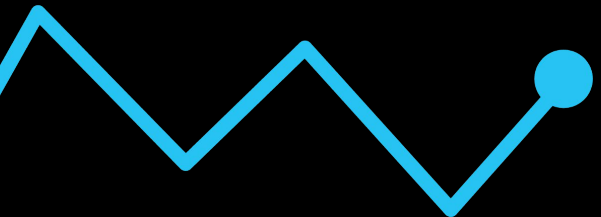
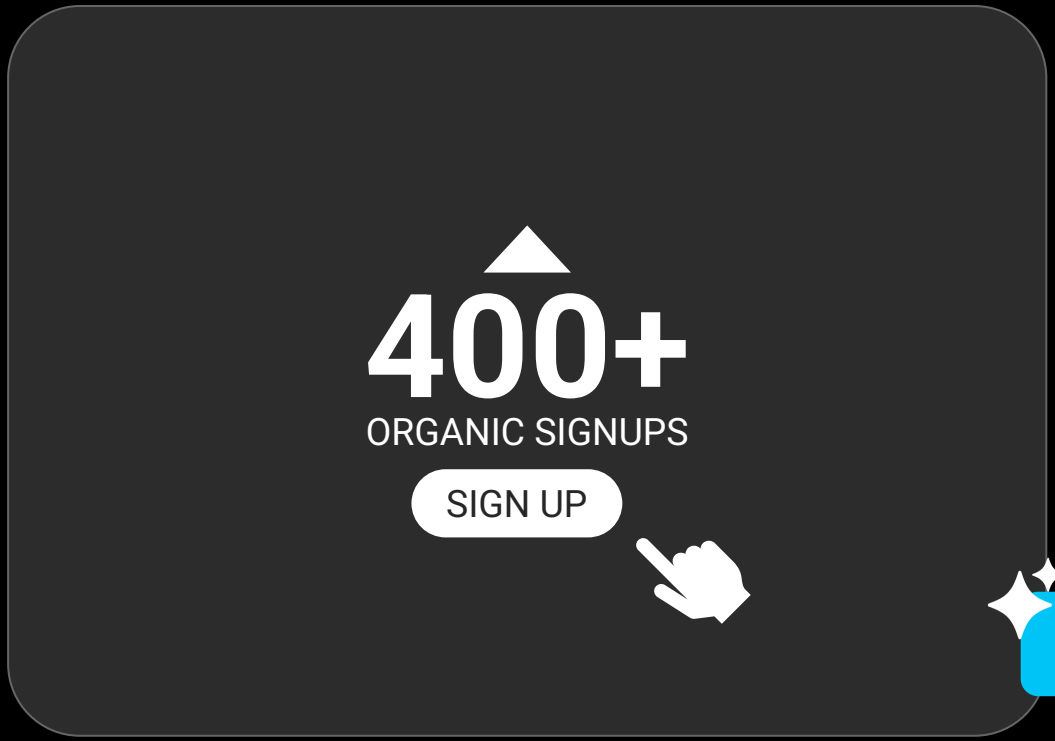
Winning by Design

GTM AI
Story Library



Leveraging AI to meet potential customers where they are



Eva launched on WhatsApp with 400+ organic signups, offering AI-powered, culturally fluent financial support.

