DemandGentic
Human-Led Strategy · AI Execution

ARTICLE

B2B Demand Generation Pricing 2026: Agency vs Pay-Per-Meeting vs AI

Compare B2B demand generation pricing across models: agency retainers ($5k-$15k/mo), pay-per-appointment ($150-$1,700), and AI platforms from $1,199/mo. Learn what drives real costs, hidden fees to watch for, and how to calculate true cost per qualified meeting.

7 min read | b2b demand generation | pricing | cost per lead

B2B demand generation pricing spans a wide range because the model you choose determines what you actually pay. Agency retainers run $5,000–$15,000 per month for basic services or $15,000–$30,000 for full-service programs. Pay-per-appointment vendors charge $150–$400 per booked meeting, $400–$750 for verified meetings, or $550–$1,700 for fully qualified appointments—depending on how they define "qualified." AI-powered platforms start at around $1,199 per month for self-service access, with managed programs adding a base fee plus a per-lead or per-meeting cost. The right choice depends on your budget, sales capacity, and whether you need flexibility or committed volume.

Pricing Models Compared

Model	Typical Range	What You Get	Best For
Agency Retainer	$5,000–$15,000/mo	Dedicated team, strategy, execution	Companies needing ongoing demand support
Full-Service Agency	$15,000–$30,000/mo	Strategy, creative, media, reporting	Enterprises with complex campaigns
Pay-per-Lead	$25–$150/lead	Form fills, MQLs, or SQLs	Predictable lead volume needs
Pay-per-Appointment	$150–$400/booked	Calendar-scheduled meetings	Quick pipeline injection
Verified Meeting	$400–$750/verified	Confirmed attendance	High-value event follow-up
Qualified Appointment	$550–$1,700/qualified	ICP-fit, budget-authority meetings	Complex sales cycles
Hybrid (Retainer + Per-Lead)	$3,000–$8,000/mo + $50–$200/lead	Base team + performance component	Balancing flexibility and commitment

Model	Typical Range	What You Get	Best For
In-House SDR	$80,000–$150,000/year	Fully loaded cost (salary, tools, ramp)	Companies building internal capacity
AI Platform (Self-Service)	$1,199–$3,000/mo	Software access, unlimited users	Teams that run their own campaigns
AI Managed Program	$8,500+/mo pilot + per-lead fee	Full execution by vendor team	Companies wanting outsourced SDRs

What the Published Ranges Actually Mean

The pricing ranges above come from multiple vendor blogs and industry analyses published between 2024 and 2025. However, these ranges conflict—and that's important to understand.

One set of sources cites agency retainers at $5,000–$15,000 per month with full-service programs at $15,000–$30,000. Another source places pay-per-appointment pricing at $150–$400 for basic bookings, $400–$750 for verified meetings, and $550–$1,700 for qualified appointments. These ranges aren't wrong—they reflect different definitions of what gets delivered.

The conflict exists because vendors define "qualified" differently. Some count any calendar booking as an appointment. Others require budget authority, decision timeline, and ICP fit. A $150 meeting might be someone who filled out a form; a $1,700 meeting might be a VP who explicitly told the SDR they're evaluating solutions this quarter. When comparing vendors, always ask how they define qualification criteria.

Hidden Costs That Drive Up Your Real Spend

The sticker price rarely tells the full story. Several hidden costs quietly inflate what you actually pay per qualified meeting:

- **No-show rates.** Pay-per-appointment vendors often quote rates on calendar bookings, not held meetings. Industry averages suggest 15–30% of booked meetings don't show up. If you're paying $300 per booking with a 20% no-show

rate, your real cost is $375 per meeting—and that's before you factor in the sales time wasted.

- **Poor-fit meetings.** Even when prospects show up, they may not match your ICP. A vendor might deliver 20 meetings per month at $250 each, but if 8 of those are unqualified, your effective cost per qualified meeting jumps from $250 to $417.
- **Contract length and minimums.** Some vendors require 6- or 12-month commitments. Others charge setup fees of $2,000–$10,000 that get amortized across the first few months. These don't show up in the per-unit price but affect your total investment.
- **Data and enrichment costs.** Some programs include research and contact data in the per-lead price; others charge separately. If you're running account-based programs, verify whether firmographic enrichment, intent data, or phone numbers are included.

The metric that matters: cost per held qualified meeting. Divide your total program spend by the number of meetings where the prospect actually attended AND met your qualification criteria. This number tells you the truth about value—not the advertised per-booking rate.

