AI Strategies That Will Define GTM Success in 2025

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AI isn't new, but it's more fragmented than ever

AI has been a behind-the-scenes force in enterprise systems for decades, fueling ad bidding, predictive analytics, and automation.

So why does it feel like AI is suddenly everywhere? That's because front-end generative AI tools, like ChatGPT, have made AI feel more accessible than ever. But here's the problem: more AI doesn't mean better AI. Right now, AI tools are multiplying, but they're running on different data, making conflicting decisions, and working in isolation.

The result? Sales chases one set of insights, marketing another, and RevOps struggles to make sense of it all. Instead of streamlining GTM, AI is fragmenting them.

The companies that win in 2025 won't just adopt AI for the sake of it. They'll deploy it with precision, align it with their GTM strategy, and use it to outmaneuver the competition.

This guide lays out 9 essential AI strategies for 2025. These strategies will help you go beyond automation and build an AI-driven GTM motion that's smarter, faster, and impossible to ignore.

Traditional AI/ML

Predictive Models

Trainable Algorithms

All have been in place for decades.

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We're entering the Trough of Disillusionment

AI has been on a meteoric rise, but we're now entering the Trough of Disillusionment*, the phase where the initial excitement wears off, and businesses start confronting the hard truths. AI isn't a magic fix. It won't instantly transform your GTM motion or replace human expertise. If anything, bad AI creates more problems than it solves.
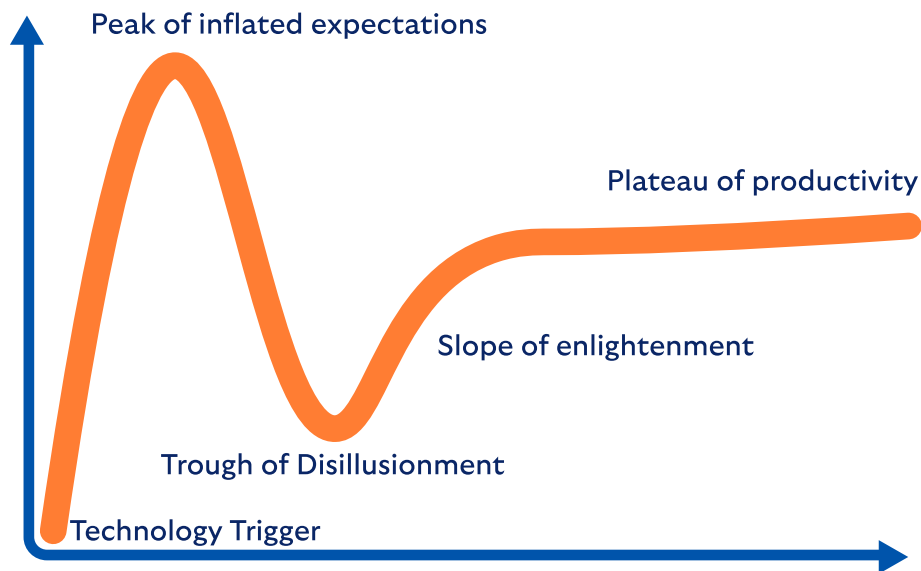
That's why precision matters. Not all AI is created equal, and generic, one-size-fits-all models will fail where purpose-built, fine-tuned AI succeeds. The companies that see real impact will be the ones that train AI on the right data, align it with their brand, and use it as a strategic advantage, not just a shiny new tool.

AI is moving fast, but full automation is still a long way off. Human oversight remains critical, and trust in AI must be earned. Think about it: would you let an unproven system make high-stakes decisions for your business? Just like it took years for smartphones to go from novelty to necessity, AI adoption must be intentional, tested, and refined.

Before adding yet another tool to your GTM strategy, ask yourself:

- ‣ Are your teams aligned on how this AI tool fits into your GTM motion, or is each department using it in isolation?
- ‣ Will it integrate with your existing stack?
- ‣ Is your data clean, structured, and reliable enough for AI to generate meaningful insights?
- ‣ Can you track this tool's impact with clear success metrics?
- ‣ Can it scale with your business, or will it become obsolete as needs evolve?

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Strategy #1: No more one-size-fits-all AI. Welcome to precision AI.

The days of relying on one-size-fits-all AI are done. Broad, catch-all models can't keep up with the complexity of modern businesses. Precision AI is the future: task-specific models designed for high-impact, specialized challenges. No two businesses are alike, so why settle for AI that treats them the same? The real advantage comes from AI that's built to fit your exact needs, delivering insights and automation with surgical accuracy.

What is precision AI?

Think of it as a custom-built AI that's designed to tackle specific business challenges like sales enablement, churn prediction, or customer support. Unlike general AI, which might be too broad to be effective, Precision AI is laser-focused on a single task, delivering hyper-accurate and contextually relevant insights.

