

PRIVATE AND CONFIDENTIAL



# Outbound Pipeline Infrastructure

*A Programmatic Approach to Qualified Meeting Generation for B2B  
Companies*

## DISCLAIMER

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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 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, and offer. All representations made in this content are truthful to the best of our knowledge.

**CAPABILITY**

01

## 01. CAPABILITY

# End-to-End Outbound Infrastructure

Dedicated pipeline generation for B2B companies targeting enterprise accounts

We engineer dedicated outbound systems for B2B companies that need qualified meetings with enterprise decision makers. Every engagement is custom-built around your ICP, sales cycle, and pipeline targets. We handle the infrastructure, the execution, and the reply management so your sales team only spends time on qualified conversations.

### **B2B SaaS**

Series A to enterprise-scale software companies

### **Professional Services**

Consulting, staffing, and managed service providers

### **Technology**

IT services, cybersecurity, and infrastructure companies

### **Enterprise**

Companies selling \$25K+ ACV into VP and C-suite buyers

# Proven Execution at Scale

Results from live client engagements

57

**Qualified Meetings in a Single Month**

Peak month performance across enterprise and mid-market segments

82.5%

**Average Show Rate**

Cold outbound to first meeting attendance

13

**Enterprise Meetings in One Week**

VP+ level at companies with 350+ employees or \$50M+ raised

117+

Interested Replies (30 Days)

22

Peak Weekly Bookings

86%

VP or Director Level

At a typical \$50K ACV and 25% close rate, 57 qualified meetings represents over **\$2.8M in pipeline value** from a single month of outbound execution.

01. CAPABILITY

# Client Case Study

B2B SaaS Intelligence Platform | Enterprise Pipeline Programme

ABOUT

Enterprise SaaS platform selling a \$50K+ ACV product into VP and Director-level buyers at companies with 350+ employees. Had tried multiple agencies and internal SDR hires with inconsistent results. Needed a predictable, scalable pipeline engine targeting both enterprise and mid-market segments.

RESULTS

57 Qualified Meetings	Single month
82.5% Show Rate	Cold outbound attendance
22 Bookings	Peak week
86% VP/Director	Title quality

COMPANIES WHERE DECISION MAKERS BOOKED MEETINGS

ClickUp Jasper Glean Tenable PandaDoc Harvey AI Impact.com Pendo

UserTesting Huntress Algolia Metronome Jellyfish Maxio Ridgeline Reltio

Muck Rack Altium

# Client Case Study

Performance Marketing Agency | Event Campaign Pipeline

## ABOUT

Performance marketing agency (26–50 employees, \$1–5M ARR) running YouTube event campaigns for 7–9 figure DTC and ecommerce brands. Needed qualified meeting generation to fill event attendance and ongoing retainer pipeline.

## RESULTS

<b>5 Enterprise Meetings</b>	Within 7 days of campaign launch
<b>Event + Retainer Pipeline</b>	Two revenue streams from one programme

*"That's more meetings than I've ever booked from any kind of cold outreach. Five meetings in one week from a single campaign."*

Chris Brewer, Co-Founder, OMG Commerce

*"The biggest win is speed to lead. Whether somebody responds at 2 p.m. or 2 a.m., they're not waiting hours to receive a response."*

Will Butler, Managing Director, Siro Business Development

# THE PROBLEM

02

# The Outbound Execution Gap

Where most companies fall short

## WHAT WORKS

Dedicated SDR teams with proper infrastructure

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Multi-channel sequencing across email and LinkedIn

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AI-powered reply management for speed to lead

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Verified data with real-time bounce prevention

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\$150K+ annual infrastructure investment

## THE EXECUTION GAP

No dedicated sending infrastructure

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No real-time reply handling

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No AI categorisation or prioritisation

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No campaign-level deliverability monitoring

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No systematic A/B testing framework

## WHAT MOST GET

Generic agencies with shared infrastructure

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Templated sequences with no customisation

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Slow reply times losing warm prospects

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Spam folder placement from poor deliverability

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Vanity metrics with no real pipeline impact

This is where Riserify comes in.

