

LEAD GENERATION

B2B Lead Generation Agency UK

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B2B Lead Generation Agency UK: Prices in GBP, PECR Rules and How UK Buyers Respond

Short answer: A UK B2B lead generation agency typically charges about £3,000 to £10,000 a month (estimates from vendor-published 2026 guides). Under PECR you may email employees of limited companies and LLPs without prior consent if you identify yourself and offer an opt-out, but sole traders and some partnerships need consent or a soft opt-in, and calls must be screened against TPS and CTPS.

Key takeaways

- PECR draws the line by **who the subscriber is**: limited companies and LLPs can be emailed without prior consent; **sole traders and some partnerships** are treated like consumers. When unsure, the ICO says treat them as individuals.
- UK GDPR still applies to every **named** business contact: a lawful basis (usually legitimate interests, with a written three-part test), privacy information, and an objection honored for good.
- Phone outreach means screening against **both TPS and CTPS**. Since 5 February 2026, serious PECR breaches can be fined up to **£17.5 million or 4%** of global turnover.
- UK buyers reward **understatement and evidence**. Copy full of superlatives and fake urgency reads as a red flag, not enthusiasm.

UK list-sorting checklist (before any email is sent) (template: copy and adapt)

For every company on the list:

1. Search the name on Companies House (free).
 - Found, status "Active", type Ltd / PLC / LLP -> CORPORATE
 - Not found, trades under a person's name -> likely SOLE TRADER
 - Partnership, or you cannot tell -> UNCLEAR
2. Check the email address:
 - Work address on the company domain -> keep
 - Personal address (gmail, hotmail, etc.) -> treat as INDIVIDUAL
3. Route each group:
 - CORPORATE: email allowed (identify yourself + opt-out), LinkedIn allowed, phone after TPS + CTPS screening
 - SOLE TRADER / INDIVIDUAL: no cold email or text; consider LinkedIn or a screened phone call instead
 - UNCLEAR: ICO advice is to treat as INDIVIDUAL
4. Record the status and source of each contact (it is your evidence if anyone asks).

Channel by channel: what UK rules allow

Channel	Limited company / LLP contact	Sole trader / some partnerships	What a careful agency does
Cold email	Allowed without prior consent (PECR); identify yourself and include an opt-out	Needs consent or a valid soft opt-in	Sorts the list first, honors opt-outs from companies too (the ICO says you should, even though PECR does not expressly require it)
Text message	Same as email for corporate subscribers	Needs consent or soft opt-in	Rarely uses it for cold B2B outreach
Live phone call	Allowed unless the number is on CTPS or TPS, or on your own do-not-call list	Allowed unless on TPS or your do-not-call list	Screens every number against TPS and CTPS, says who is calling and shows a number
Automated (recorded) call	Needs specific consent	Needs specific consent	Does not use them for cold outreach
LinkedIn message	UK GDPR applies to the person's data either way; LinkedIn's own user agreement restricts automation and scraping	Keeps volumes human, personalises, stops at the first "not interested"	

What UK agencies charge, in pounds

What you buy	Estimated UK range (2026)	Question to ask
Cold email program only	about £3,000 to £8,000 per month	How many companies are removed by the PECR sort, and is the list then big enough?
Multichannel (email, LinkedIn, phone)	about £4,000 to £10,000 per month	Is TPS/CTPS screening included, and how often?
Dedicated enterprise team	about £12,000 to £32,000+ per month	Which named people work on your account?
Volume-based program (broad lists, little intent data)	about £2,000 to £4,000 per month	How much of the list survives the PECR sort, and how is it targeted?
Cost per qualified meeting, SMB buyers	about £150 to £500	Is it measured on meetings booked or meetings held?
Cost per qualified meeting, mid-market buyers	about £300 to £900	How is "mid-market" defined for your list?

