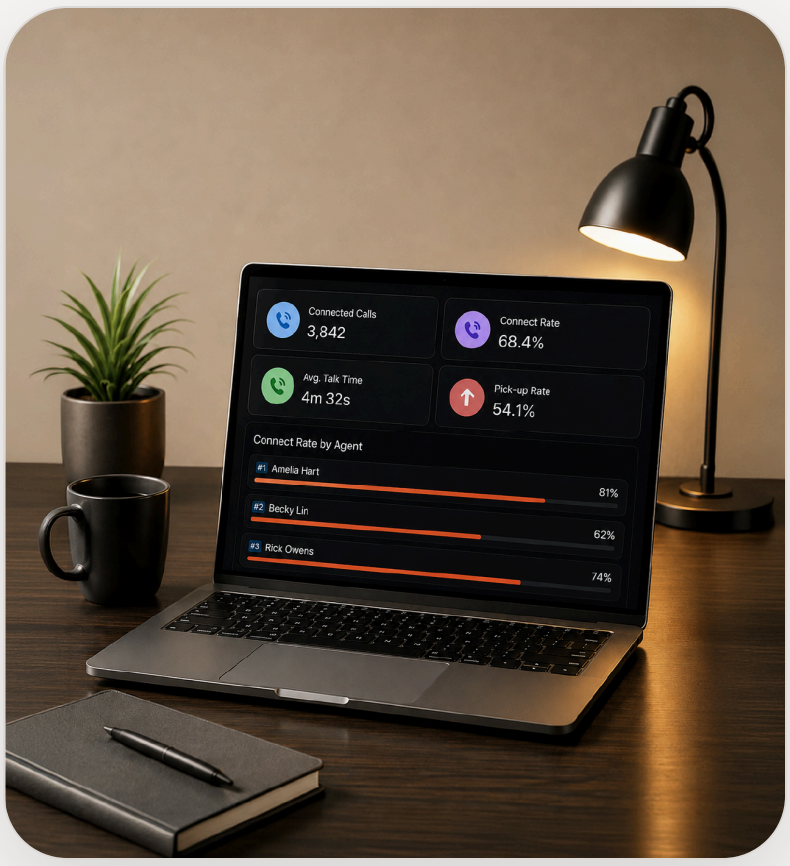
CALLHIPPO RESEARCH · 2026

The 2026 SaaS Call Connect Rate Benchmark Report.



Live data from 2,220 SaaS customer accounts on CallHippo, paired with industry benchmarks. The picture: lines ring at 85.5% but live Connect Rates sit at 7–15%. The gap is where pipeline dies.

CUSTOMER ACCOUNTS
2,220 SaaS teams

CALLS ANALYZED
252,786

INDUSTRIES
12

IDENTIFIED FOR
VP Sales · RevOps · CROs

85.5%
Live Call Ring Rate across the CallHippo SaaS customer base

7–15%
Industry-typical Call Connect Rate (live answer) — by vertical

2,220
SaaS customer accounts analyzed in the live data sample

252,786
Calls dialed by those accounts in the sample window

01 / WHY IT MATTERS

The line rings. The phone doesn't get answered. That's where pipeline dies.

Healthy Ring Rates hide an unhealthy Connect Rate. The gap between the two is the most under-measured number in outbound sales.

Most teams looking at call data see a Ring Rate well above 80% and conclude the system is working. It isn't. Ring Rate measures whether the network completes the call to the recipient's handset. Connect Rate measures whether a human picks up. Those are very different numbers.

In the CallHippo SaaS customer base, **Ring Rate sits at 85.5%**. By industry benchmark, **Connect Rate sits at 5–15%**. That means for every 100 dials, 85 reach the line — but only 7 to 15 reach a person. The other 70+ ring out to voicemail, get screened, get auto-rejected, or hit a dead handset.

~11×

Ring Rate is ~11× larger than Connect Rate. For every 100 dials, roughly 85 reach the recipient's line — but only 7 or 8 become a live conversation. Every extra conversation you recover in that gap is worth several downstream funnel optimizations.

The compounding effect is severe. A team running 10,000 dials a month at a 7% Connect Rate gets 700 live answers. At 10%, it's 1,000 — a 43% lift in human conversations with no extra headcount or list spend. That's the lever that moves pipeline. See the math on your own numbers →

02 / METHOD

Two complementary data sources.

Live operational Ring Rate data from CallHippo customers, paired with industry-standard Connect Rate benchmarks.

This report draws on two complementary data sources, each measuring a different metric in the outbound voice stack.