Victor Haddad
Eva Bank

AI tech used: Conversational AI via WhatsApp

An AI SDRs massive impact on lead generation

80%

COST

650+

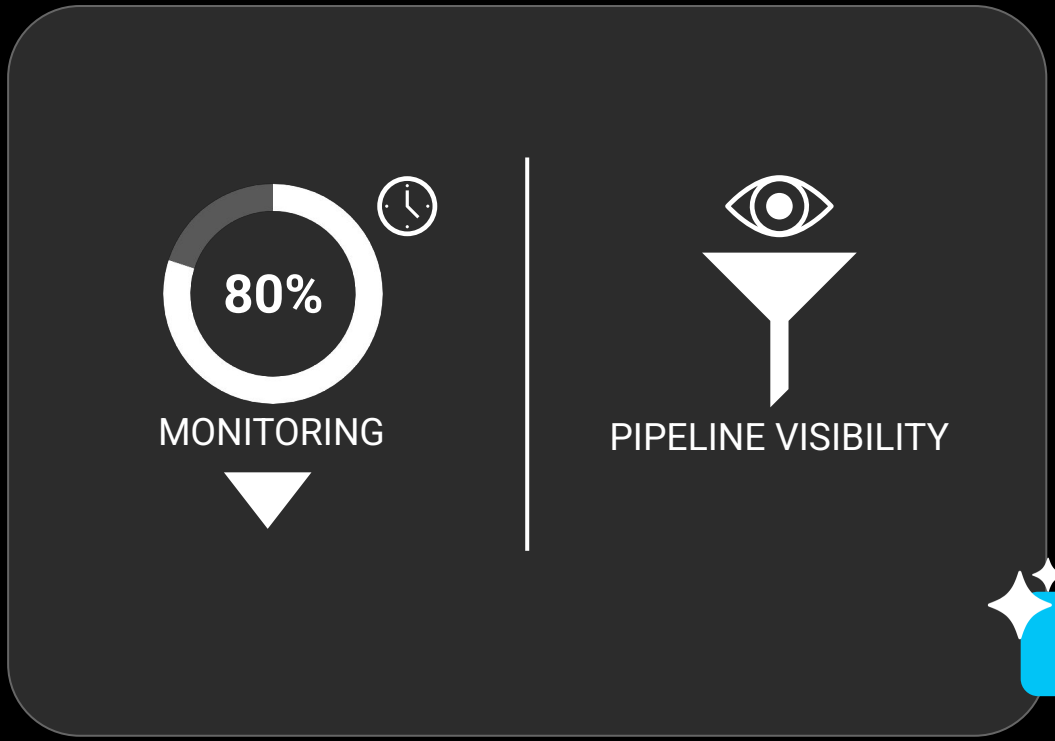
QUALIFIED MEETINGS

Academia Lendária launched an AI SDR that reduced costs by 80% and resulted in 650+ qualified meetings.

Pedro Goiozo
Academia Lendária

AI tech used: An AI SDR named "Alana."

Using AI tools to automate call reviews and enhance insights

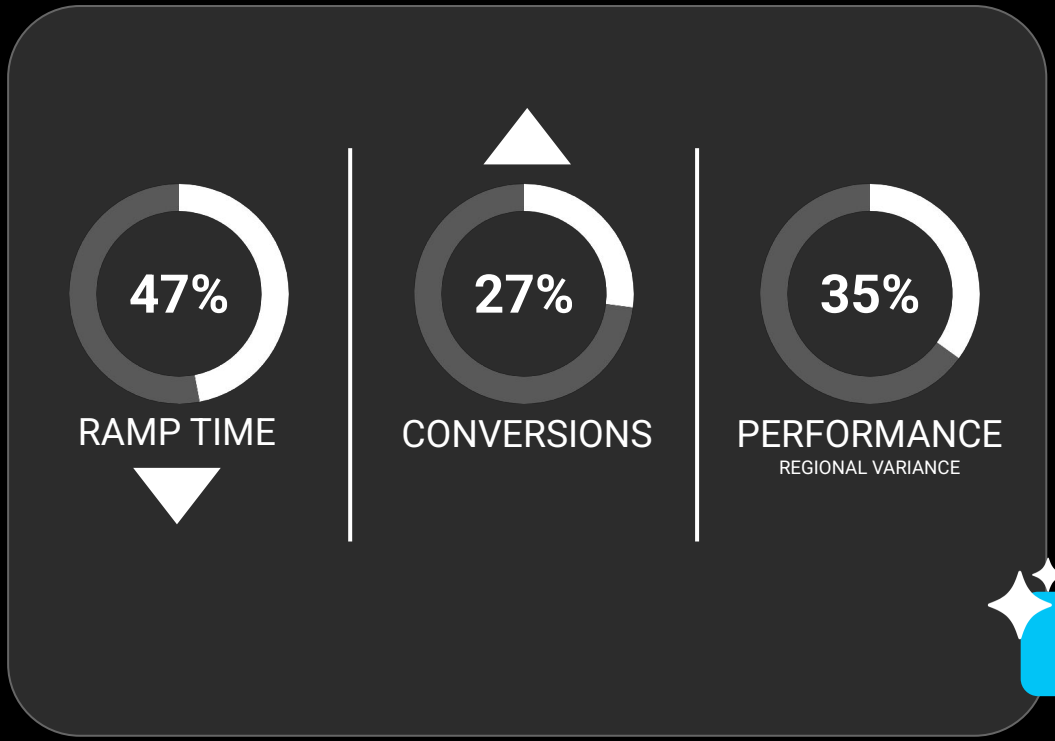


Datarails employed a custom automation to automate call reviews, resulting in an 80% reduction in monitoring time.

