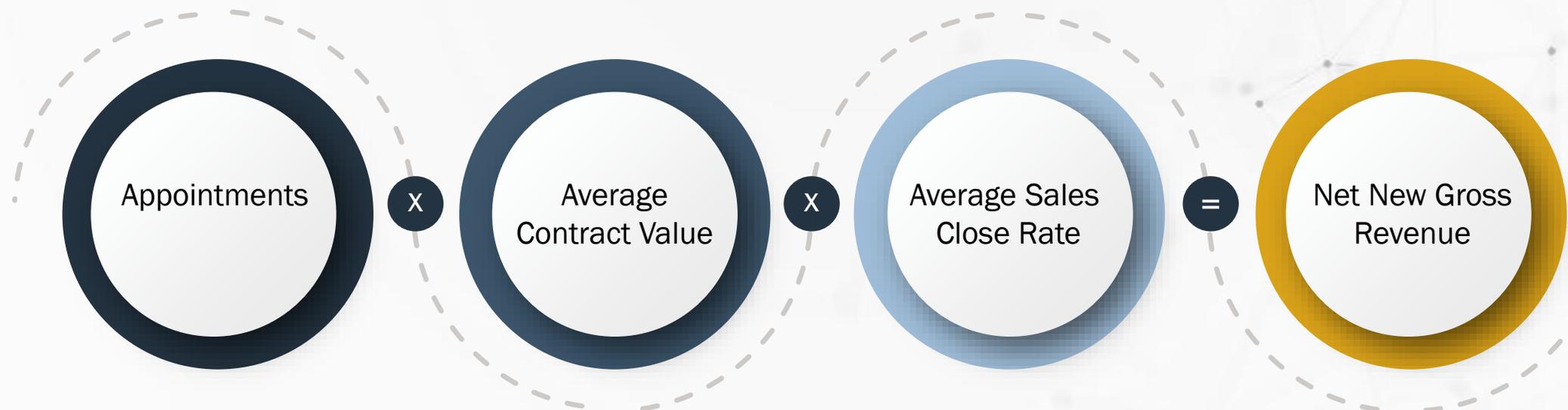
This provides an overview of the leading demand generation approach options so you can better understand the path forward.





It's All About Appointments

- Below is the standard Net New Revenue equation.
- Both Average Contract Value and Sales Close Rate are relatively fixed.
- You can have greater control over the number of appointments performed each month.
- Growth is largely dependent on appointment performance. The more appointments performed, the more your sales will grow.



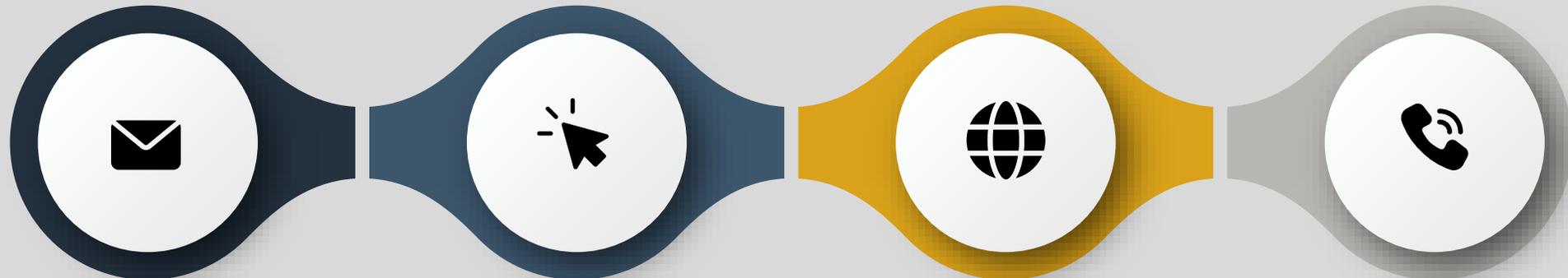


How To Generate Appointments at Scale

There are a handful of methods that companies use to generate appointments at scale, including:

- Email Marketing
- SEO/SEM/Website
- Social Media Advertising
- Internal Outbound Call Teams
- Outsourced Lead Generation

The following evaluates each approach with an emphasis on *Cost per Performed Appointment*.