Source 1 — Live Ring Rate data. An operational snapshot of 2,220 active CallHippo SaaS customer accounts and the 252,786 outbound calls they dialed in the sample window. Each account contributes call attempts, line-pickup outcomes, and the email of the primary user — which is what makes industry-level analysis possible. Industry assignment is inferred from email-domain classification across twelve B2B verticals.

Source 2 — Industry Connect Rate benchmarks. Published dial-to-live-answer ranges from Prospeo (2026), Cognism (2026), and Bridge Group (2024/25). These represent the share of dials that result in a human answering — the actionable Connect Rate metric for outbound sales motions.

What we measured. Ring Rate (live data, by account and industry), Connect Rate (industry benchmark by vertical), and the gap between the two. We do not measure dwell time or downstream conversion — those belong to Conversation Rate, which is the subject of a separate report.

2,220	6
Active CallHippo SaaS customer accounts in the live Ring Rate sample	Industry verticals with published Connect Rate benchmarks

03 /
THE
PICTURE

Ring Rate is healthy. Connect Rate is where it hurts.

Two metrics, side by side. The first looks great. The second is where every outbound team loses pipeline.

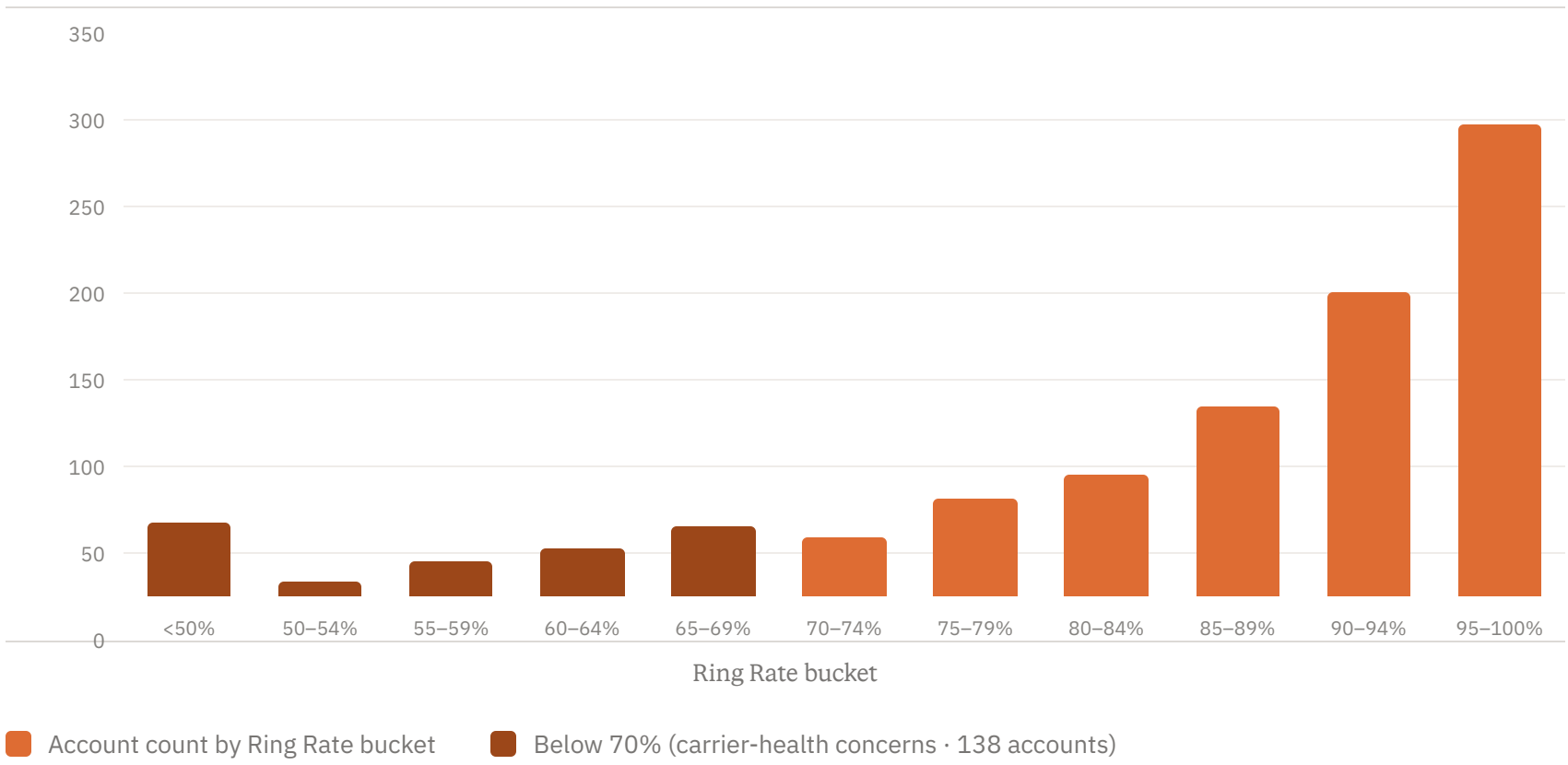
In the live data, Ring Rate sits at 85.5%. That is excellent — the network is delivering. But Ring Rate is not the metric that drives pipeline. The metric that does, Connect Rate (live human answer), sits at 7–8% for most B2B verticals, climbing to 15% only in BPO/Call Center contexts where inbound permission is implicit.