London versus the regions

Region (SaaS SDR, 2026)	Mid base salary	Mid on-target earnings
London and South East	£38,000	£58,000
East of England	£35,000	£52,000
North of England	£32,000	£48,000
West Midlands	£32,000	£48,000
Scotland and Northern Ireland	£32,000	£46,000

How UK buyers respond, and how to write for them

Reads as hype to a UK buyer	Lands better
"We're the #1 agency helping companies 10x pipeline!"	"We help UK logistics firms book meetings with procurement leads. It may not be relevant to you."
"I'd love to jump on a call this week!"	"Would it be worth a 15-minute call at some point? Equally happy to send a one-page summary."
"Don't miss out, this offer ends Friday"	No deadline. A specific reason this might matter now, if there is one.
"Game-changing, revolutionary platform"	One concrete number or example from a comparable UK business, stated plainly
Five follow-ups in ten days	Three or four touches spread over a few weeks, with a graceful last note

UK first-touch email (corporate subscriber) (template: copy and adapt)

Subject: procurement meetings, {{Company}}

Hi {{FirstName}},

I noticed {{Company}} has opened a second depot in {{Region}}. We help UK freight firms of a similar size get in front of procurement leads at manufacturers, without adding headcount.

It may not be a priority right now. If it is, would a short call in the next few weeks be useful? Equally happy to send a one-page outline instead.

Kind regards,
{{SenderName}}
{{SenderCompany}}, {{RegisteredAddress}}

I found your details on {{Source}}. How we handle your data: {{PrivacyLink}}. Reply "no thanks" and you will not hear from us again.

Quick answers

How much does a B2B lead generation agency cost in the UK?

Vendor-published 2026 guides put UK cold email programs at roughly £3,000 to £8,000 a month and multichannel programs (email, LinkedIn, phone) at about £4,000 to £10,000, with enterprise teams far higher. Cost per qualified meeting is quoted at roughly £150 to £500 for SMB targets. Treat these as estimates and compare written quotes.

Can I cold email UK businesses without consent?

For corporate subscribers, yes. PECR's consent rule for electronic mail does not apply to limited companies, LLPs and similar bodies, but you must identify yourself and give a valid opt-out address. Sole traders and some partnerships count as individual subscribers, so you need their consent or a valid soft opt-in. UK GDPR still applies to named contacts.

What is the difference between TPS and CTPS?

Both are UK do-not-call registers. Individuals, sole traders and some partnerships register with the Telephone Preference Service (TPS); companies and other corporate bodies register with the Corporate Telephone Preference Service (CTPS). For B2B calling the ICO says to screen against both registers plus your own do-not-call list, and not to call registered numbers without specific consent.

Does UK GDPR apply to B2B lead generation?

Yes, whenever you can identify a person, such as a named contact or an address like firstname@company.co.uk. You need a lawful basis, usually legitimate interests backed by a written assessment, you must tell people how you use their data, and their right to object to direct marketing is absolute. An email to a generic address like info@ is outside UK GDPR.

How do I know if a UK prospect is a sole trader or a company?

Search the business name on Companies House, which is free. Limited companies and LLPs appear with a registration number and status. Sole traders do not register there, and unincorporated partnerships usually do not either. If you cannot confirm corporate status, the ICO advises treating the contact as an individual subscriber, which means consent before emailing.

What changed in UK direct marketing law in 2026?

The Data (Use and Access) Act 2025 raised the maximum fine for serious PECR breaches from £500,000 to £17.5 million or 4% of annual global turnover, whichever is higher, with the change in force from 5 February 2026. The ICO says its PECR and B2B marketing guidance is under review because of the Act, so check the latest version.

Is LinkedIn outreach allowed in the UK?

LinkedIn messaging is widely used for UK B2B outreach, but it is still processing of a named person's data, so UK GDPR applies: have a lawful basis, be transparent about where you found the person, and stop when they object. You also have to follow LinkedIn's own user agreement, which restricts automation and scraping.

Do UK buyers respond differently to cold outreach than US buyers?

In my experience, yes. UK buyers tend to be more skeptical of big claims and pushy urgency, and respond better to understated, specific messages backed by evidence such as a relevant UK client type or a concrete number. Polite, low-pressure asks and clear opt-outs read as professional rather than weak.

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Full guide with sources: <https://b2bxclusive.com/blog/b2b-lead-generation-agency-uk/> · By Subhendu J Shawn, founder of B2BXclusive.