

PROOF OF DEMAND INFRASTRUCTURE

A programmatic way to test buyer demand and prove what can scale.

Riserify runs dedicated market testing infrastructure for B2B companies. We capture buyer signal, surface the strongest evidence, and turn it into qualified sales conversations.

NOTICE

This presentation is for informational purposes only. The information herein does not constitute a guarantee of results.

Past performance and case studies are specific to the clients mentioned or anonymised examples and are not intended to represent or guarantee that any viewer will achieve the same or similar results. Results vary based on market, targeting, messaging, timing, sales follow up, and offer strength. All representations made in this content are truthful to the best of our knowledge.

01 / Section One

Capability

End to end infrastructure that turns outbound activity into structured market evidence and qualified pipeline.

01

WHO WE WORK WITH

End to end Proof of Demand Infrastructure

Dedicated market testing infrastructure for B2B companies that want qualified sales conversations and proof of which buyer groups, messages, and account lists can scale.

B2B SaaS

Software companies testing new ICPs, buying triggers, or upmarket segments where the right story has not yet been proven.

Professional Services

Consulting, staffing, and managed service firms validating new buyer demand and account level fit.

Technology

IT services, cybersecurity, infrastructure, and AI companies entering sharper markets that need real evidence.

Enterprise Offers

Companies selling \$25K+ ACV into VP, Founder, and C suite buyers where each conversation has compounding upside.

Built for teams that want outbound to create sales conversations and market learning, not just activity.

01 · CAPABILITY

PROOF

Proof Across Different Market Tests

Separate campaign examples showing the same operating pattern: test a market hypothesis, capture buyer response, and turn the strongest signal into qualified conversations.

LONG RUNNING CLIENT SYSTEM

Lantern demand engine

993
interested buyers

Repeated campaign testing produced 10,336 replies and 450+ meetings once the motion was proven.

FRESH MARKET EXPANSION

New account pool test

49
interested buyers

A recent expansion campaign validated that a new account pool still had pull in under two weeks.

FINANCE BUYER VALIDATION

AI contract intelligence test

64
high intent signals

A finance buyer hypothesis created 39 sales conversations from the strongest response data.

EVENT DEMAND TEST

Google HQ attendee campaign

16
interested event signals

842 people were contacted to validate whether the right audience would respond to the invitation.

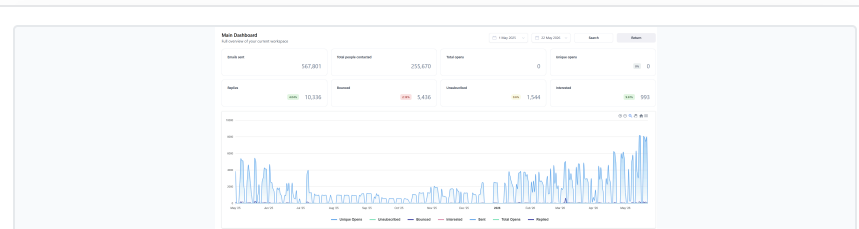
WHY IT MATTERS

This is not one case study. It is the same market testing process showing up across different offers, buyers, and campaign goals.

CAMPAIGN EVIDENCE

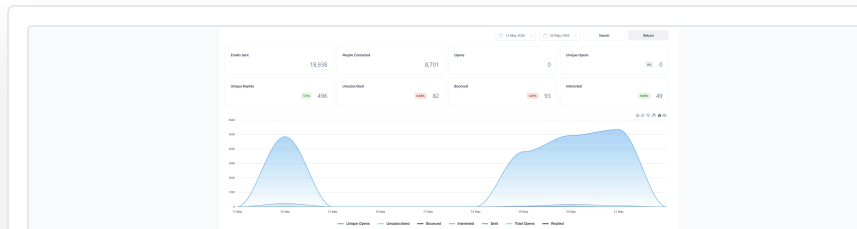
The proof should come from live campaign data.