## 02. THE PROBLEM

# The Riserify Advantage

What separates us from every other outbound provider

### **Dedicated Infrastructure**

Private sending platform, verified domains, and dedicated IP warming per client. Your campaigns never share infrastructure with anyone else.

### **AI Reply Management**

Every reply is categorised, prioritised, and responded to within minutes. Interested leads never wait. Your team only handles qualified conversations.

### **Engineered Pipeline**

Continuous A/B testing, multi-campaign orchestration, and real-time deliverability monitoring. We actively engineer your pipeline, not set it and forget it.

**We didn't just build an agency. We built the systems that make outbound actually work.**

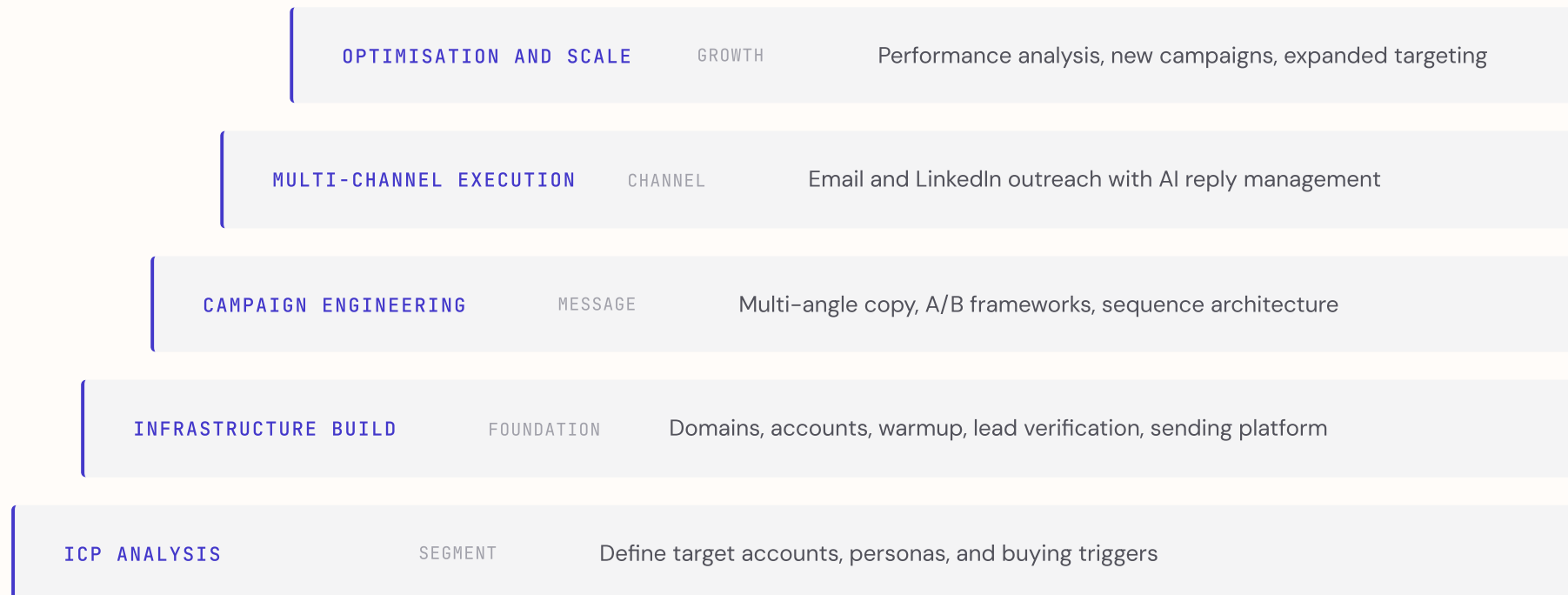
# OUR PROCESS

03

### 03. OUR PROCESS

# The Engagement Framework

How we take you from zero to booked meetings in 3 weeks



Target: First qualified meetings within 3 weeks

# Full Service Engagement Execution

What the first 30 days look like

01

## Onboarding

Engagement letter signed. Align on ICP, messaging, and target account list.

02

## Infrastructure Build

Purchase and warm sending domains. Set up dedicated platform and verified lead database.

03

## Campaign Development

Write multi-angle email sequences. Build A/B testing framework. Set up LinkedIn outreach.