Idit Bar Netz
Datarails

AI tech used: Custom automation via OpenAI

Deploying AI trainers to reduce ramp time and increase conversions



Cyera leveraged AI conversation trainers to reduce ramp time by 47% and increase early-stage conversions by 27%.

Andrew Froning
Cyera

AI tech used: AI conversation trainers

Using AI to generate and surface account insights

LaunchDarkly used PocusAI to surface insights to grow pipeline 2.8x, closed-won 3.6x, and boost user satisfaction.

Laura Gassaway
LaunchDarkly

AI tech used: PocusAI

Harnessing AI prospecting tools to save time and grow pipeline

SAVING REPS

2 - 5

HOURS / WEEK

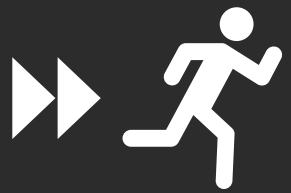
USER ENGAGEMENT

Mural integrated PocusAI Prospecting to combine internal and external signals for outreach, saving reps hours per week.

Chris Geraci
Mural

AI tech used: PocusAI Prospecting

Using AI lead scoring to help overburdened AEs and increase conversions



LEAD CONVERSION
& PRIORITIZATION

Lendz Financial implemented a lead scoring AI agent to help stretched AEs focus on high-intent leads.

Erick Mahle
Lendz Financial

AI tech used: AI lead scoring agent

Embedding AI into SPICED templates to save rep time

SAVING REPS

5 - 7

HOURS / WEEK

PLAN COMPLETION & CALL PREP

Canva leveraged PocusAI Strategy to embed AI into SPICED templates to save reps 5-7 hours per week on account planning.

