

How Much Does Outbound Lead Generation Cost in 2026?

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How Much Does Outbound Lead Generation Cost in 2026? Agency vs In-House SDR

Short answer: Outsourced outbound lead generation typically costs \$2,000 to \$15,000 per month depending on channels, volume and market. An in-house US SDR costs roughly \$110,000 to \$140,000 in year one once salary, taxes, tools, data and management time are included, and only produces for about 9 to 12 of those months because of ramp time.

Key takeaways

- The median US SDR base is about **\$60k**, with on-target earnings around **\$85k**. Add taxes, benefits, tools, data and manager time and year one lands well above \$100k.
- Average SDR ramp is about **3.2 months** and average tenure **14 to 17 months**, so you pay for a lot of non-productive time.
- Agencies commonly charge **\$4,000 to \$15,000 per month**; B2BXclusive plans start at **\$1,950 per month**.
- Compare **cost per qualified meeting**, not monthly price, and check who owns the domains, data and sequences when you stop.

What an in-house SDR really costs in year one

Cost line	Typical year-one cost (US)	Notes
Base salary	~\$60,000	Median 2026 SDR base
Variable pay at target	~\$25,000	Median OTE about \$85,000
Payroll taxes and benefits	\$15,000 to \$25,000	Estimate: roughly 20 to 30% of salary
Tools and data	\$4,000 to \$10,000	Estimate: sequencer, contact data, LinkedIn, dialer
Sending infrastructure	\$1,000 to \$3,000	Estimate: domains, inboxes, warmup
Recruiting and manager time	\$5,000 to \$15,000	Estimate: hiring, onboarding, coaching
Total	~\$110,000 to \$140,000	For about 9 to 12 productive months

What outbound lead generation agencies charge

B2BXclusive plan	Price	What it includes	Best for
Starter	\$1,950/month	1 channel, 5,000 contacts/month, weekly reports	Under \$1M ARR, first outbound program
Growth Accelerator	\$3,950/month	2 channels, 10,000 contacts/month, bi-weekly strategy calls	\$1M to \$5M ARR, scaling pipeline
Scale	\$5,950+/month	3+ channels, 25,000 contacts/month, dedicated strategist	\$5M+ ARR
Enterprise	Custom	Unlimited channels, SLAs, dedicated team	Large or multi-market programs

Cost per qualified meeting (template: copy and adapt)

Cost per meeting = Total monthly cost / Qualified meetings per month

Example (illustrative, plug in your own numbers):

In-house SDR: \$10,000 per month fully loaded / 10 meetings = \$1,000 per meeting

Agency: \$3,950 per month / 8 meetings = \$494 per meeting

Then check: meetings -> opportunities -> closed revenue, for both.

When in-house SDRs make sense, and when an agency does

Choose in-house when...	Choose an agency when...
Outbound already works and you have a proven playbook	You need to prove outbound works before you hire
Your product needs deep technical selling from the first call	You need meetings in weeks, not quarters
You have a sales leader to hire, coach and manage SDRs	Nobody on the team has time to manage SDRs
You are selling into one home market at high volume	You are entering a new market (US, UK/EU, Gulf or India)

10 questions to ask an outbound agency (template: copy and adapt)

1. How do you define a "qualified meeting"? Who approves it?
2. What is included: data, domains, inboxes, warmup, copy, reply handling, booking?
3. Who owns the domains, inboxes and contact data if we stop?
4. Which channels will you use, and what volume per month?
5. How soon will campaigns go live, and when should we expect first meetings?
6. Can we see live campaign metrics, not just a monthly PDF?
7. How do you stay compliant in our markets (GDPR, CAN-SPAM, PDPL)?
8. What happens if results are below target in month two?
9. What is the minimum term and notice period?
10. Can we talk to two current clients in our industry?

Quick answers

How much does a B2B lead generation agency cost per month?

Most outbound agencies charge between \$2,000 and \$15,000 per month. The price depends on the number of channels (email, LinkedIn, phone), contact volume, target markets and whether data and infrastructure are included. B2BXclusive plans are \$1,950, \$3,950 and \$5,950+ per month.

Is pay-per-meeting lead generation worth it?

It can be, but check how a qualified meeting is defined and who decides. Pay-per-meeting pricing pushes some providers to book meetings that never turn into pipeline. A retainer with clear meeting and pipeline targets is often more honest.

How long before outbound lead generation produces meetings?

With a good agency, first qualified meetings usually come within 2 to 4 weeks: about a week for ICP research, data and inbox warmup, then campaigns go live. An in-house SDR typically needs around three months to ramp.

Is it cheaper to hire SDRs in India or outsource?

Salaries are lower in India, but you still pay for tools, data, management, ramp time and turnover. Many companies selling into the US, UK or Middle East outsource first to prove the channel, then hire in-house once the playbook works.

What should be included in an outbound agency's price?

At minimum: ICP research, verified contact data, sending infrastructure (domains, inboxes, warmup), copywriting, sequence management, reply handling, meeting booking and weekly reporting. Ask which of these are extra.

Who should own the domains and data when an agency contract ends?

You should. Agree in writing before you sign that the sending domains, inboxes, contact lists, copy, sequences and reply history are handed over within an agreed time if you stop, so the warmed-up reputation and what the campaigns learned stay with your company rather than the agency.

Book a free strategy call

<https://bookshawn.b2bxclusive.com/>

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