Every market test shows who responded, who became a qualified conversation, and what that proves about the sales hypothesis.



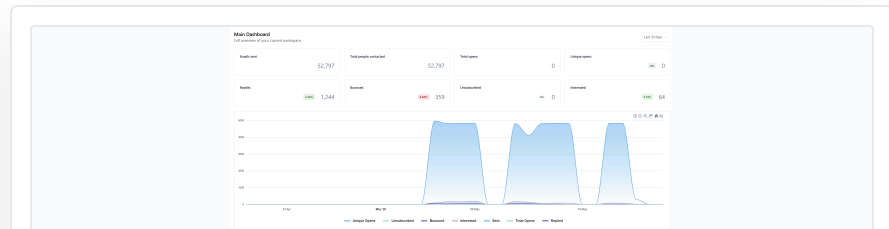
Lantern long term campaign system

Shows how repeated testing turns into compounding market signal: 993 interested buyers and 450+ meetings.



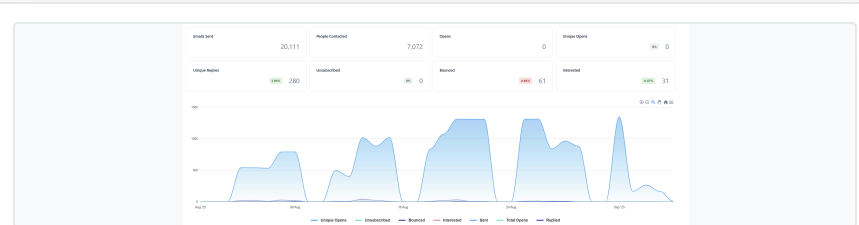
Recent market expansion test

Validates that a new account pool still had pull: 496 replies and 49 interested buyer signals.



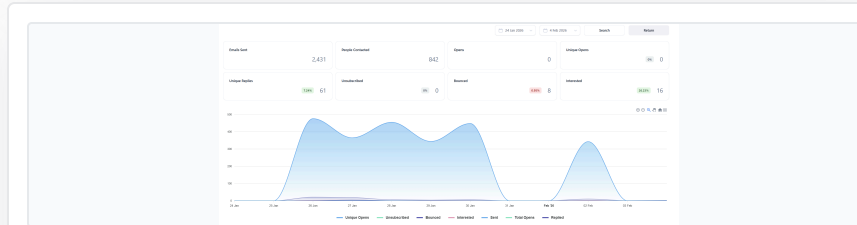
AI contract intelligence platform

Tests a finance buyer hypothesis at scale and surfaces 64 high intent signals from finance leaders.



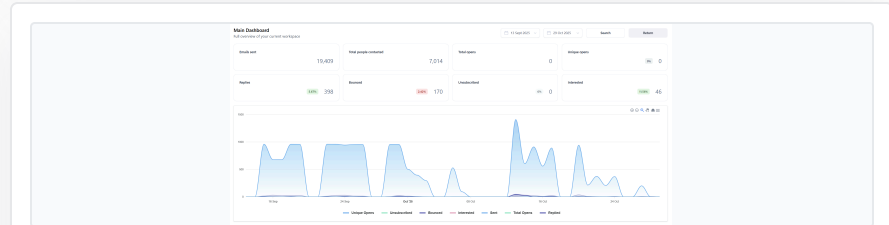
Founder led B2B services test

Proves whether a narrow B2B services offer can create replies, objections, and interested leads.



OMG Commerce event demand

Tests whether the right audience would respond to a Google HQ event invitation without relying on brand alone.