For example, a sales enablement AI might analyze hundreds of account interactions, 10K reports, and competitive data to provide sales reps with targeted insights about their accounts. Instead of sifting through irrelevant data, the rep gets precise, actionable insights that directly improve their chances of closing a deal.

Why does this matter? Because precision equals power. When your AI is fine-tuned for specific tasks, it operates with much more clarity and efficiency. You're not wasting time on broad, irrelevant outputs—you're zeroing in on exactly what you need, when you need it. This approach maximizes both productivity and accuracy, allowing your teams to focus on execution rather than data wrangling.

How to implement Precision AI:

- Identify key business challenges where task-specific AI can provide immediate impact (sales, customer success, etc.).
- Work with AI models that are trained on niche data sets relevant to your industry and objectives.
- Continuously fine-tune these models with updated data to ensure they stay sharp and contextually relevant.

The future belongs to those who can deploy Precision AI to solve their most pressing problems with surgical accuracy. In 2025, this is your competitive edge.
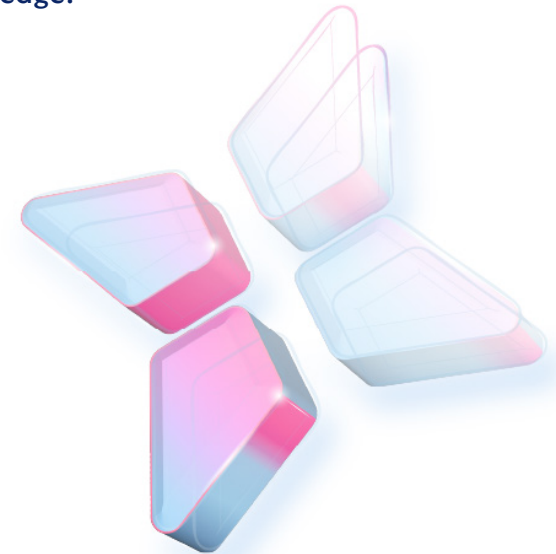
Strategy #2: Clean data or bust. Why AI is only as good as its foundation

AI is only as good as the data it's fed. It's a simple rule, but one that too many businesses overlook. In 2025, having clean, high-quality data will be the difference between winning and losing. If your data is dirty—filled with inaccuracies, duplicates, or outdated information—then your AI models are going to deliver bad outcomes.

Think about it: you wouldn't expect a gourmet chef to create a world-class meal with spoiled ingredients, right? The same logic applies to AI. Garbage in, garbage out—it's that simple.

Why is data hygiene so critical?

Because AI doesn't "think" like humans. It doesn't know how to interpret flawed data or fill in the blanks. It needs structured, accurate data to generate insights that can actually be used in decision-making. If your CRM is full of outdated information, or if your customer interactions aren't properly logged, your AI-driven insights will be flawed from the start.

What does clean data look like?

It's data that's been vetted, standardized, and updated regularly. It's consistent across all systems, with no duplicates or discrepancies between your CRM, marketing automation tools, or customer success platforms. This kind of clean data allows AI to generate reliable, actionable insights that your teams can trust.

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But here's the thing: clean data isn't just a tech problem—it's a culture problem. Your entire organization needs to understand the value of keeping data clean and accurate. Sales, marketing, customer success—every department that interacts with your data needs to be on the same page about data hygiene.

How to master data hygiene for AI

- Implement strict data governance policies to ensure data accuracy across the board. This includes regular audits, validation processes, and cleaning protocols.
- Use AI tools to help automatically identify and remove duplicates, standardize data fields, and flag inconsistencies in real time.
- Educate your teams on the importance of data hygiene, ensuring they understand that clean data is the foundation for AI success.

In 2025, businesses that prioritize data hygiene will unlock the true potential of their AI systems. Clean data is your golden ticket to accurate predictions, smarter decision-making, and greater ROI.

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Strategy #3: Automate non-revenue generating activities

Your sales teams were hired to close deals, not lose hours each day to tasks that don't directly drive revenue. Yet many sales reps continue to shoulder the burden of prospect research, CRM updates, and competitive analysis. By 2025, AI tools will drastically reduce these time sinks. Even young SDRs who may be unfamiliar with advanced tactics—such as dissecting 10K reports or tracking competitor movements—can rely on AI to gather insights that would otherwise require extensive manual effort.

AI sales enablement platforms now automate some of the most tedious work, enabling reps to concentrate on pipeline development and relationship-building. They can automate:

‣ Account research: AI pulls together competitive data, industry insights, and financial reports, providing reps with all the information they need in one place.
‣ CRM updates: No more manually inputting contact details or notes. AI can automatically update your CRM based on interactions, saving your team hours of admin work.
‣ Competitive analysis: AI can track competitors in real-time, alerting your sales reps to new threats or opportunities in their accounts.

