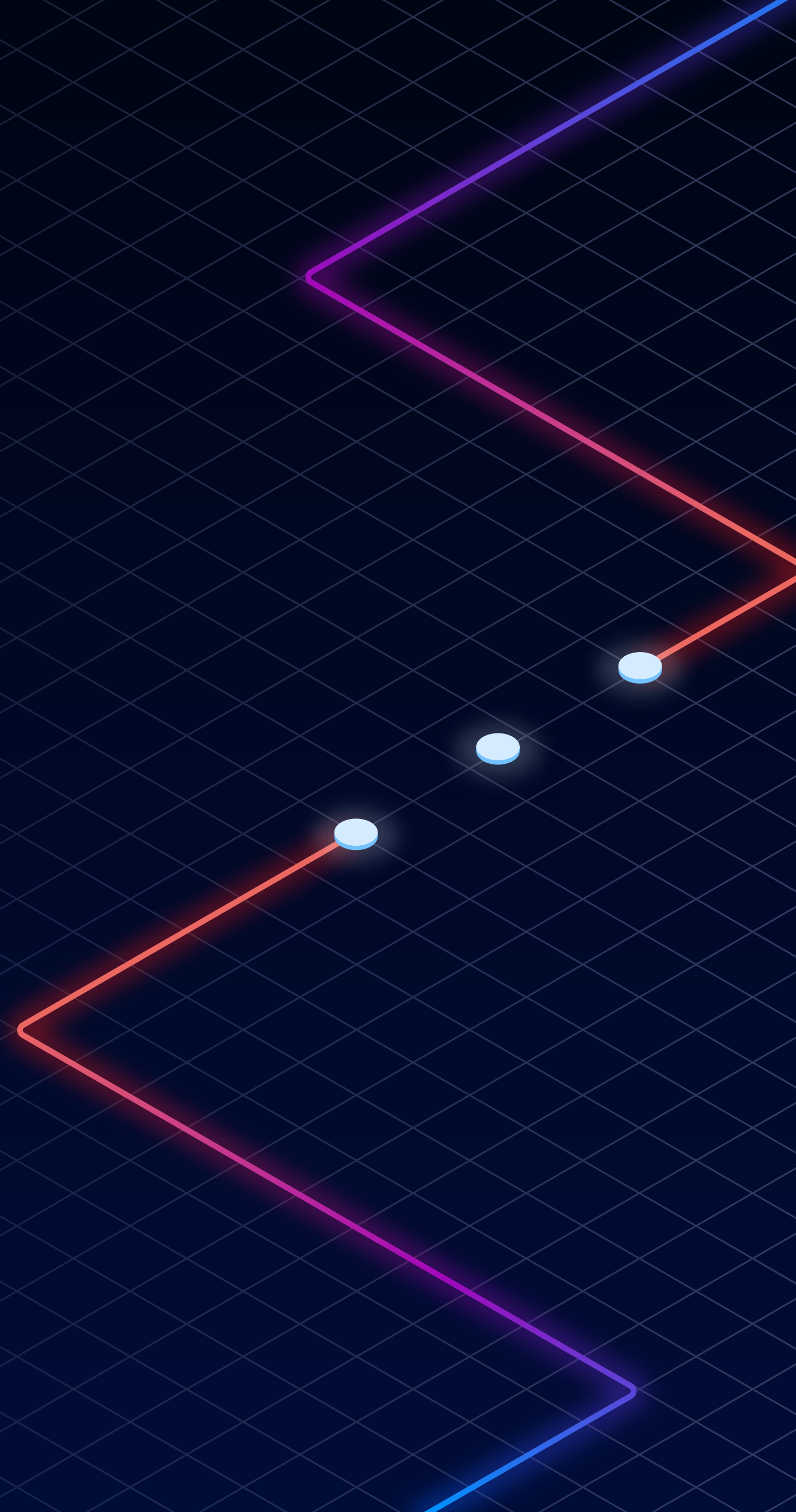


The AI Illusion

Activity is Up, Impact is Down.
Intelligence is The Way Out.



B2B revenue teams are stuck in a system they built too well.

For years, we chased predictability, turning GTM into an assembly line of templates, sequences, and cadences.

It worked, until it didn't.