Executive benefits renewal test

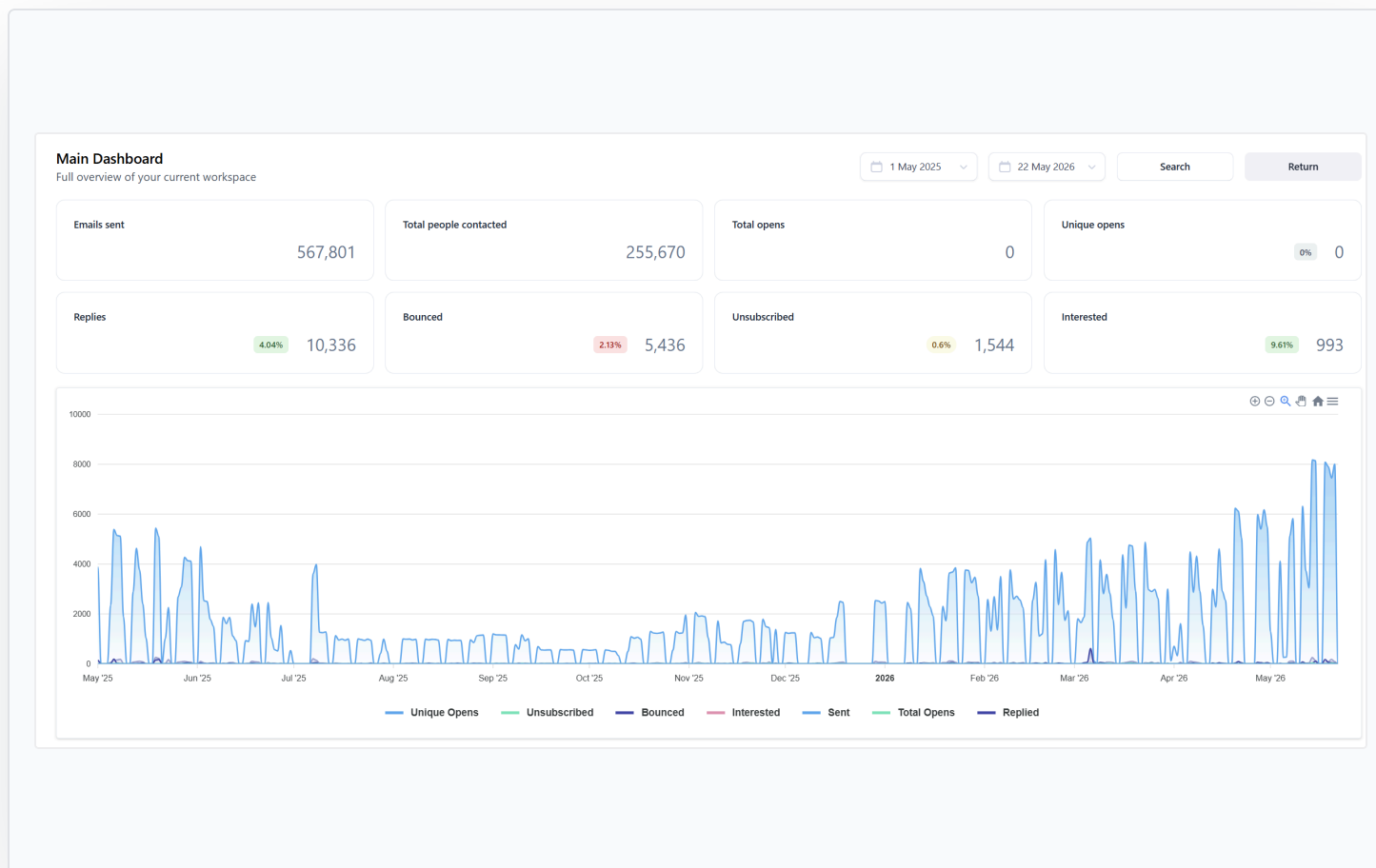
Checks whether C suite leaders would engage around renewal timing, producing 46 interested renewal signals.

SALES ARGUMENT

Riserify does not ask clients to trust outbound as a belief. We create visible evidence of which buyer hypothesis can turn into qualified sales conversations.