04

## Launch and Monitor

Deploy campaigns. Monitor deliverability, open rates, and reply sentiment in real-time.

05

## Reply Management

AI categorises every reply. Interested leads get immediate follow-up. Your team gets qualified conversations.

06

## Optimisation and Scale

Bi-weekly strategy calls. New campaigns layered on. Expanded targeting and volume.

# ENGAGEMENT

04

# Next Steps

What happens after this call

01

## Discovery Call

Learn about your business and get introduced to our process.

02

## Proposal and Team Discussions

We will build a custom proposal based on your targets and have an internal discussion with all stakeholders.

03

## Onboarding

Go through our intake forms, schedule a kickoff call, and start to build out the initial assets.

04

## Campaign Launch

Review all the assets, launch the campaign and continue meeting bi-weekly for updates.

Timeline: 7-10 Business Days

## Tailored to Your Pipeline

Every engagement is built around your specific targets, sales cycle, and pipeline goals. After we understand your numbers (ACV, close rate, quarterly targets, and current cost per acquisition) we will build a custom proposal that makes the ROI clear.

### Data points for your custom proposal:

- Current cost per acquisition (CAC)
- Close rate from demo to signed deal
- Average sales cycle length
- Quarterly pipeline or revenue target
- Current outbound spend and results

Once we have these numbers, we will build a custom proposal showing projected meeting volume, cost per meeting, and expected ROI. We target 6-8x return on every engagement.

Every engagement includes a 15-day cancellation clause. If it is not working, you walk away. Our incentives are aligned with yours.



Programmatic pipeline generation for ambitious B2B  
companies

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# **APPENDIX**

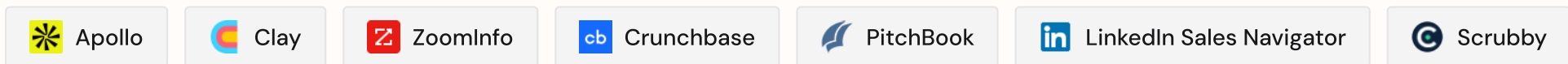
## A1. EXECUTION INFRASTRUCTURE

# Purpose-Built Tools for Outbound at Scale

In support of our execution capability

- Private sending platform with dedicated infrastructure per client
- Multi-channel engagement capabilities (email and LinkedIn)
- Automated pipeline tracking and reporting
- AI-powered reply categorisation and response generation
- Apollo, Clay, ZoomInfo, Crunchbase, PitchBook, and proprietary databases for lead intelligence
- Real-time deliverability monitoring and bounce prevention
- Dedicated domain and IP management per client
- Over \$150,000 per year in infrastructure and data investment

## SOURCE DATABASES



OVER \$150,000 / YEAR IN INFRASTRUCTURE COSTS

## A2. SCOPE OF WORK

# Our Scope of Work

### IN SCOPE

- Comprehensive ICP and target account research
- Dedicated sending infrastructure build and management
- Multi-channel outbound execution (email and LinkedIn)
- AI reply management and lead qualification
- Bi-weekly strategy calls and performance reporting

### OUT OF SCOPE

- 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

# Market Comparison

How do B2B companies source pipeline today?

	RESULTS	COST	TIME
<b>HIRE SDRS</b>	Requires training, management, and tooling. High turnover. Takes 3-6 months to ramp.	\$6,000-\$10,000/mo salary + tools + management overhead	3-6 months
<b>GENERIC AGENCY</b>	Shared infrastructure. Templated sequences. Limited customisation. Variable quality.	\$2,000-\$5,000/mo retainer	1-3 months
<b>DIY OUTBOUND</b>	Requires expertise in deliverability, copywriting, data, and infrastructure. Consumes founder time.	Opportunity cost + tool stack (\$500-\$1,500/mo)	6-12 months
<b>FREELANCER / VA</b>	Limited expertise. No infrastructure. High management overhead. Inconsistent results.	\$1,500-\$3,000/mo	2-4 months
<b>THE RISERIFY APPROACH</b>	Dedicated infrastructure per client. AI reply management. Engineered pipeline with 57 qualified meetings in a single month. 15-day cancellation.	Custom engagement based on targets	3 weeks to first meetings