



# THE STATE OF B2B LEAD GEN IN 2025

## What's Changed

- Buyers don't respond to volume anymore.
- 61% prefer a rep-free buying journey, and most complete 70% of research before ever talking to sales.

## The Real Challenge

- Lead rejection rates still hover around 30%.
- Bad data, missing consent, and outdated ICPs are quietly draining campaign ROI.

## Where PMG B2B Fits In

- We design lead engines built for trust and transparency - not just numbers.
- Every lead we deliver is verified by Proffer.ai for consent, contactability, and intent.

## The Shift That Works

- Top-performing teams now:
- Validate every record before delivery.
- Target full buying committees, not just one contact.
- Blend AI scoring with human review for accuracy.

**PMG B2B - Because real performance begins with proof.**