Jessica Chiew
Canva

AI tech used: PocusAI Strategy

AI as a force multiplier in SEO page generation efforts to boost pipeline

SEO

700

OPTIMIZED PAGES

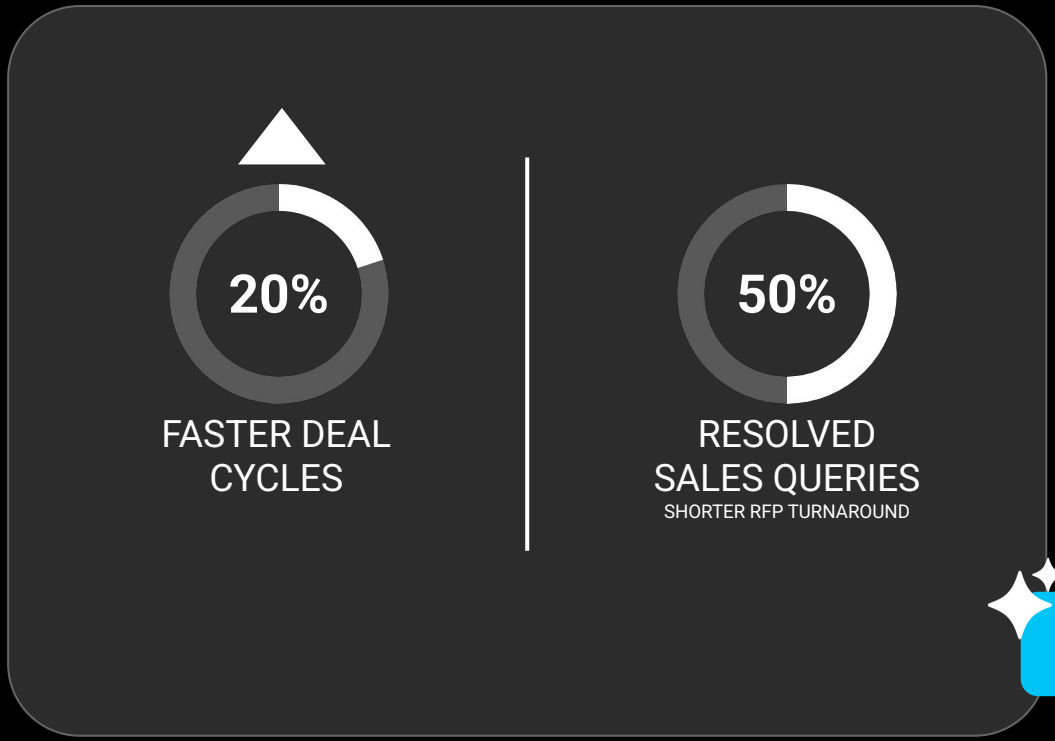
TRAFFIC & PRODUCT AWARENESS

Common Room employed multiple AI tools to create 700 SEO-optimized pages to improve inbound lead engine.

Kevin White
Common Room

AI tech used: Common Room, Notion, Sanity

An AI sales engineer to quicken deal cycles and answer sales queries

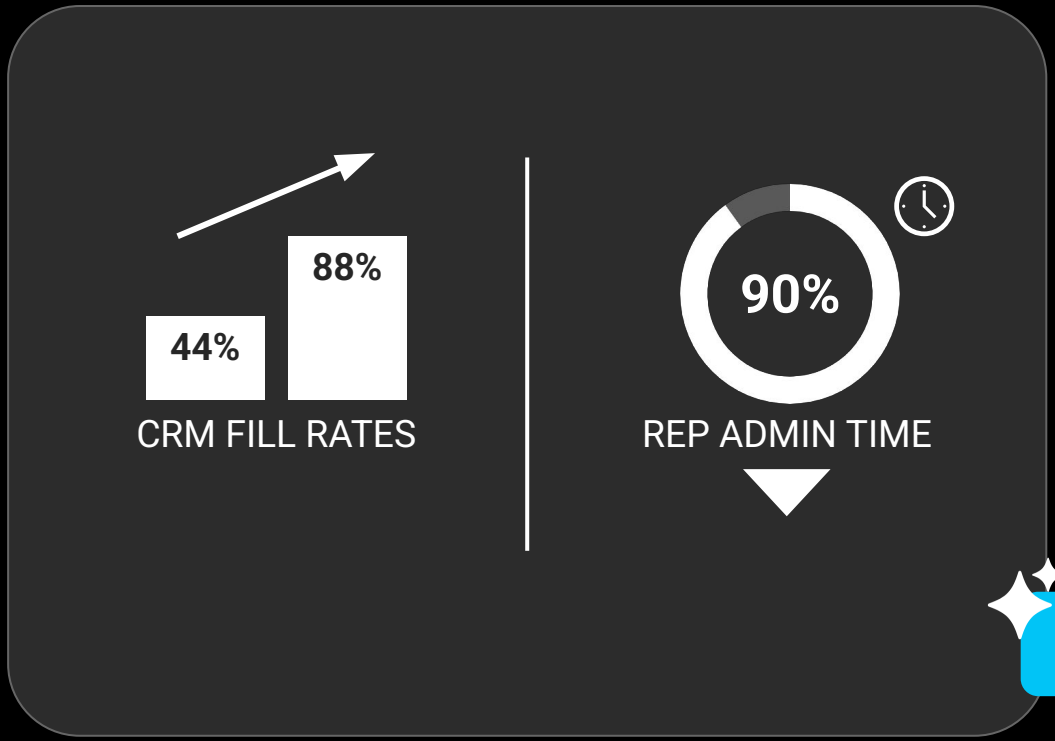


SiftHub used its AI Sales Engineer to enable 20% faster deal cycles, resolve queries, and reduce RFP creation time.