Now, the systems we built for scale are slowing us down. We've got dozens of disconnected tools, data that's stale and scattered, CRM fields no one trusts.

Meanwhile, the very people we're trying to reach with this over-engineered are tuning out. This generation of executives grew up online, and have no patience for brute-force purchasing paths.

AI was supposed to fix it, but most teams are just automating the chaos and scaling bad decisions faster.

The result: pipeline is stalling, productivity is tanking, and competitors are beating you to the deal.

Meanwhile, top performers are breaking from the script entirely. They're not doing more, they're doing what matters. They're moving in real time, fueled by live signals and creative execution.

So what's the shift? It's not just about better data or smarter tools. It's about a new way to operate, one that ditches the funnel and kills the playbook. One that treats every buyer interaction like a unique moment, not a stage in a sequence.

To compete, **GTM teams need to become real-time systems:** adaptive, signal-driven, and creatively executed. You don't win by being the most automated. You win by being the most in tune.

That means context-first workflows, shared visibility across every function, and tools that help you improvise, not just execute.

The future of GTM belongs to the teams bold enough to break the script, and smart enough to build something better.

The Go To Market Intelligence Report will help you understand:

- Why enterprise GTM systems are breaking down, despite more tools and AI.
- A new mental model, shifting from funnels and playbooks to real-time, signal-driven GTM.
- Real examples of what high performers are doing differently.

25% Lost Revenue ↓

Experts estimate the cost of bad data is 15% to 25% of revenue for most companies.

[MIT Sloan Management Review](#)

<5% Low ROI ↓

Average AI investment is around \$20 million per year, but companies are seeing savings of under 10% and revenue lift of under 5%.

[The Wall Street Journal](#)

10x Missed Opportunities ↓

Waiting longer than five minutes to respond to an inbound lead reduces connect rates by 10x. After 10 minutes, the chance of qualifying a lead drops by up to 400%.

[Harvard Business Review](#)

The GTM 'Assembly Line' is Broken

The GTM systems we built for predictability are now creating drag instead of lift.

Go-to-market (GTM) leaders have spent the past decade systematizing how their companies go to market, creating predictable, repeatable processes designed to drive sustained revenue growth.

But they haven't built a well-oiled revenue engine. Instead, we've gotten a rigid, inflexible contraption that fails to capture the opportunities in today's nonlinear, multichannel customer journey. The more GTM leaders have industrialized how their teams engage prospective customers, the more inefficient that machine has become.

Today's GTM practitioners are overwhelmed. According to GTM Partners, the average B2B team [relies on tools from 23 separate vendors](#) for their GTM initiatives.

The result: vital GTM information is left to degrade in isolated siloes.

95%

of sales, marketing, and RevOps leaders agreed that **poor quality data has negatively impacted their GTM efforts**, according to a ZoomInfo survey of 450 GTM professionals.

Traditional GTM approaches that once worked well are simply no longer relevant in today's markets. For many companies, revenue strategies have become sluggish, unresponsive, and completely disconnected from the needs and behaviors of modern buyers.



AI Is Scaling the Wrong Things

Without strong data and clear signals, AI speeds up execution but not performance.

In less than three years, artificial intelligence (AI) product usage has risen dramatically across the workplace. ZoomInfo's proprietary technographic data reveals that since 2022, use of AI products has increased 893% across virtually all industries and verticals.