The result? Sales teams are more productive, focused, and able to dedicate their time to high-value activities. By delegating administrative tasks to automated tools, you're not just freeing up time—you're giving your sales teams a significant competitive advantage by ensuring they always have the most up-to-date, relevant information at their fingertips.

How to implement AI for sales enablement

‣ Deploy AI tools that can automate account research, CRM updates, and data gathering.
‣ Make sure the AI tools you use can integrate seamlessly with your CRM and sales platforms so that your teams can access insights without additional steps.
‣ Continuously train your AI models with fresh data to ensure accuracy and relevance.

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Strategy #4: Know what your customers aren't saying with AI-driven sentiment analysis

Sometimes, it's not what a customer says, it's how they say it. AI-driven sentiment analysis will give businesses the ability to read between the lines and understand customer emotions, even when they're not explicitly expressed. This insight is invaluable for sales and customer success teams who need to know where they stand with a customer but might miss subtle cues in conversations.

How sentiment analysis works

AI analyzes conversations—whether through email, chat, or voice—by looking at tone, language patterns, and specific word choices. It detects emotions like frustration, enthusiasm, or uncertainty, which can signal how likely a customer is to churn, renew, or expand their account.

Why is this important?

- **Early detection of dissatisfaction:** If a customer is frustrated but hasn't outright complained, sentiment analysis can pick up on those emotions, allowing your team to address the issue before it escalates.
- **Identifying buying signals:** A prospect might not explicitly say they're ready to buy, but their tone might suggest enthusiasm or high interest. Sentiment analysis can flag these moments, helping sales reps know when to push for a close.

- **More personalized interactions:** When you understand how a customer is feeling, you can tailor your approach to match their emotional state, creating a more empathetic and effective interaction.

For example, if a customer's tone shifts from positive to neutral over a series of emails, the AI can flag this as a potential issue, prompting your customer success team to check in before dissatisfaction grows. On the flip side, if a prospect's language becomes more excited, the AI can signal your sales team to move forward with a stronger offer.

Benefits of AI-Driven Sentiment Analysis

Benefit	Description
Read the room, act fast	Spot sentiment shifts in real time and address issues before they escalate.
Know what clicks, tweak your messaging	Use AI insights to refine marketing and boost engagement.
Gauge buyer mood, close more deals	Tailor sales outreach based on real-time sentiment data.
Catch trends, build what customers want	Prioritize product updates based on what resonates most.
Stop problems early, protect your brand	Detect negative sentiment before it turns into a crisis.
Track sentiment shifts, make smarter moves	Use data-driven insights to shape strategy and stay ahead.

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How to leverage AI-driven sentiment analysis

Integrate sentiment analysis tools into your CRM and communication platforms to analyze conversations in real-time.

- Train your AI to flag both positive and negative emotional cues, helping your teams adjust their strategy accordingly.
- Use sentiment insights to inform follow-ups, tailoring your outreach based on the customer's emotional engagement.

Understanding customer emotions will be just as important as understanding their behavior. With AI-driven sentiment analysis, your team can stay one step ahead, anticipating needs and responding in ways that keep customers happy—and deals moving forward.

Strategy #5: Use AI webchat to engage prospects in real-time

Buyers today expect instant answers. They don't have time to wait, and they won't. Filling out a form and waiting for a follow-up? By the time a rep reaches out, that high-value prospect might already be looking elsewhere.

That's why AI-powered web chat will make customer engagement faster and more effective than ever. Traditional lead generation methods are too slow. Real-time engagement is the future.

How does AI web chat work?

Web chat changes the game by engaging prospects the moment they show interest; answering questions, guiding them toward the right solution, and moving them closer to conversion in real time. No delays, no drop-off.

- Real-time interaction: AI identifies high-value prospects as they browse your website and engages them with personalized messages.
- Behavior-based responses: Depending on what the prospect is looking at—whether it's pricing, product features, or case studies—the AI customizes its conversation to match the visitor's interests.
- Lead qualification: AI can pre-qualify leads by asking a few key questions, ensuring that only the most valuable prospects are passed on to your sales team for follow-up.

Why this is critical: The longer a lead waits for engagement, the colder they become. With AI web chat, prospects can get answers instantly, helping to move them through the funnel faster. For sales teams, this means they're not wasting time on cold leads—they're only following up with qualified, engaged prospects who are ready to take action.

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What's the impact?

- Higher conversion rates: Real-time engagement means leads are far more likely to convert because they get answers when they need them.
- Increased sales productivity: AI handles the initial interactions and qualification, allowing your sales team to focus on leads that are more likely to close.
- Better customer experience: Prospects feel heard and valued when they receive instant, personalized attention, improving their overall experience with your brand.

