



OUTBOUND PIPELINE FOR SAAS COMPANIES

Enterprise meetings. With the accounts you actually want to *close*.

We build and run your entire outbound system so your sales team stops waiting for inbound and starts choosing which accounts to pursue.

[Book a strategy call](#)

seb@riserify.com



THE PROBLEM

Pipeline at most SaaS companies is broken. Here's why.

Inbound has plateaued

Content, SEO, and paid ads used to be enough. Now your pipeline is flat and every competitor is running the same playbook. CAC keeps climbing while conversion rates drop.

SDRs are a gamble

An SDR costs \$80-120K before they even ramp. Most don't make it past 12 months. You're paying for hiring, training, and turnover while hoping for pipeline.

Enterprise is out of reach

You know which companies would be ideal customers. But VPs and CROs don't respond to LinkedIn inmails or generic outreach. You need a systematic way to reach decision makers.



WHAT WE DO

Full service outbound. You just take the meetings.

- + ICP research and account targeting
- + Verified decision maker contact data
- + Custom messaging written for your product
- + Dedicated sending infrastructure
- + Multi step campaign execution
- + Reply handling and objection management
- + Meeting qualification and calendar booking
- + Biweekly strategy calls and reporting

**You don't manage tools.
You don't write copy.
You don't chase replies.**

We handle the entire pipeline from first touch to calendar invite. Your AEs show up to qualified conversations with VPs, Directors, and C-suite who already understand your product.



THE PROCESS

From zero to booked meetings in 3 weeks.

1

Onboarding

We learn your ICP, target accounts, personas, and competitive positioning. One call and a short intake form.

DAY 1-2

2

Build

Dedicated domains, email accounts, warmup cycles. Contact lists built and verified. Campaign copy written and approved by you.

WEEK 1-2

3

Launch

Campaigns go live. We monitor deliverability, manage replies, qualify leads, and book meetings on your calendar.

WEEK 3

4

Scale

Biweekly calls to review results, refine messaging, expand to new segments. Volume increases as we learn what converts.

ONGOING



WHY WE'RE DIFFERENT

The infrastructure most agencies don't have.

01

Private sending platform

We don't use Instantly, Smartlead, or any shared platform. We run campaigns on a private sequencer built for agencies. Better deliverability, no shared IP risk.

02

AI reply management

We built our own AI system to handle inbox management at scale. Automated lead qualification, response drafting, and meeting booking. Not outsourced to VAs.

03

Dedicated infrastructure

Every client gets their own domains, accounts, and warmup cycles. Nothing shared. Your reputation is isolated. Another client's issues never touch you.

04

Verified contact database

Every contact is bounce checked before sending. Known bad emails are blacklisted globally. Keeps bounce rates under 2% and protects your domain reputation.



COMPARISON

How this stacks up.

	HIRING SDRS	TYPICAL AGENCY	WORKING WITH US
Time to first meeting	3-6 months	4-6 weeks	3 weeks
Annual cost	\$80-120K+ per rep	\$36-60K retainer	Fraction of an SDR
Risk if it doesn't work	Sunk salary + severance	Lost retainer fees	Walk away any month
Sending infrastructure	Self managed	Shared platforms	Private + dedicated
Reply handling	Manual	Manual or basic	AI powered
Industry expertise	Depends on hire	Generalist	B2B SaaS focused
Commitment	Full time hire	3-6 month contract	Month to month



CASE STUDY: LANTERN

2+ years running outbound for a B2B SaaS company.

Lifetime results from a single client engagement. Enterprise sales team selling into revenue leaders.

372

Qualified meetings

727

Leads generated

366K+

Emails sent

175K+

People contacted

"I'm happy with where things are at. It's been great."



David Bromberg / Founder, Lantern



CLIENT FEEDBACK

What people say about working with us.

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



Chris Brewer / CEO, OMG Commerce

"I was thoroughly impressed by the entire process from start to the handoff to my team. 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, Syro Business Development



ENGAGEMENT

Simple. Transparent. Month to month.

PIPELINE LAUNCH

Starting Investment

Single ICP targeting, custom sequences, dedicated sending infrastructure, reply handling, and monthly reporting. Ideal for SaaS companies testing outbound for the first time.

FULL PIPELINE

Growth Investment

Everything in Launch plus multiple ICPs, multi-channel outreach (email + LinkedIn), A/B testing, dedicated strategist, weekly check-ins, and CRM integration.

- + No long term contracts or lock ins

- + Month to month. Cancel any time

- + All infrastructure included in the fee

- + One closed deal typically covers the entire engagement cost



NEXT STEPS

Ready to build your pipeline?

Here's what happens next.

1

Strategy call

30 minutes. We learn about your product, your ICP, and your growth goals. We'll tell you if outbound is the right fit.

2

Build phase

We build your infrastructure, contact lists, and campaigns. You review and approve messaging before anything sends.

3

Meetings start

Qualified conversations with VPs, Directors, and C-suite at enterprise accounts land on your calendar. Your AEs focus on closing.

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