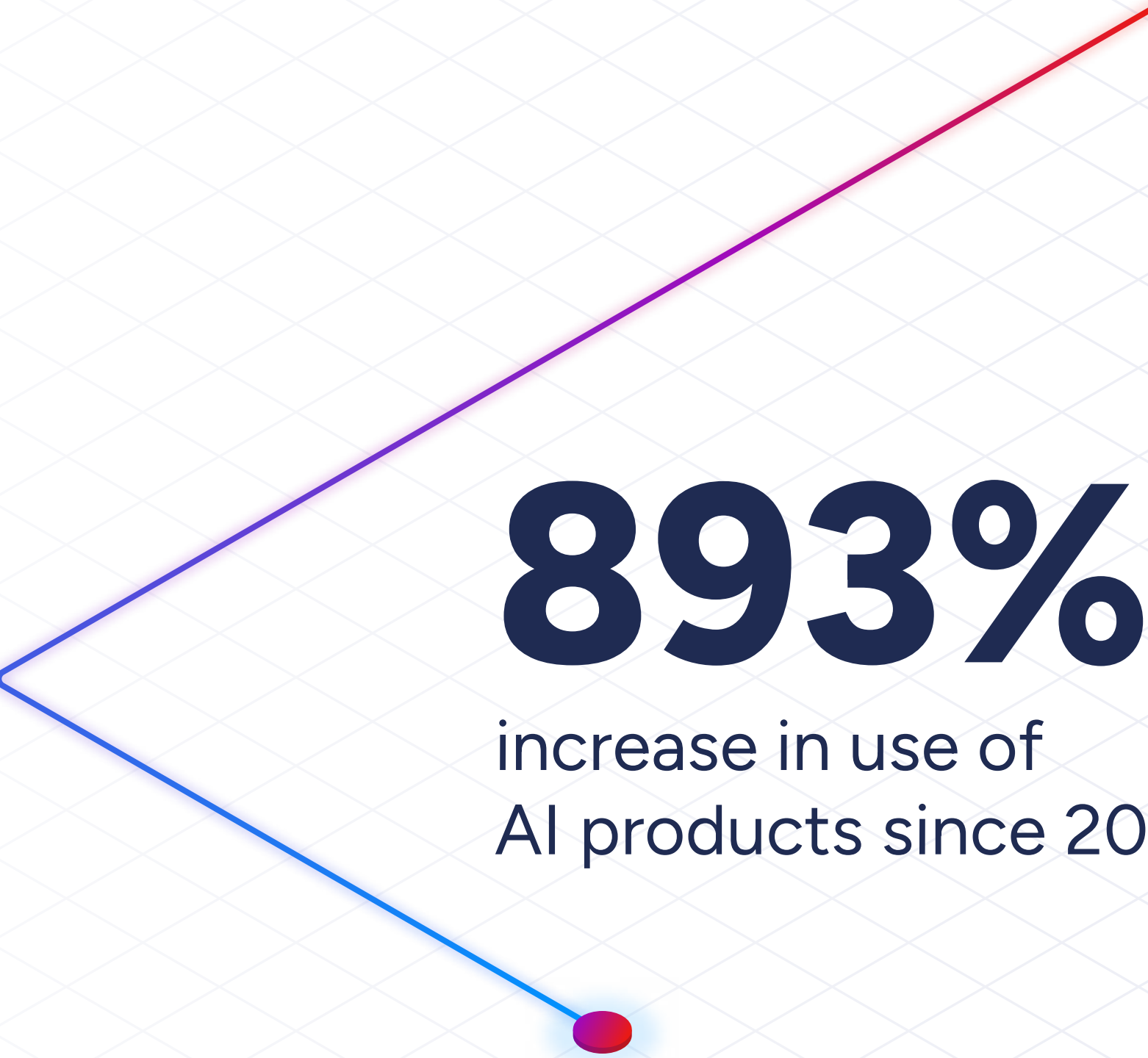
But while AI may promise greater productivity, autonomy, and efficiency, the reality for many businesses is markedly different.

Many leaders see AI as a solution to their chronic data problems. But they're quickly learning that AI deployed with poor-quality data can quickly accelerate negative outcomes.

IBM's research shows that [just 19% of companies believe their data is "AI-ready,"](#) revealing significant disparities between where companies are today and where they hope to be in the future.

As many executives are discovering, AI alone can't solve fundamental data problems. Adding even the most sophisticated AI technologies to already broken, inadequate systems only makes it possible to do the wrong work, faster.

Without insights into valuable signals and a foundation of trustworthy, accurate data, all AI can do is amplify the noise.



893%
increase in use of
AI products since 2022



Only 19%
of companies believe
their data is "AI-ready"
according to IBM

Top Performers Use a Different Approach

Top performers don't follow better playbooks. They ignore them.

Given how systematized most companies' GTM motions have become in recent years, it's little surprise that sales leaders encourage teams to emulate not only their most successful internal sellers, but also the habits, routines, and playbooks of the best sellers in their industries.

But the best salespeople don't follow others' playbooks. They write their own.

McKinsey's analysis of top-performing B2B teams reveals [three characteristics of the best salespeople](#): a strong focus on customer-facing activities, prioritization of the most valuable opportunities, and consistent investment in professional development.