02

Demand Generation Approaches *(What You Haven't Been Told)*



02

Demand Generation
Approaches

Email Marketing

1. Cost efficient for activation – initial Out of Pocket
2. Incredibly inefficient for appointment production.
3. Engaged Read Rates are typically between 2% - 5%
4. True opt-in lists are hard to produce especially for young companies.
5. 10,000 emails will lead to
 - 200 Engaged Reads (Fully Read / 8+ Seconds)
 - 4 Positive Replies
 - 2 Booked Appointments
 - 1 Performed Appointment
6. **WARNING: If you use non-opt in lists expect to be labeled a spammer and email will become harder to execute for any purpose.**
7. Meetings are not qualified through a live conversation.

Metric	2% Read Rate	3% Read Rate	4% Read Rate	5% Read Rate	Calculation
Total Emails Sent	10,000	10,000	10,000	10,000	Given input
Engaged Reads	200	300	400	500	Emails Sent * Read Rate
Replies (10% Reply Rate)	20	30	40	50	Reads * Reply Rate (10%)
Positive Replies (20% Positive)	4	6	8	10	Replies * Positive Reply Rate (20%)
Meetings Booked (50% Conversion)	2	3	4	5	Positive Replies * Booked Meeting Rate (50%)
Campaign Cost	\$5,000	\$5,000	\$5,000	\$5,000	Given input
Cost per Positive Reply	\$1,250	\$833	\$625	\$500	Campaign Cost / Positive Replies
Cost per Booked Meeting	\$2,500	\$1,666	\$1,250	\$1,000	Campaign Cost / Meetings Booked
Cost per Performed Meeting	\$5,000	\$3,333	\$2,500	\$2,000	Campaign Cost / Meetings Performed



SEO/SEM Website Conversions

1. Driving website traffic through SEO/SEM optimization can quickly become expensive.
2. Up to 50% of the traffic can be bot traffic (good and bad).
3. New AI search algorithms lower SEO/SEM conversion rates as results/answers are provided by Generative AI.
4. Original Custom Content creation can be expensive to produce; and with Generative AI, easy to duplicate.
5. Engagement with B2B websites is falling dramatically which leads to relatively few inbound leads.
 - Average Page Views: <1.2
 - Average Time Spent: < :30 seconds
 - Average Bounce Rate: >50%
6. See SimilarWeb.com for your engagement rates.
7. Low engagement leads to relatively few (3-5) inbound appointments per month.
8. Inbound appointments average a 50% perform rate.

1.2

Average # Page Views

< :30

Average Time Spent

50%+

Average Bounce Rate



LinkedIn Advertising

1. Unless your solution is a B2C product or a business solution with broad appeal, LinkedIn is the preferred ad platform versus META (Facebook and Instagram).
2. LinkedIn advertising has low click through rate, on average .3%. There is also ad saturation.
3. Low click through rates make it expensive – on average \$1,500 per lead (see calculation).
4. LinkedIn does not allow users to book appointments directly on the platform. So, prospects that express interest need to be called/contacted and convinced to book an appointment.
5. Appointments show at less than a 50% rate.
6. Depending on the volume of “More Info Requests”, you might need a full-time caller (\$7k per month)
7. Traditional reach rates for outbound calls to prospects are 1%, with relatively few appointments booked and even fewer performed.
8. **Each performed appointment costs approximately \$3,000 when follow-up calling is factored into the equation.**

Metric	SaaS / Tech*
CPC (Cost per Click)	\$30
CPM (Cost per 1,000 Impressions)	\$300
CPL (Cost per Lead)	\$800
CPS (Cost per Send – Message Ads)	\$0.50 – \$2
CPCV (Cost per Conversion / Demo / Signup)	\$1500
CPF (Cost per Follower – Page Growth)	\$35
CTR (Click-Through Rate %)	0.3%

*Source: LinkedIn





Internal Outbound Calling Team

1. Standard way for B2B companies to scale.
2. Hard to set up, hire/staff, and manage successfully.
3. Frequent turnover of SDRs impacts productivity.
4. Due to low “traditional” reach rates, it is an expensive option and can only be used by enterprises that are selling a solution over \$15K ACV unless the seller is willing to lose money on every sale just to try and grow.
5. An average full time SDR will book 4 appointments per month.
6. **The average cost of a performed appointment is \$4,500.**
7. To perform 40 appointments per month requires a team of 10 callers at a cost of \$70k per month in salary (not including recruiting, management fees, and overhead.)
8. This approach requires deep pockets to withstand and accelerated *cash burn rate*.

