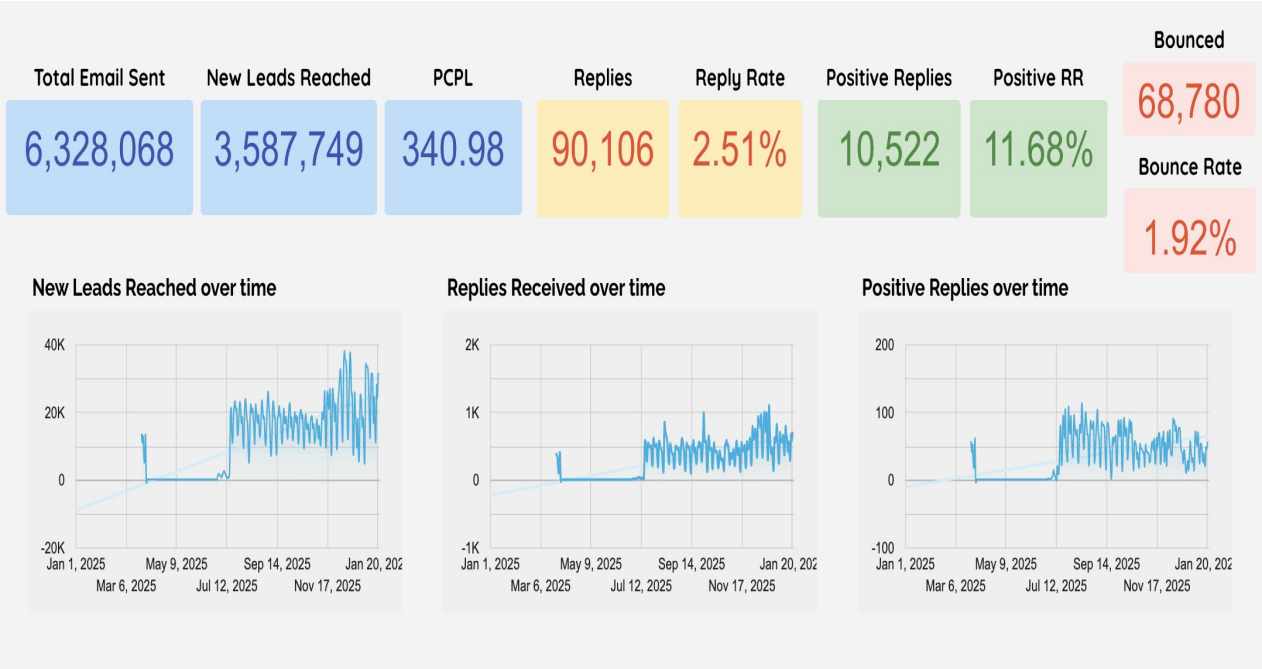


Hyperke Growth Partners Publishes Benchmark Brief to Help Marketing Agencies Improve Qualified Lead Generation

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Hyperke, one of the leading B2B outbound lead generation companies in the United States, has published an Outbound Benchmark Brief designed to help marketing agencies understand what drives successful booked sales calls versus simple email replies. The brief presents aggregated performance patterns observed across numerous agency outbound campaigns run at scale.

The publication addresses a critical challenge facing marketing agencies today: the struggle to generate predictable booked calls despite investing significant resources in outbound efforts. The brief distinguishes between booked sales calls?confirmed meetings with decision makers on calendars with full contact details?and replies, which are simply responses to outreach that may never convert to actual meetings. The publication also reflects growing interest among marketing agencies in developing more predictable lead generation system for marketing agencies that can deliver consistent results.

"Most agencies do not have a lead problem; they have a qualification problem. We published this benchmark brief to show how to get qualified, budget-holding leads for SEO and marketing agencies" said Atishay Jain, Founder of Hyperke Growth Partners.

The benchmark brief highlights four key findings based on observed patterns across agency campaigns. The first finding reveals that list quality emerges as the most common hidden constraint in outbound campaigns. Operationally, quality means having accurate contact data for actual decision makers within target companies that match the agency's ideal customer profile, rather than simply having large volumes of contacts.

The second pattern identified shows reply volume proves to be a misleading metric without corresponding show-rate and speed-to-lead measurements. Agencies often celebrate high reply rates without tracking how many replies convert to booked meetings or how quickly they respond to interested prospects.

Many agencies have also discovered that client results and testimonials alone no longer drive sufficient new business growth in competitive markets.

Additionally, the brief notes that message-market fit testing must be approached as an iterative process rather than a one-time copywriting exercise. Successful campaigns continuously refine messaging based on response patterns and booking rates. The fourth observation indicates most agency outbound failures stem from system design issues?including targeting precision, offer clarity, and follow-up protocols?rather than insufficient effort or activity levels.

"Outbound works when it is treated like engineering: targeting, message-market fit testing, speed-to-lead, and follow-up discipline. The brief is meant to give agencies a cleaner mental model for what actually moves the needle," added Jain.

The brief recommends three practical next steps for agencies seeking to improve their outbound performance. Agencies should audit their current list quality by verifying decision-maker accuracy and company fit criteria. They should implement tracking for show rates and response times, not just reply volumes. Agencies should also establish systematic testing protocols for messaging iterations based on booking rate data.

Information about Atishay Jain and Hyperke reveals the company specializes in helping B2B companies, particularly marketing agencies, generate leads and book sales calls through cold email and supporting workflows. The company operates with a global team spanning three continents and has helped clients secure deals with major brands including Walmart, Blue Origin, and Procter & Gamble.

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Hyperke Growth Partners

Hyperke Growth Partners is a B2B demand generation company that offers lead generation and sales support to businesses in North America and Europe.

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