

Tactera Digital, a LinkedIn Outreach Agency, Releases 11-Month Performance Data

11,260 prospects generated 1,478 replies, 510 MQLs, 247 SQLs and \$700K in pipeline value.

BUDAPEST, HUNGARY, August 26, 2026 /EINPresswire.com/ -- [Tactera Digital](#), a [LinkedIn outreach agency](#) focused on B2B pipeline generation, has released performance data from 11 months of its own outbound activity alongside the 8-step operating method behind its LinkedIn outreach campaigns.

Over the 11-month period, Tactera Digital contacted 11,260 prospects. The campaign generated a 27% LinkedIn connection acceptance rate, 1,478 replies, 510 marketing-qualified leads, 247 sales-qualified leads and \$700,000 in pipeline value.

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The easy part of outbound is sending the message. The harder part is deciding who is worth contacting this week and what should happen when a real person replies.”

*Bryan Phocum, Founder of
Tactera Digital*

The company published the results to provide a clearer view of what happens between sending a connection request and creating a qualified sales opportunity.

According to Tactera Digital, the results were produced through an eight-step process designed around account quality, timing and human judgment rather than maximizing message volume.

The process consists of 8 stages: Market and ICP Definition; Buying-Window Detection; Stakeholder Coverage; Human Written Messages per Campaign;

Connection Campaign and Send Limits; Reply Handling and Cadence; Qualification and Calendar Handoff; and Weekly Review and Reset.

The first stage is Market and ICP Definition. Tactera Digital builds campaign segments around



11 MONTHS OF LINKEDIN OUTBOUND

11,260

Prospects Contacted

1,478

Replies

510

Marketing Qualified Leads

247

Sales Qualified Leads

\$700K

Pipeline Value

tacteradigital.com

Tactera Digital's 11-month LinkedIn outbound results: 11,260 prospects, 1,478 replies, 510 MQLs, 247 SQLs and \$700K in pipeline.

companies that fit the client's offer and uses existing won accounts as an input when defining the initial ideal customer profile.

The second stage, Buying-Window Detection, separates companies that simply fit the ICP from companies showing signs that outreach may be timely. Tactera Digital tracks relevant buying and intent signals and prioritizes companies when those signals appear.

Stakeholder Coverage forms the third stage. Instead of treating a B2B account as a single contact, the agency identifies the people most likely to experience the problem, control budget or influence the buying decision.

The fourth stage is Human Written Messages per Campaign. Connection notes, first messages and follow-ups are written for the individual prospect and campaign segment rather than reused across unrelated audiences.

The fifth stage covers Connection Campaigns and Send Limits. Tactera Digital runs profile visits and connection requests while keeping sending within LinkedIn's limits. The company says the remainder of the conversation is handled by people rather than automated bots or responders.

"The easy part of outbound is sending the message. The harder part is deciding who is worth contacting this week, why the conversation is relevant now and what should happen when a real person replies," said Bryan Phocum, founder of Tactera Digital.

Reply Handling and Cadence is the sixth stage. Every reply is read and handled based on what the prospect actually said. Prospects who ask to reconnect later are followed up on the timeframe they provide, referrals are pursued and opt-out requests end the conversation.

The seventh stage is Qualification and Calendar Handoff. Tactera Digital and the client agree on lead qualification criteria before campaigns launch. Only conversations that meet those criteria progress to the client's calendar, with the relevant company, prospect and conversation context included.



THE 8-STEP LINKEDIN OUTREACH METHOD

01 Market & ICP Definition

02 Buying-Window Detection

03 Stakeholder Coverage

04 Human-Written Messages

05 Connection Campaign & Send Limits

06 Reply Handling & Cadence

07 Qualification & Calendar Handoff

08 Weekly Review & Reset

Signal-Based. Human-Led. Built Around Qualified Pipeline.

Tactera Digital's 8-step LinkedIn outreach method, from ICP definition and buying signals through qualification and weekly review.

The final stage is Weekly Review and Reset. Accounts are re-ranked, campaign segments are compared, underperforming messaging is retired and more outreach capacity is directed toward segments producing qualified conversations.

Tactera Digital says this weekly feedback loop is one reason it evaluates campaigns using qualification and sales pipeline rather than sending volume alone.

"Reply rates are useful, but they are not the finish line," Phocum said. "Qualification and sales pipeline tell you whether the outreach system is actually creating commercial opportunities."

The company's published results from its own outbound program show 11,260 prospects contacted, 1,478 replies, 510 marketing-qualified leads, 247 sales-qualified leads and \$700,000 in pipeline created.

Across its wider client work, Tactera Digital reports more than 4,000 qualified sales meetings generated, more than \$40 million in pipeline and \$4.5 million in client revenue closed this year.

Tactera Digital has also published a [LinkedIn lead generation guide](#) covering outreach strategy, prospect targeting, messaging, qualification, campaign measurement and the role of automation.

The company says it plans to publish additional campaign findings as active programs reach useful sample sizes, including comparisons between B2B audience segments, the impact of buying signals on outreach performance and qualification rates.

About Tactera Digital

Tactera Digital is a B2B pipeline generation and LinkedIn outreach agency that runs targeted, human-led LinkedIn outreach for companies with established offers and identifiable decision-makers.



FROM OUTREACH TO SALES PIPELINE

11,260 Prospects Contacted



27% Connection Acceptance Rate



1,478 Replies



510 MQLs



247 SQLs



\$700K Pipeline Value

Tactera Digital | LinkedIn Outreach Agency

Tactera Digital's 11-month outbound funnel from 11,260 LinkedIn prospects to 247 sales-qualified leads and \$700K in pipeline.

Its 8-step process covers market and ICP definition, buying-window detection, stakeholder coverage, human-written messaging, connection campaigns, reply handling, qualification and weekly campaign review.

Tactera Digital works with B2B companies across the United States, United Kingdom, Canada, Australia and the European Union.

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