Internal Outbound Calling Team Costs	
1 US SDR Cost	\$7000 per month
Database Fee (ZoomInfo)	\$2000 per month
Average Reach Rate	1%
Average Booking per Month	4
Average Perform Rate	50%
Performed Appointments	2
Cost per Performed per Appt	\$4,500

Outsourced Outbound Calling

1. The benefits of outsourcing lead generation include not having to set up an outbound operation, hire, or manage staff.
2. Almost all outbound operations operate on a “booked appointment” rather than “performed appointment” basis.
3. The average number of booked appointment is 6 per month booked which equates to 4 performed.
4. Almost all require an implementation fee and for you to pay for the cost of an outbound caller.
5. Leading firms include:
 1. MemoryBlue (see attached proposal)
 2. Gorilla Leads
6. Average price per performed appointment is \$3,000.
7. **BEWARE:** There are companies that charge a lower price per booked appointment but use a power dialer to call prospects repeatedly in attempts to get a pick-up. This method tends to harass and prematurely burn a market.

Outsourced Outbound Calling (MemoryBlue)	
1 US SDR Cost	\$11K per month
Implementation Fee	\$2500
Average Reach Rate	N/A
Average Booking per Month (Post Ramp)	6
Average Perform Rate	60% - 70%
Performed Appointments	4
Cost per Performed per Appt	\$3,250



