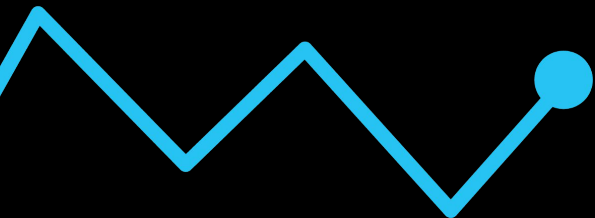




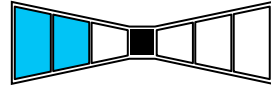
GTM AI Story Library



Leveraging AI to meet potential customers where they are

▲
400+
ORGANIC SIGNUPS

SIGN UP



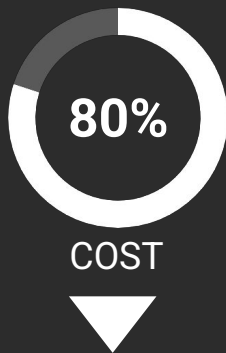
Eva launched on WhatsApp with 400+ organic signups, offering AI-powered, culturally fluent financial support.

Victor Haddad
Eva Bank

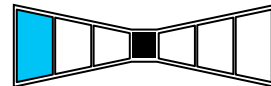


AI tech used: Conversational AI via WhatsApp

An AI SDRs massive impact on lead generation



650+
QUALIFIED MEETINGS



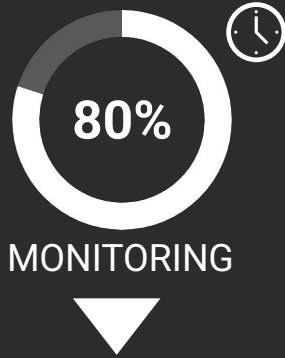
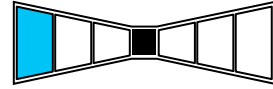
Academia Lendária
launched an AI SDR that
reduced costs by 80%
and resulted in 650+
qualified meetings.

Pedro Goiozo
Academia Lendária



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

Using AI tools to automate call reviews and enhance insights



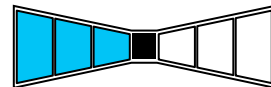
Datarails employed a custom automation to automate call reviews, resulting in an 80% reduction in monitoring time.

Idit Bar Netz
Datarails



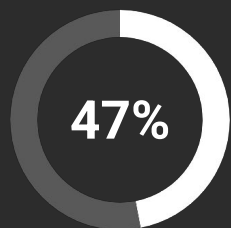
AI tech used: Custom automation via OpenAI

Deploying AI trainers to reduce ramp time and increase conversions

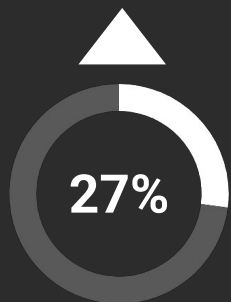


Cyera leveraged AI conversation trainers to reduce ramp time by 47% and increase early-stage conversions by 27%.

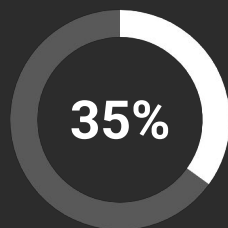
Andrew Froning
Cyera



RAMP TIME



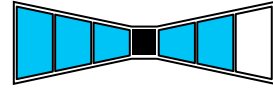
CONVERSIONS



PERFORMANCE
REGIONAL VARIANCE

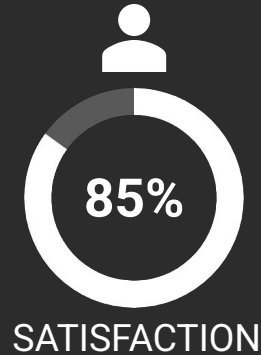
AI tech used: AI conversation trainers

Using AI to generate and surface account insights



▲
2.8x
PIPELINE

▲
3.8x
CLOSED /
WON DEALS



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



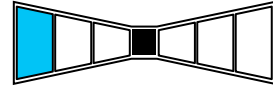
SAVING REPS

2 - 5

HOURS / WEEK



USER
ENGAGEMENT



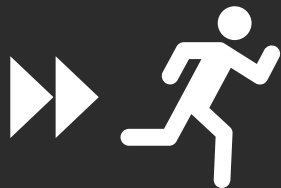
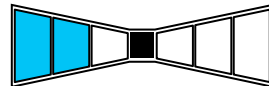
Mural integrated PocusAI Prospecting to combine internal and external signals for outreach, saving reps hours per week.

Chris Geraci
Mural



AI tech used: PocusAI Prospecting

Using AI lead scoring to help overburdened AEs and increase conversions



LEAD CONVERSION
& PRIORITIZATION

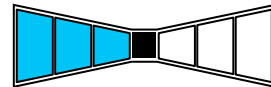
Lendz Financial implemented a lead scoring AI agent to help stretched AEs focus on high-intent leads.