The two charts below tell the story. The first is what you already have — lines ring. The second is what you actually need to move — humans answer.

85.5% **Live Ring Rate** across all CallHippo SaaS customers. Volume-weighted across 252,786 outbound calls from 2,220 customer accounts. The line connects almost every time.

How customer accounts distribute on Ring Rate

Live data. Each bar is a count of accounts in that Ring Rate bucket. Restricted to accounts with at least 20 calls in the sample (n = 855).

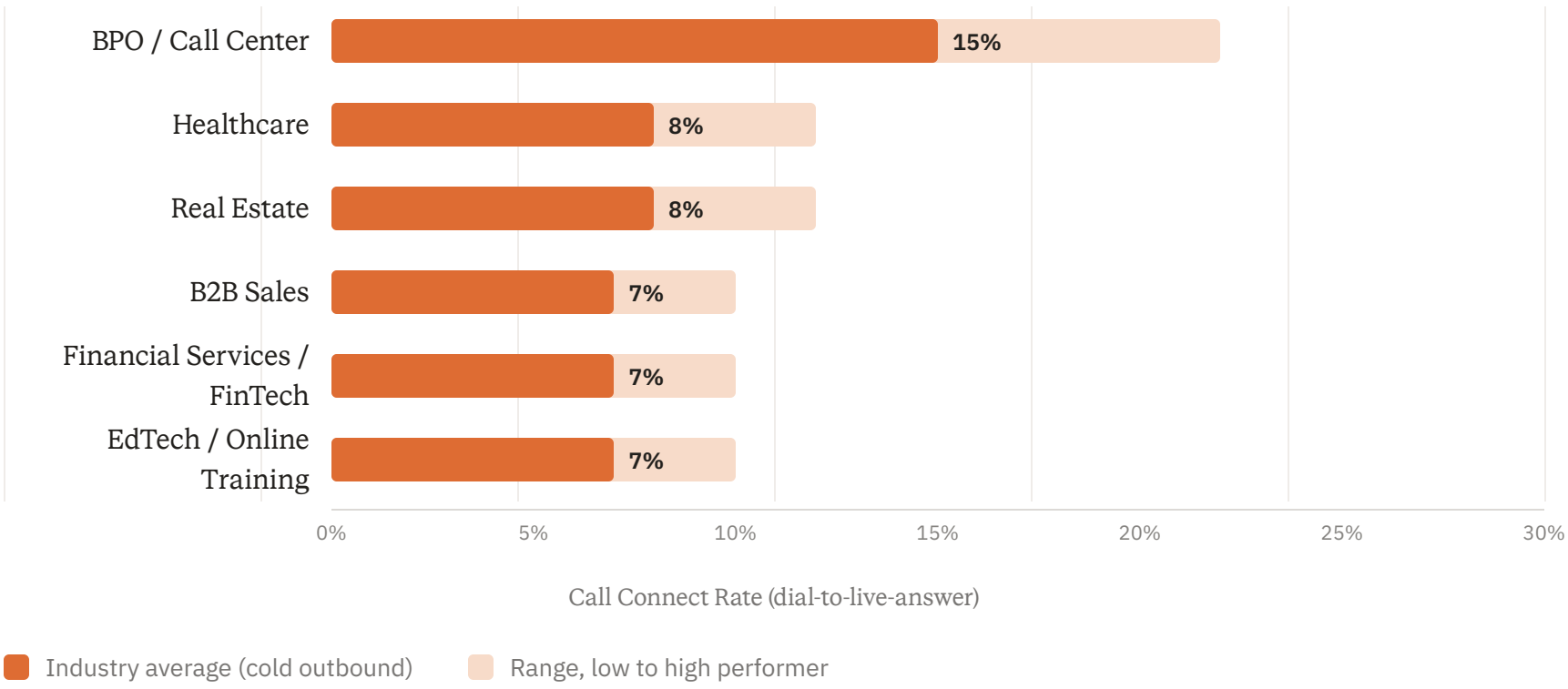


But ringing isn't the same as answering. Here is the metric that actually decides whether a rep gets a conversation.