03

Cost Comparison



03

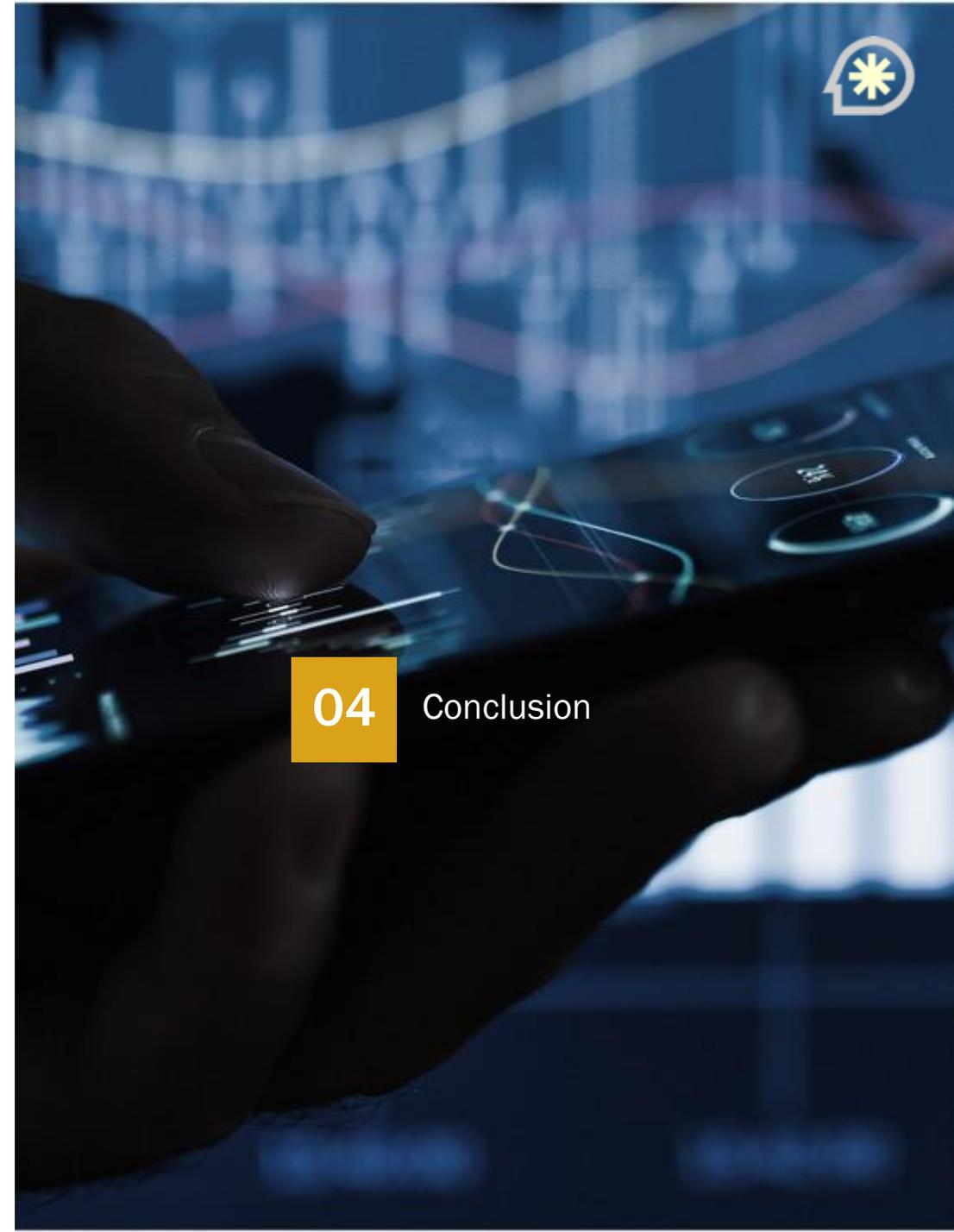
Cost Comparison

Cost Comparison

Cost Comparison	ProspectIQ	LinkedIn Ads	Internal Outbound Calling	Outsourced Outbound Calling
Labor Cost	Free	N/A	\$7000 per Month	\$11,000 per Month
Database Fee (ZoomInfo)	Free	N/A	\$2000 per month	N/A
Average Reach Rate	25%	.4%	1%	6
Average Booking per Month	25			6
Average Perform Rate	70%	.30%	50%	66%
Performed Appointments	20	TBD	2	4
Cost per Performed per Appt	\$700	\$1,500/Lead	\$4,500	\$3,250
Total Cost for 10 Performed Appointments	\$5,000	\$15,000+	\$45,000	\$32,250

04

Conclusion



04

Conclusion

A Smarter Investment

Lead Generation is an investment. It should not be an expense. However, traditional models often involve too much guesswork and uncertain ROI.

The good news? There is an alternative. ProspectIQ delivers a performance-driven approach that eliminates wasteful spending and focuses on results, not just effort.

By leveraging data-driven strategies, AI, and outcome-based pricing, businesses can generate high-quality leads without draining their budgets for sustainable lead flow.

The future of lead generation is smarter, more efficient, and built for performance.

We look forward to working with you!



05

Appendix



05

Appendix

Memory Blue Proposal (Gold Standard Outbound Outsource)



RIA US Pipeline Generation Program:

Background and Objectives:

RIA provides a specialized recruitment platform for the financial advisory sector. Its core value proposition is helping clients achieve financial independence by connecting them with the ideal firm as registered independent advisors.

Until now, RIA has primarily relied on email marketing and a part-time, fractional SDR for pipeline generation. However, without a dedicated outbound strategy, the company has struggled to generate the necessary leads, pipeline, and revenue to meet its financial targets.

For this initiative, RIA's ideal customer profile includes CTOs and technology leaders at financial firms seeking to onboard financial advisors, with future plans to target financial advisors directly. The average contract value in this market is \$50,000 ARR.

To address its pipeline challenges, RIA seeks an outsourced partner to establish a stable outbound lead generation strategy. This partner will assist with messaging, refining the value proposition, and initiating sales engagements with key target accounts. Beyond securing meetings, the selected partner will act as a strategic consultant, offering ongoing feedback on market trends and customer insights. A key element in this decision is a partner with a focus on the quality of meetings rather than sheer volume. With pipeline generation as a top priority, RIA is looking to move forward with this initiative quickly.

When fully ramped up, memoryBlue would expect 1 FTE (Full-Time Equivalent) to generate a minimum of 21 SALs (Sales Accepted Leads) per quarter, but we expect the following ramp-up:

- Month 1: 2-4 SALs
- Month 2: 4-6 SALs
- Month 3 onwards: 6-7 SALs

SAL: Meetings with agreed personas at target accounts, with an active pain, project or need relating to your solution.



Investment Model – Allocation of 1 US FTE:

Program setup and implementation: \$1,500

- Kick-off and knowledge transfer on messaging, positioning, and challenges.
- Develop sales playbook and messaging across all channels (owned by RIA).
- Design cadence: persona segmentation, verticalization, objections, and triggers.
- Set up tech stack and data: Salesforce CRM, FrontSpin, and initial dataset prep.
- Provide training: managerial support for role-plays on messaging and branding.