Manisha Raisinghani
SiftHub

AI tech used: SiftHub

Using AI as in-call assistant to improve CRM hygiene

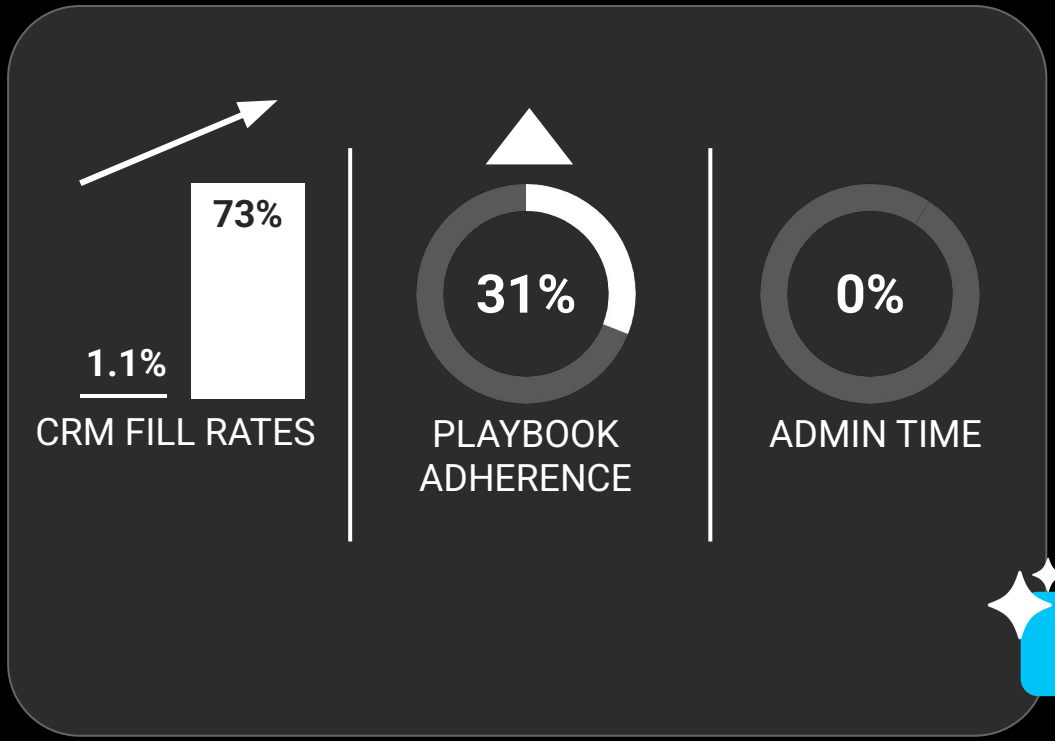


Cyera implemented WINN.AI as an in-call assistant to double CRM fill rates and reduce rep admin time by 90%.

Nathaniel Sintros
Cyera

AI tech used: WINN.AI

AI to ensure process and playbook adherence and improving CRM fill rates



Deel employed WINN.AI to improve playbook adherence by 31% and CRM fill rates 73x, while cutting admin time to zero.

Frank van der Vinden
Deel

AI tech used: WINN.AI

An entire GTM campaign built and executed by AI, with over 50 assets

50+
ASSETS

$100M
ATTRACTING ACQUIRER

BL.INK implemented VelocityEngine to build and execute an entire GTM campaign of 50+ assets, attracting a $100M acquirer.

Leigh Choate
BL.INK

AI tech used: VelocityEngine

Using AI to build personalized landing pages, boost sign-ups

Clay leveraged their Claygent AI to build 600 personalized landing pages, boost sign-ups by 21%, and go viral on Linkedin.

Pranav Mital
Clay

AI tech used: Claygent AI

AI agents to improve pre- and post-event experience

REGISTER

REGISTRATION

NAVIGATION

POST-EVENT FOLLOW-UP

Domo leveraged AI to drive event engagement, driving deeper post-event conversations with prospects.

Mark Boothe
Domo

AI tech used: AI voice agents, AI helpdesk

SEO bolstered by AI to improve visibility among prospects

75k
NEW KEYWORDS RANKING
(+1200% FIRST-PAGE GROWTH)

1312
NEW BACKLINKS
FROM AUTHORITATIVE DOMAINS

3:1
ROI ON SEO INVESTMENT
WITHIN A YEAR

Gelato leveraged Simple Tiger's AI capabilities to improve SEO performance, growing first-page rank 1,200%

GTM Team
Gelato

AI tech used: Simple Tiger

Hiring an AI agent to handle a wealth of inbound leads

3x
MEETINGS BOOKED
(50% LOWER COST PER MEETING)

2x
QUALIFIED OPPORTUNITIES
PASSED TO SALES TEAMS

24/7
LEAD ENGAGEMENT
NO PROSPECTS LEFT UNATTENDED

SafetyCulture used custom AI agents to improve lead management, increasing qualified opportunities

Jon Teo
SafetyCulture

AI tech used: Custom AI agents

Implementing an AI agent drive revenue and insights

33%

PURCHASE INCREASE

RICH ENGAGEMENT INSIGHTS

Hubspot implemented 1mind's AI Agent to drive purchase increases and uncover deeper lead insights via conversations.