Long Term Market Signal Programme

Lantern had a clear offer and a market where outbound could be used repeatedly to test buyer groups, messaging, and timing. The engagement became a long running demand system, not a short term meeting push.



What this proves

When signal is real, the system compounds.

A repeatable proof of demand motion across multiple ICPs, iterating on segment, message, and offer until the signal was strong enough to scale.

255K+

Prospects tested over time

10,336

Market replies captured

993

Interested buyer signals

450+

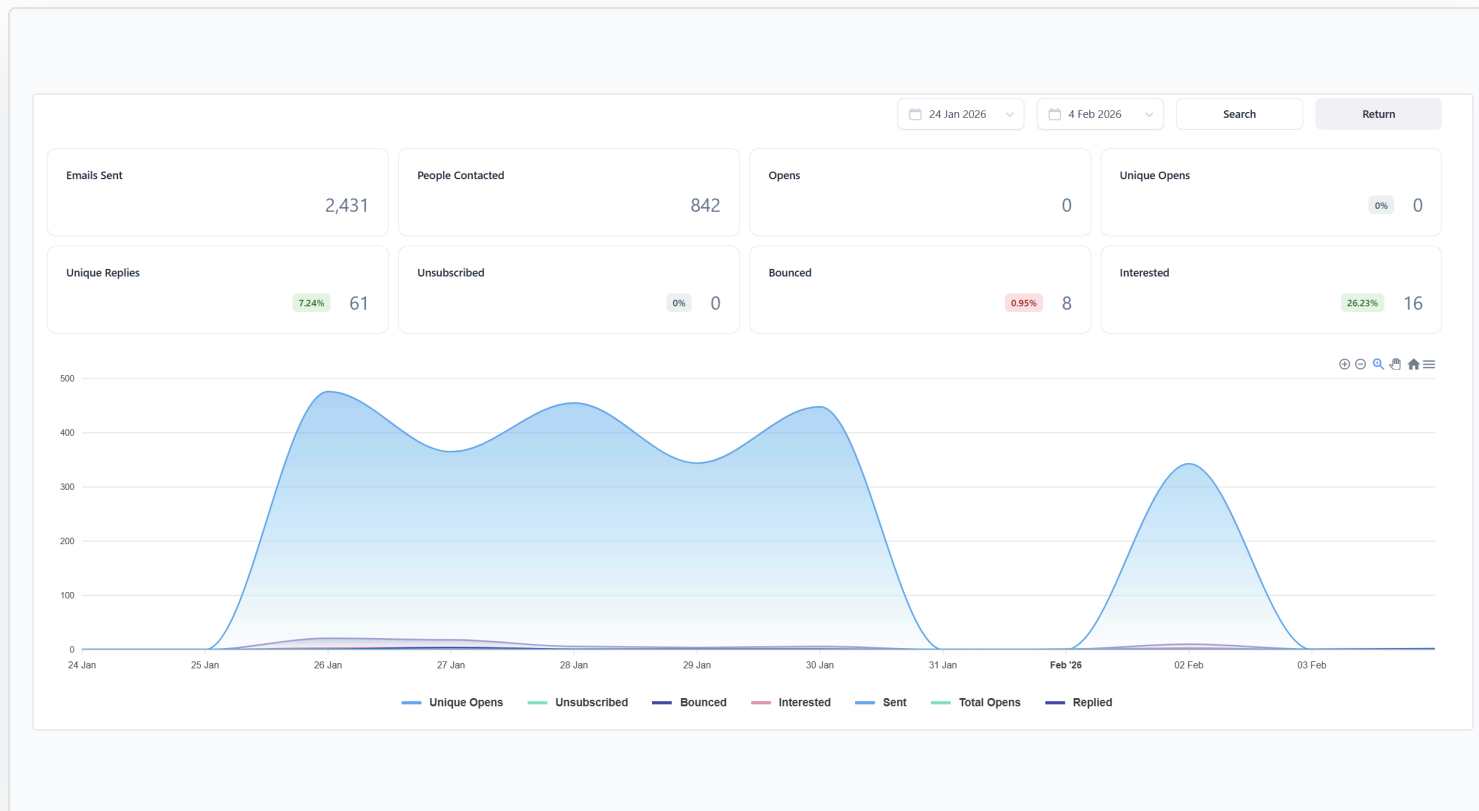
Meetings booked from signal

“I’m happy with where things are at. It’s been great working together.”