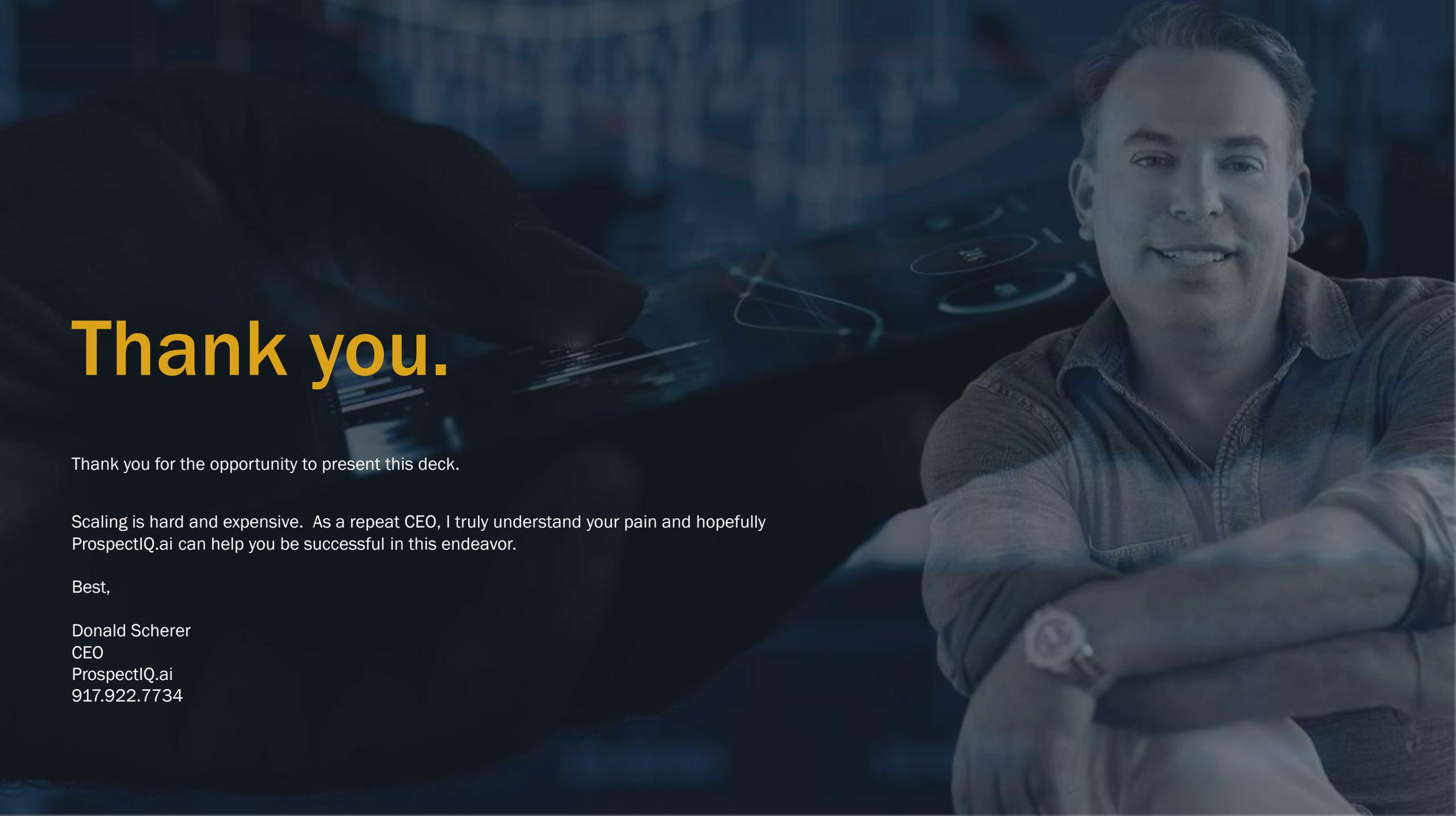
Resource Allocation Model:

Monthly investment for 1 US full-time sales consultant: \$11,000

Daily rate at \$550 / FTE / day, all inclusive of:

- Allocation of 1 US FTE (full-time equivalent) consultant.
- Program management (0.2 FTE).
- Data analysis, consistent reporting, consulting, and recommendations.

Total investment for a three-month period (inclusive of set-up): \$34,500

A man in a denim shirt is sitting at a desk, smiling. In the foreground, the head of a dog is visible. The background shows a laptop screen with some charts and graphs. The overall scene is dimly lit with a blue tint.

Thank you.

Thank you for the opportunity to present this deck.

Scaling is hard and expensive. As a repeat CEO, I truly understand your pain and hopefully ProspectIQ.ai can help you be successful in this endeavor.

Best,

Donald Scherer
CEO
ProspectIQ.ai
917.922.7734