7.5% **Median industry Connect Rate** — dial-to-live-answer — across the six SaaS verticals with published benchmarks. Roughly 1 in 13 dials becomes a live conversation. The other 12 hit voicemail, screen, or auto-reject.

Call Connect Rate by industry — cold outbound benchmark

Dial-to-live-answer ranges per vertical. Solid bar is industry average; light extension shows the typical range from low to high performers. Sources: Prospeo 2026, Cognism 2026, Bridge Group 2024/25.



Cold outbound vs. warm / inside-sales lists

INDUSTRY BENCHMARK RANGES, BY SOURCE QUALITY

INDUSTRY	COLD OUTBOUND	WARM / INSIDE-SALES	LIFT FROM WARM
B2B Sales	5–10%	15–25%	~3×
Financial Services / FinTech	5–10%	15–25%	~3×
EdTech / Online Training	5–10%	15–25%	~3×
Healthcare	5–12%	15–30%	~2.6×
Real Estate	5–12%	15–30%	~2.6×
BPO / Call Center	8–22%	20–40%	~2×

The warm-list effect. Across every vertical, warm or inside-sales lists deliver roughly 2.5–3× the Connect Rate of cold outbound. That's the single largest list-quality lever — and it shows up in the benchmark consistently, not as a one-off. Plug your numbers into the calculator to see where your team sits against the vertical average.

> "Ring Rate at 85.5% tells you the phone system works. Connect Rate at 7.5% tells you the sales motion doesn't. Those are two different reports — and most teams only read the first one."
>
> — KEY FINDING, SECTION 03

04 / DRIVERS

What drives Connect Rate — and what kills it.

Four operational levers that separate the 15% performers from the 7% pack. Impact figures are illustrative relative lifts against a typical 7–8% Connect Rate baseline.

Connect Rate is not a sales-effort metric. It moves on infrastructure, list integrity, and caller-ID strategy — things a VP of Sales cannot fix with a stronger close. Each lever below maps to a specific reason humans don't pick up.

+36% LIFT

Local-presence dialing

Matching outbound caller ID to the prospect's area code triples the odds of pickup. People answer numbers that look local. The single biggest Connect Rate move.

+26% LIFT

List hygiene & number validation

Carrier-data scrubbing removes disconnected, invalid, and DNC numbers before dial. The dials that remain have a real human attached to them.

+21% LIFT

Branded / verified caller ID

STIR/SHAKEN attestation and branded caller-ID display lift answer rates by cutting the share of dials that arrive flagged as "Scam Likely" on the recipient phone.

+17% LIFT

Time-window routing

Routing dials to local mid-morning and mid-afternoon windows. People answer the phone when they're at a desk, not at lunch or after hours.

> "Connect Rate is the only metric in the sales stack that a VP of Sales cannot fix by managing harder. It moves on infrastructure decisions — and that's exactly why it stays unfixed."
>
> — KEY FINDING, SECTION 04

05 / PLAYBOOK

A 60-day plan to lift your

Connect Rate.

Sequenced for revenue leaders who want compounding gains, not one-off audits.

DAYS 1 – 10

Measure the baseline.

Pull 90 days of Connect Rate by rep, account, and outbound number. Or start faster: model your baseline with the calculator and skip to the levers.

DAYS 11 – 30

Scrub the list, set up local presence.

Run carrier-data validation across your dialing list and remove dead numbers. Configure local-presence pools by region. The two biggest near-term levers.

DAYS 31 – 50

Rotate & verify caller IDs.

Implement number rotation with health monitoring. Apply for branded caller ID (STIR/SHAKEN attestation) on your primary outbound numbers.

DAYS 51 – 60

Measure, then institutionalize.

Compare against baseline. Codify number-retirement policies and pre-dial validation rules into the rep onboarding workflow.

Calculate your Connect Rate ROI in 60 seconds.

Plug in your industry, team size, and current Connect Rate. The calculator projects your revenue lift, benchmarks you against your vertical, and shows exactly which features close the gap.

Open the Connect Rate Calculator →

CallHippo Research · The 2026 SaaS Call Connect Rate Benchmark Report · Live data from 2,220 SaaS customer accounts and 252,786 outbound calls.

A companion report on Call Conversation Rate and omnichannel Conversation Rate is forthcoming. Methodology details available on request.