David Bromberg, Founder, Lantern

Event Demand Test: Google HQ, LA

OMG Commerce wanted to test whether they could generate attendees for an event at Google HQ in LA through a direct market test, rather than relying only on traditional promotion methods.



What this proves

A market test can validate event demand before a team over invests.

A focused test built around an event invitation, designed not just for volume, but to prove whether the right audience would respond.

842

People contacted

61

Market replies captured

16

Interested event signals

26.23%

Interested rate from replies

OUTCOME

The campaign became useful evidence for future event demand, including a later NYC event at Google HQ.

02 / Section Two

The Problem

Most B2B GTM teams run outbound before they know which buyer group, message, or motion can reliably create qualified conversations.

02

THE GAP

The Market Testing Gap

Where most companies fall short before they scale GTM activity.

WHAT WORKS	THE TESTING GAP	WHAT MOST GET
Clear buyer hypotheses before volume	No structured way to compare segments	One broad list and generic messaging
Controlled campaigns with reply capture	Meetings tracked, but market learning lost	Vanity metrics with no scale decision
Fast handling of warm buyer signal	Replies sit too long or are mishandled	Slow follow up and missed timing
Evidence based expansion	Outbound scales before the winning market motion is proven	More activity without better conviction

This is the gap Riserify is built to close.

WHY RISERIFY

How Market Testing Creates Sales Conversations

We do not start with a meetings target and hope the market responds. We test buyer groups, messages, and account triggers until the market shows where qualified conversations are most likely to come from.

01**Hypothesis First**

Each campaign starts with a clear market question: which buyer group, trigger, pain point, and message should create pull.

02**Controlled Message Tests**

We compare angles by segment and account pool, then read replies, objections, urgency, and seniority fit as market evidence.

03**Qualified Conversations**

Sales calls come from the winning signals: the market, message, and buyer trigger that produced real response.

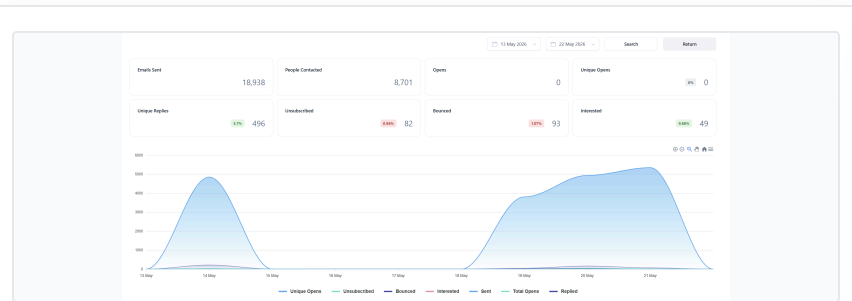
THE BET

Qualified conversations are the commercial output, but the asset we build is the tested market motion that creates them repeatedly.

FULFILMENT PROOF

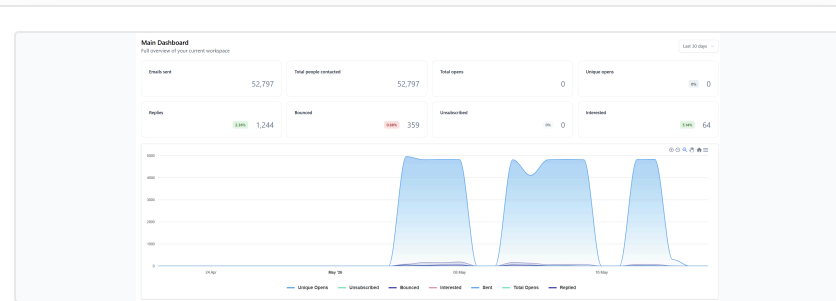
How the screenshots support the sales argument

A focused subset of the evidence wall: three campaign surfaces showing the operating loop Riserify sells, from hypothesis to market response to scale decision.