Put another way: The very best salespeople don't succeed through sheer volume or repetition — they win through a combination of timing, context, and creativity.

They win despite the playbooks.

Many companies fall into this “playbook fallacy” in the mistaken belief that emulating the success of others will translate to their team.

But the best salespeople are doing things that can't be easily copied. Instead of following rigid formulas, they're making ambitious, systemic changes to how they engage prospects and close deals, in ways that align with today's nonlinear customer journey.

“

GTM is no longer a static plan — it's a transformation process built to drive outcomes, not just complete tasks.”



Sangram Vajre
WSJ Bestselling Author of MOVE
CEO of GTM Partners



A New Model for GTM Execution

The shift is from rigid systems to adaptive, signal-driven action.

Business buyers increasingly want their work-related purchases to be as easy as ordering from Amazon.

In fact, [44% of Millennials](#) — the largest group in the American [labor force](#) — do not want to talk to salespeople for B2B purchases. And [nearly 40%](#) of buyers would pay a premium for products that make the sales process easier.

The legacy, linear B2B GTM model simply doesn't fit these shifts in buyer behavior. Think about it: when a potentially interested buyer is fed into a sales outreach motion too soon, the best you can hope for is a reluctant purchase.

At worst, you're reinforcing their low opinion of B2B sales, diluting brand affinity and boosting competitors who make it easier to buy.

AI will only accelerate these trends.

The once-dominant B2B SaaS model of attracting curious prospects with educational website content has been upended, with leading SEO [experts reporting](#) clickthrough rate drops of 34-54% on searches where AI "overviews" are available.

But companies that do embrace signal-driven, AI-powered GTM Intelligence are already outperforming their peers.

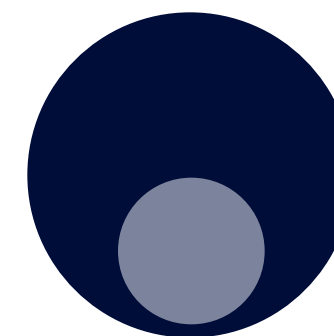
SAP, for example, was able to [shrink its buying cycle](#) by two-thirds and double its pipeline by using 40+ AI tools to automate and personalize the purchase process — replacing a static funnel with dynamic, moment-driven GTM.

And a [Gartner survey](#) found that sales reps who use AI effectively are 3.7x more likely than peers to hit their quotas.

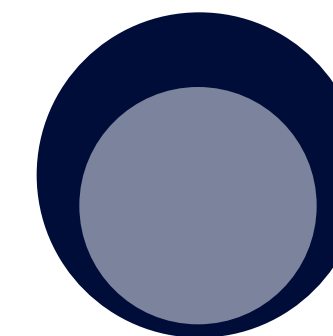
Our own analysis of the Fortune 500 shows that companies using GTM Intelligence to fuel their GTM have **5x higher revenue growth, 89% higher profits, and are 2.5x more valuable than peers.**

The bottom line: Strict qualification rules and old-school lead handoffs no longer fit the dynamic, rapidly changing buyer environment. But AI fueled with high-velocity buying signals can help teams keep pace with buyer expectations and outpace their competition.

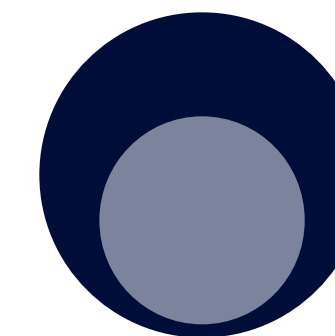
5x
Revenue Growth ↑



89%
Higher Profits ↑



2.5x
More Valuable ↑



“

The companies driving breakthrough results in GTM and AI aren't just adopting AI faster.

They're mastering the sophistication of GTM Intelligence – transforming a raw data deluge into increasingly lucid, readable, discernable, actionable insights.”