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

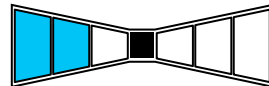


AI tech used: PocusAI Strategy

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

SEO
700
OPTIMIZED
PAGES


TRAFFIC & PRODUCT
AWARENESS



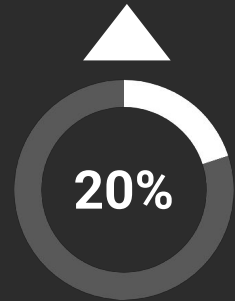
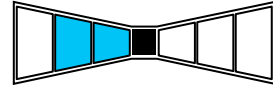
Common Room employed multiple AI tools to create 700 SEO-optimized pages to improve inbound lead engine.

Kevin White
Common Room

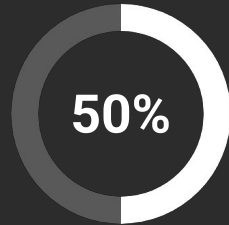


AI tech used: Common Room, Notion, Sanity

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



FASTER DEAL
CYCLES



RESOLVED
SALES QUERIES
SHORTER RFP TURNAROUND

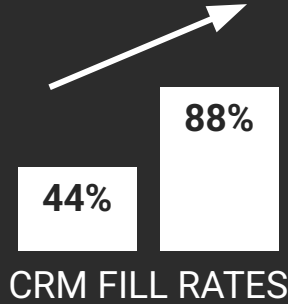
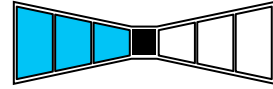
SiftHub used its AI Sales Engineer to enable 20% faster deal cycles, resolve queries, and reduce RFP creation time.

Manisha Raisinghani
SiftHub



AI tech used: SiftHub

Using AI as in-call assistant to improve CRM hygiene



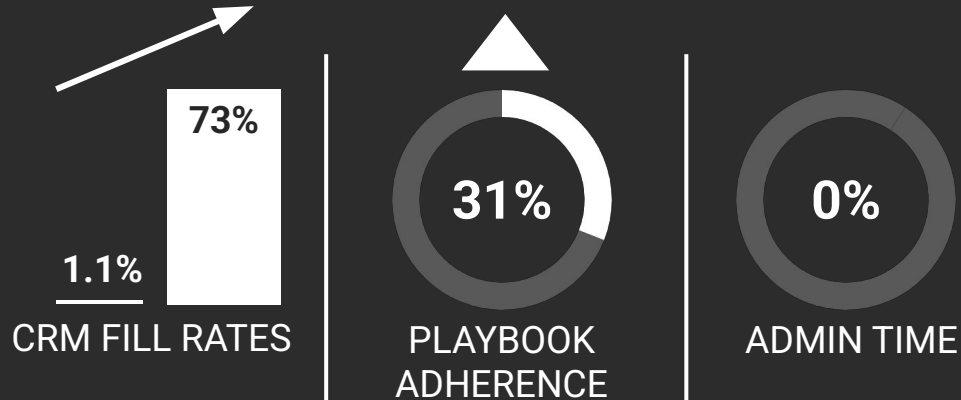
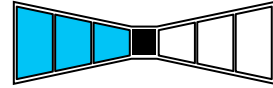
Cyera implemented WINN.AI as an in-call assistant to double CRM fill rates and reduce rep admin time by 90%.

Nathaniel Sintros
Cyera



AI tech used: WINN.AI

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



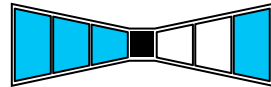
Deel employed WINN.AI to improve playbook adherence by 31% and CRM fill rates 73x, while cutting admin time to zero.

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

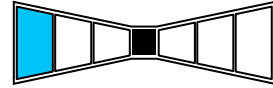
BL.INK implemented
VelocityEngine to build
and execute an entire
GTM campaign of 50+
assets, attracting a
\$100M acquirer.

Leigh Choate
BL.INK

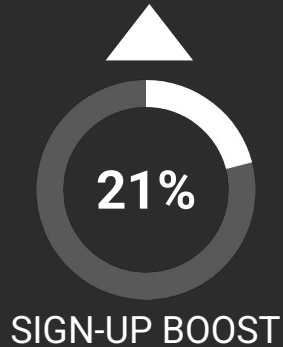


AI tech used: VelocityEngine

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



600
PERSONALIZED
LANDING PAGES



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

Pranav Mital
Clay

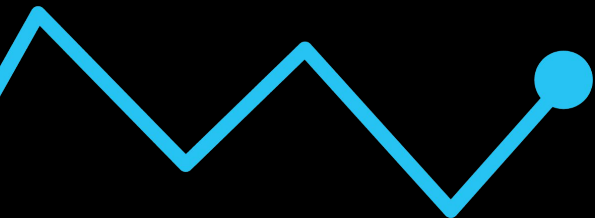


AI tech used: Claygent AI

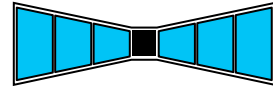


Unsure where to begin with GTM AI implementation?