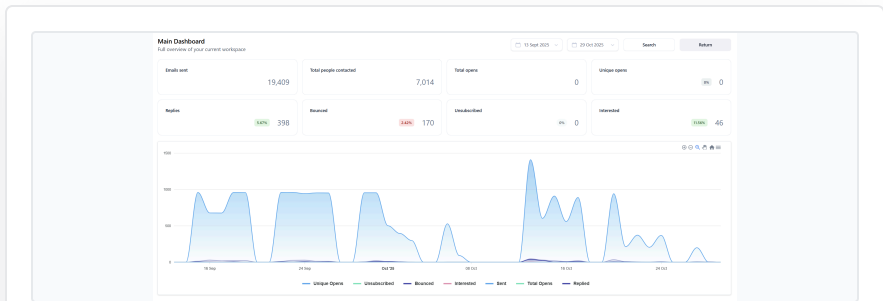
Fresh market expansion

Hypothesis: a new account pool would still respond. **Evidence:** 496 replies and 49 interested signals in a short test window.



Finance buyer validation

Hypothesis: finance leaders had a reachable problem. **Evidence:** 64 high intent signals and 39 sales conversations.



C suite timing test

Hypothesis: renewal timing creates urgency. **Evidence:** 46 interested signals and 16 qualified renewal conversations.

WHY THIS MATTERS

Each campaign shows which market produced conversations, which message created pull, and whether the outbound motion should scale, revise, or stop.

03 / Section Three

Our Process

A structured framework that takes you from buyer hypotheses to qualified conversations, market evidence, and scale decisions.

03

FRAMEWORK

The Engagement Framework

How we take you from market hypotheses to evidence backed scale decisions.

01	Market Map		SEGMENT	Buyer groups, account triggers, timing, and clear testable hypotheses.
02	Infrastructure Build		FOUNDATION	Domains, accounts, warmup, lead verification, and the sending platform.
03	Campaign Testing		MESSAGE	Multi angle copy, A/B frameworks, and segment by segment comparison.
04	Signal Handling		DEMAND	Reply categorisation, qualification, and fast follow up so warm signal never goes cold.
05	Optimisation & Scale		GROWTH	Performance analysis, expanded segments, and channel additions on top of proven demand.

Target: first market signal within 30 days.

EXECUTION

Market Test Execution: From Hypothesis to Signal

What the first 90 days look like when outbound is built to create qualified sales conversations and prove which market motion should scale.

01**Hypothesis Alignment**

Define the buyer groups, account triggers, objections, and commercial assumptions the test needs to prove.

02**Test Infrastructure**

Build the sending, verification, tracking, and reply systems needed to capture clean market evidence.

03**Message Experiments**

Turn the sales thesis into controlled campaign angles across segments, timing, and buyer pain points.

04**Signal Capture**

Launch tests and monitor deliverability, replies, objections, interested rates, and segment level pull.

05**Signal Qualification**

Categorise replies, identify high intent buyers, and route only useful sales conversations to the team.

06**Scale Decision**

Decide what to scale, revise, or stop based on the strongest evidence from the market.

04 / Section Four

Engagement

How we move from this conversation into a structured market test, with shared visibility, clear milestones, and decision points.

04

WHAT HAPPENS NEXT

Next Steps

A short, structured path from this conversation to the first live campaign tests.

01

Discovery Call

Understand your offer, current pipeline motion, and market questions.

02

Market Test Plan

Map the buyer segments, messages, and accounts worth testing first.