Dr. Ali Arsanjani

Director, Applied AI Engineering
Google

Go-to-Market Strategies in Action

\$20B

in New TAM

ThermoFisher
SCIENTIFIC

- Redefined TAM with real-time data, revealing a \$20B+ opportunity
- Built AI-driven ICP models based on signal data
- 3x increase in close rates, 80% higher conversion

2x

higher conversion rates

 snowflake

- New Account Propensity Score fueled by over 70 datapoints
- Used real-time account alerts to capitalize on market moves
- 90% lift in opportunity open rates, 2x new customer conversion rates

40%

higher pipeline

 **Seismic**

- Combined first-party data & GTM Intelligence to identify prospects & tailor outreach
- More effective targeting grew pipeline by 40%
- Sellers saved more than 40 hours per month

The Way Forward: Real-Time, Creative, Intelligence-Driven GTM

Tomorrow's GTM leaders won't win by scaling yesterday's playbooks. They'll build adaptive systems powered by intelligence, creativity, and velocity instead of wasting time and turning off buyers with poorly built, volume-based sales systems.

Fix the Foundation

Expert researchers from [BCG](#) and [Bain](#) agree: integrated GTM teams use unified data and automated qualification to deliver higher-value leads. When marketing and sales operate from a single source of truth, teams move faster and convert smarter.

Most of the intelligence that closes deals and drives revenue exists outside the CRM: in email exchanges, calendars, meeting summaries, third-party tools, product usage data, and buying signals.

Intelligent GTM demands a unified data layer that combines structured and unstructured data across the tech stack. This unified data layer should provide real-time transparency into accounts, buyers, contacts, and pivotal moments in the purchasing journey that signify readiness to buy.

All revenue teams should have this visibility at all times.

Rethink Workflows

Sellers don't need another dashboard to check or another feed to monitor. Their systems should deliver insights where GTM professionals work.

[Gartner](#) notes that most teams still rely on intuition-based selling. Signal-based automation changes that, surfacing insights exactly when and where they're needed. GTM leaders are cutting lag time between strategy and execution by activating real-time plays in the flow of work.

Rigid, linear sales and marketing funnels just don't fit today's complex, multichannel purchasing journeys.

Shift from conventional funnel logic to "prioritized account moments." Use the insights surfaced by your unified signal layer to constantly evaluate fit, intent, and recency, and drive activation across teams based on readiness, not lead score.

Fuel Creativity

Fixing problems and delivering value with creative solutions is a core differentiator for revenue leaders. AI is giving GTM teams the power to personalize campaigns, craft compelling offers, and act on insights at scale.

The smartest teams aren't just following plays. They're responding to prospects and pouncing on new opportunities with creativity, unleashed by seamless access to market-moving data and signals.

Data access is not enough: GTM teams need tools and systems that reduce administrative overhead and free up time to actually execute creative ideas.

These tools should provide revenue teams with the data and context they need to respond to emerging opportunities as efficiently and fluidly as the best salespeople on your team.

Measure What Matters

Activity isn't impact.

The best GTM teams are shifting from volume metrics to outcome-focused KPIs that track real buyer progress.

Begin by identifying the five core signal types that accurately and reliably predict revenue for your business. These core signals should take priority over conventional metrics and underpin your new, redesigned workflows.

Quantify signal velocity — the frequency of specific actions and behaviors within a specified timeframe that correlate with closed-won business — and make it a core KPI for frontline revenue operators.

The future of GTM is bold, integrated, and intelligence-driven. It's time to operationalize creativity, move in real time, and measure what actually matters.



The End of GTM as You Know It

The GTM Intelligence Era is Here

What we've laid out in this report isn't just a teardown of outdated systems. It's a blueprint for what replaces them.

The most valuable companies on the planet aren't just integrating signals or piloting AI. They're re-engineering how their revenue engines think, act, and adapt. They're turning intelligence into infrastructure.

That's the real shift ahead: GTM moves from a department-level function to an enterprise-wide operating system: live, contextual, and creative by design. The old silos between sales, marketing, operations and product dissolve. Teams stop chasing efficiency and start compounding impact.

The companies that pull ahead will listen better, move sooner, and act smarter, because their systems were built to think like their buyers.

This is your inflection point. Will you scale the same old sequence, or build the intelligence infrastructure your future depends on?

“

With Go-to-Market Intelligence, we've achieved a significant boost in marketing campaign performance — the kind of results you only get by leveraging real-time insights to understand and connect with your audience.”



Tommie O'Brien
Chief Sales Officer
Semrush

To learn more about how to implement GTM Intelligence at scale, visit zoominfo.com.