Learn more about our *GTM AI Pilot* offering.



AI agents to improve pre- and post-event experience



REGISTER
REGISTRATION

NAVIGATION

POST-EVENT
FOLLOW-UP

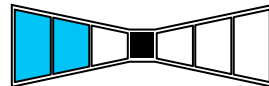
Domo leveraged AI to drive event engagement, driving deeper post-event conversations with prospects.

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

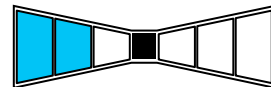
3:1
ROI ON SEO
INVESTMENT
WITHIN A YEAR

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

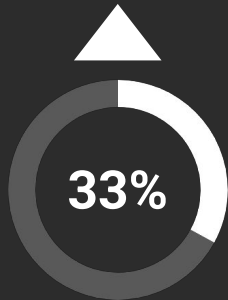
SafetyCulture used custom
AI agents to improve lead
management, increasing
qualified opportunities

Jon Teo
SafetyCulture



AI tech used: Custom AI agents

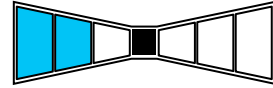
Implementing an AI agent drive revenue and insights



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

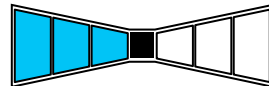


2.5

HOURS SAVED
DAILY PER REP



TARGETED & MORE
PRODUCTIVE MEETINGS



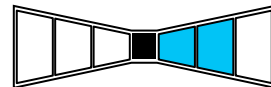
Clay used their Claygent AI to help unprepared reps with discovery, leading to more targeted and productive meetings.

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

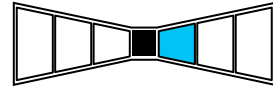
Clay leveraged multiple AI tools to improve customer support response times and double documentation output.

Bruno Radice
Clay



AI tech used: Intercom Fin AI, OpenAI, Dust

AI onboarding agents to improve the customer experience



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

Michael Davis
Signals



FASTER
ONBOARDING



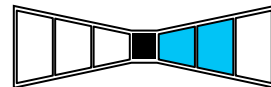
LOWER
CHURN RISK



FREED UP TIME
FOR CSM TEAM

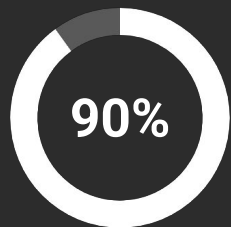
AI tech used: AI onboarding agents

Using AI to improve access to customer support knowledge



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

Manu Narayan
Confluent



ACTIVE USAGE
OF GLEAN



5-10

MINUTES SAVED
PER TICKET



CSAT SCORES
IMPROVED

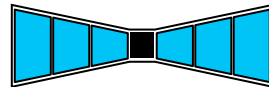
AI tech used: Glean AI

Leveraging AI to unearth buried competitor insights



INSIGHTS SYNCED AUTOMATICALLY

TO SALESFORCE FOR GTM, PRODUCT, AND FINANCE USAGE



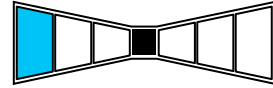
Clay implemented AI competitor intelligence workflows to uncover competitor insights and make it usable cross-functionally.

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

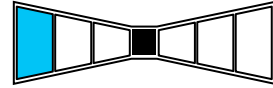


AI tech used: Agentic AI qualification tools

AI-enhanced social media to drive virality and exposure



VIRAL BRAND EXPOSURE
AI SOLUTION AWARENESS



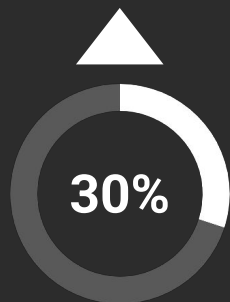
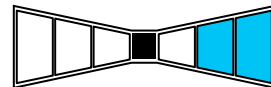
Kustomer leveraged AI to spur social media (LinkedIn) virality, increase brand exposure, and awareness.

Gabe Larsen
Customer



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

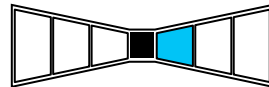


AI tech used: Causal AI modeling

AI to boost customer activation and improve onboarding experience

▲
10-20x
USER ACTIVATION

ACTIVATE



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

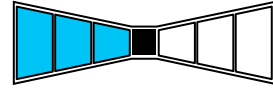
Yash Tekriwal
Clay



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



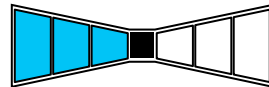
Kaseya implemented WINN.AI real-time enablement to improve sales execution and coaching and improve CRM update speed.

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



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