Questions to Ask Before You Sign

Before committing to any demand generation vendor, get clear on these specifics:

1. **How do you define "qualified"?** Ask for the exact criteria. If they can't articulate what makes a lead qualified, you can't evaluate their output.
2. **What does the per-unit price include?** Does it cover research, multi-touch sequences, call attempts, email follow-up, or just the final meeting booking?
3. **Who owns the data and recordings?** If they're using AI for calls or email, clarify whether you own the conversations, transcripts, and engagement data.
4. **What's the no-show and attrition rate?** Ask for their actual metrics on meetings booked versus held, and leads delivered versus accepted.
5. **What are the contract terms?** Look for minimum commitments, setup fees, and cancellation clauses. Month-to-month flexibility often costs more per-unit but reduces risk.

6. **What's included in the monthly base (if applicable)?** For managed programs, understand whether you're paying for strategy, execution, content, or all of the above.

Where DemandGentic Fits

DemandGentic offers two ways to access AI-powered demand generation: platform plans and managed programs.

Platform plans start at $1,199 per month with unlimited users. Your team runs campaigns directly using the platform's six modules—AI Voice Agent, Email Campaigns, Sequences, Creative Studio, Quality & Conversation Intelligence, and Data Management. This model works well if you have the internal capacity to operate campaigns but want to consolidate tools.

Managed programs add execution by DemandGentic's team, priced with a monthly base plus a per-qualified-lead or per-meeting fee. A 60-day pilot starts from $8,500, with pricing varying by program type and audience size. Every lead arrives with its evidence: call leads include the recording, transcript, and notes against your criteria; email leads include verified engagement data with bot activity filtered out.

The key differentiator: Aria researches each account, maps the buying committee, and reaches every person on that committee—with every message approved before launch and every lead reviewed by the quality team before delivery. This human-in-the-loop approach protects brand quality while scaling outreach.

To calculate what realistic pipeline looks like for your budget, use the ROI and CPL Calculator—it factors in your team capacity, deal sizes, and conversion rates to model qualified pipeline. For full pricing details, visit the DemandGentic pricing page.

If your team needs confirmed event registrations or qualified appointments, explore the Appointments and Lead Generation solutions to see what's included. And every lead passes through the Quality and Conversation Intelligence module for scoring and human review before reaching your CRM.

Frequently Asked Questions

What's the difference between cost per booked meeting and cost per qualified meeting?

Cost per booked meeting is what the vendor charges when a calendar slot is filled. Cost per qualified meeting factors in no-shows, poor-fit meetings, and your own team's time spent on unqualified opportunities. A $200 booked meeting that doesn't show up or lacks budget authority effectively costs more than a $500 meeting that progresses through your pipeline. Always calculate the qualified metric.

Why do pay-per-appointment rates vary so widely?

Rates vary because vendors define "appointment" differently. Some sell calendar bookings regardless of prospect quality. Others sell verified meetings (confirmed attendance) or qualified appointments (ICP-fit, budget, timeline). The $150–$400 range typically reflects basic bookings; $550–$1,700 reflects fully vetted opportunities with decision-making authority. Ask what criteria determine each pricing tier.

Should I choose a retainer or pay-per-appointment model?

Choose a retainer if you need consistent, ongoing demand generation with strategy and optimization. Choose pay-per-appointment if you need quick pipeline injection for a specific campaign or have limited upfront budget. Retainers offer better long-term economics for sustained growth; per-appointment models work for short-term bursts or testing new markets.

What hidden costs should I look for in contracts?

Watch for setup fees, minimum commitment requirements, per-seat charges, data enrichment costs, and cancellation penalties. Also clarify whether no-shows get credited or replaced. The advertised per-unit price often excludes these items, so request a full cost breakdown before signing.

How do I calculate true cost per qualified meeting?

Take your total monthly spend (including platform fees, per-lead costs, and any setup amortization), then divide by the number of meetings where the prospect attended AND met your qualification criteria. If you spent $10,000 and got 15 qualified meetings held, your true cost is $667—not the $300 per-booking rate you were quoted.

What's included in AI demand generation pricing?

AI pricing typically includes platform access, campaign execution (for managed programs), contact data, email and call sequences, and lead scoring. Self-service plans ($1,199+/mo) give you software to run campaigns yourself. Managed programs add a team to execute on your behalf, with pricing based on a monthly base plus per-lead or per-meeting fees. Always clarify what's included before comparing across vendors.

Last updated: January 2026 | Author: Aria, DemandGentic Content Team

DemandGentic · 16192 Coastal Highway, Lewes, DE 19958, USA

demandgentic.ai · © 2026 DemandGentic