Neda Stoll
HubSpot

AI tech used: 1mind

Using AI to save rep hours through discovery help

2.5
HOURS SAVED
DAILY PER REP

TARGETED & MORE
PRODUCTIVE MEETINGS

Clay used their Claygent AI to help unprepared reps with discovery, leading to more targeted and productive meetings.

Manny Adelstein
Clay

AI tech used: Claygent AI

Leveraging AI to assist with customer support and documentation

2x
DOCUMENTATION OUTPUT

DEFLECTION RATES IMPROVED

RESPONSE TIMES

Clay leveraged multiple AI tools to improve customer support response times and double documentation output.

Bruno Radice
Clay

AI tech used: Intercom Fin AI, OpenAI, Dust

AI onboarding agents to improve the customer experience

FASTER ONBOARDING

LOWER CHURN RISK

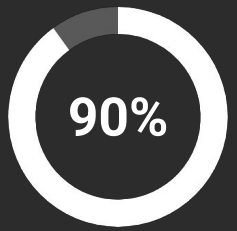
FREED UP TIME FOR CSM TEAM

Signals implemented AI onboarding agents to quicken onboarding, reduce churn, and free up time for their team of CSMs.

Michael Davis
Signals

AI tech used: AI onboarding agents

Using AI to improve access to customer support knowledge



ACTIVE USAGE OF GLEAN

5-10

MINUTES SAVED PER TICKET

CSAT SCORES IMPROVED

Confluent leveraged Glean AI to improve internal knowledge access, improving the customer support function.

Manu Narayan
Confluent

AI tech used: Glean AI

Leveraging AI to unearth buried competitor insights

INSIGHTS SYNCED AUTOMATICALLY

TO SALESFORCE FOR GTM, PRODUCT, AND FINANCE USAGE

Clay implemented AI competitor intelligence workflows to uncover competitor insights and make it usable cross-functionally.

Osman Sheikhnureldin
Clay

AI tech used: AI competitor intelligence

Agentic AI as substitute for MDR responsibilities, with no loss in output

PRESERVING LEAD QUALITY
& MEETING SCHEDULING

OpenTable used Agentic AI qualification tools to fill the MDR role without loss in lead quality or proficiency.

Alyssa Eisenman
OpenTable

AI tech used: Agentic AI qualification tools

AI-enhanced social media to drive virality and exposure

VIRAL BRAND EXPOSURE

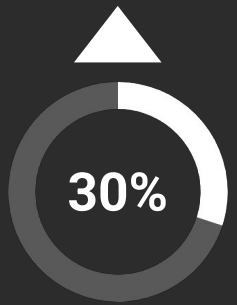
AI SOLUTION AWARENESS

Kustomer leveraged AI to spur social media (Linkedin) virality, increase brand exposure, and awareness.

Gabe Larsen
Kustomer

AI tech used: AI-enhanced social campaigns

Causal AI to improve forecasting ability of content strategies



FORECASTING ACCURACY

PLANNING CYCLES
WEEKS TO DAYS

FCamara's needed better data-driven content strategies for its clients and turned to causal AI modeling to improve forecasting.

Vinicius Galera
FCamara

AI tech used: Causal AI modeling

AI to boost customer activation and improve onboarding experience

Clay leveraged their Claygent AI and Clay cohorts products to boost user activation and improve onboarding process.

Yash Tekriwal
Clay

AI tech used: Claygent AI, Clay cohorts

Instant CRM updates thanks to AI, improving sales execution

21 SEC.

CRM UPDATES

REAL-TIME COACHING IMPROVED SALES EXECUTION

Kaseya implemented WINN.AI real-time enablement to improve sales execution and coaching and improve CRM update speed.

Omar Chanouha
Kaseya

AI tech used: WINN.AI

An AI revenue operating system to optimize the left side of the Bowtie

2x
ARR GROWTH
($11M → $28M);

3–4x
REVENUE PER REP
VS. PEERS

Owner.com implemented a full AI revenue operating system to more than double ARR and 3-4x revenue per rep.

Kyle Norton
Owner.com

AI tech used: AI revenue operating system