03

Onboarding

Complete intake, align stakeholders, and build the initial assets.

04

Campaign Launch

Launch the first tests and start turning replies into evidence.

Timeline from kick off to launch: **14 business days**

INVESTMENT

Tailored to Your Market Test

Every engagement is built around your market question, sales cycle, and commercial upside. After we understand your ACV, close rate, current pipeline motion, and expansion goals, we build a proposal that makes the test logic clear.

Typical structure: \$7.5K+/mo for companies proving the first segment, message, and account list while generating qualified sales conversations. \$10K+/mo for companies with stronger signal or a larger market expansion motion. A one time \$10K test can work as an exception, but the default recommendation is a 90-day retainer so the strongest signal can become a repeatable outbound channel.

INPUTS FOR YOUR ENGAGEMENT PROPOSAL

- Average contract value
- Close rate from qualified conversation
- Current pipeline or revenue target
- Markets, segments, or triggers to test
- Current outbound spend and results

DECISIONS AFTER THE TEST


- Scale the winning segment
- Adjust the message or offer
- Add channels around proven demand
- Stop if the market gives weak signal
- Use reply data to inform GTM decisions



Proof of Demand infrastructure for ambitious B2B companies.

Test the market. Generate qualified conversations. Prove what can scale.

GET IN TOUCH

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A / Reference Material

Appendix

Execution infrastructure, scope of work, and a comparison view of how B2B teams source market evidence today.



TOOLING

Purpose Built Tools for Market Testing at Scale

In support of our execution capability. The data, sending, and reply systems behind every engagement.

SOURCE DATABASES

Apollo, Clay, ZoomInfo, Crunchbase, PitchBook, LinkedIn Sales Navigator, and other sources used to build testable account lists.



Apollo



Clay



ZoomInfo



Crunchbase



PitchBook



LinkedIn Sales Navigator

CAMPAIGN SYSTEMS

Dedicated domains, sending systems, verification, deliverability monitoring, reply categorisation, and reporting workflows.

Dedicated domains

Sender warmup

Lead verification

Deliverability monitoring

Reply categorisation

Signal reporting

Over **\$150,000 / year** in infrastructure and data costs, absorbed by the engagement.

A1 · EXECUTION

ENGAGEMENT SCOPE

Our Scope of Work

What we own end to end, and what sits outside the engagement so expectations stay clear from day one.

I N S C O P E

What we deliver

- ICP and target account research
- Dedicated sending infrastructure build and management
- Market testing campaign execution
- Reply management and lead qualification
- Performance reporting and signal analysis
- Scale recommendations based on evidence

O U T O F S C O P E

Owned by your team

- Inbound marketing and content creation
- CRM administration and pipeline management
- Sales call execution and deal closing
- Paid advertising and media buying
- Post meeting nurture and sales enablement

DECISION CONTEXT

Market Comparison

How B2B companies source market evidence and pipeline today, and where Riserify fits.

APPROACH	RESULTS	COST	MARKET SIGNAL
Hire SDRs	Can generate meetings, but slow ramp and high management overhead.	\$6,000–\$10,000/mo + tools	Usually inferred from meetings, not structured by market hypothesis.
Generic agency	Shared infrastructure, templated sequences, variable learning quality.	\$2,000–\$5,000/mo	Not often shared beyond meetings booked and reply volume.
DIY outbound	Requires deliverability, copy, data, and reply ops expertise in house.	\$500–\$1,500/mo + founder time	Available if you build the reporting and analysis yourself.
Freelancer / VA	Limited infrastructure and high management overhead.	\$1,500–\$3,000/mo	Limited; usually activity and booked meetings only.
Proof of Demand infrastructure	Dedicated market testing infrastructure that creates qualified sales conversations, reply intelligence, and evidence backed scale decisions.	\$7.5K+/mo; \$10K+/mo for larger expansion tests	Structured market signal within 30 days