How to leverage AI-powered web chat

- Implement AI web chat on high-traffic, high-value pages of your website (like pricing or demo request pages).
- Train AI with real customer questions. Pull the top 20 most common questions from past chat logs and use them to train your AI. This ensures it can handle the most frequent inquiries from day one.
- Select the right content sources. Not every page on your website should be used for AI training. Choose key sections that provide accurate, relevant information, and exclude anything that might generate vague or misleading responses.
- Hardcode key responses. Some inquiries require exact responses, such as pricing details, security information, or product capabilities. Hardcoding these ensures the AI delivers a consistent, accurate answer every time without deviation.
- Review questions asked weekly. Every week, review the new questions that arise in chat and decide whether they should be added to the AI's training model. This keeps responses fresh and aligned with evolving customer needs.

Strategy #6: Use AI to stop churn before it happens

Churn prediction is notoriously difficult because it's based on subtle, often overlooked signs, like changes in customer behavior, lack of engagement, or dissatisfaction that isn't explicitly voiced. This is where AI excels. Because it can analyze a large volume of interactions, AI can identify trends that lead to churn before humans can. AI can predict this churn before it happens, allowing your teams to step in and save accounts before they're lost.

Many AI tools analyze call transcripts, support interactions, and even social media mentions to identify at-risk accounts, and these tools are only getting better and better. The AI looks for patterns—maybe a customer's tone in a sales call has shifted, or perhaps they've stopped logging into your platform as often. These small but significant shifts can indicate churn risks, and AI can flag them immediately.

Why is this game-changing? Because churn is incredibly expensive. Acquiring new customers costs far more than retaining existing ones. By catching at-risk customers early, you not only save the account but also prevent a domino effect of negative word-of-mouth that could cost you even more.

How AI-driven churn prediction works

▸ Call analysis: AI listens to customer calls for indicators of dissatisfaction or disengagement, such as changes in tone, sentiment, or keyword mentions like "budget cuts."

▸ Behavior tracking: AI monitors user activity on your platform—if engagement drops or usage patterns change, it flags the account for follow-up.

▸ Real-time alerts: AI sends real-time alerts to your customer success team when an account shows signs of being at risk, allowing immediate intervention.

The impact? Your customer success team is no longer operating reactively. They can take proactive steps—whether it's scheduling a check-in call, offering additional support, or tailoring a renewal package—to prevent churn before it's too late.

How to deploy AI for churn prevention

Monitor usage patterns and flag engagement drops.

AI tracks login frequency, feature usage, and support ticket volume. If a customer suddenly reduces activity or stops engaging with key features, AI can flag the account for proactive outreach.

Analyze support interactions for hidden churn risks.

AI can scan past support tickets and customer feedback for recurring complaints or unresolved issues that signal dissatisfaction. Set up automated alerts when certain risk phrases—like "considering alternatives" or "budget constraints"—appear in customer conversations.

Set up internal churn risk alerts.

Set up AI to post in dedicated Slack channels when an account shows clear signs of dissatisfaction, budget concerns, or shifts in decision-making power. This keeps both reps and managers informed so they can step in before it's too late.

Train AI models with historical churn data.

Feed AI past cases of lost customers to help it recognize early warning signs. Over time, AI will refine its accuracy in predicting which accounts are at risk and why.

Use AI to tailor retention strategies.

Once an account is flagged, AI can suggest next-best actions based on customer history, past successful retention efforts, or even similar churn cases. AI ensures your team responds with the right solution at the right time.

Enable AI-powered competitive monitoring.

AI tools can track when customers mention competitors in sales calls, support tickets, or social media. If a customer is actively comparing alternatives, it's a sign they might be considering a switch, giving your team time to reinforce value before they make a decision.

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Strategy #7: Use AI to drive more upsell opportunities

While preventing churn is vital, AI can take things a step further by helping you identify upsell and cross-sell opportunities within your existing customer base. In today's market, where new customer acquisition costs are high and pipelines are shrinking, customer expansion is a key driver for growth.

But here's the challenge: spotting these upsell moments requires analyzing a wide range of signals—customer engagement, product usage, past purchase behavior, and even the tone in conversations. This is where AI-driven tools like Momentum come in. These platforms can analyze call transcripts, CRM data, and user activity to highlight accounts that are ripe for expansion.

How AI finds upsell opportunities

- ‣ **Call analysis:** AI listens in on customer conversations to detect key phrases or sentiments that signal an interest in additional products or services. For example, if a customer shows enthusiasm for a feature they aren't currently using, the AI will flag this as an upsell opportunity.
- ‣ **Usage patterns:** AI tracks how customers are using your product or service. If an account is consistently hitting usage limits or exploring new features, that's a sign they may be ready for an upgrade.

- ‣ **Account scoring:** AI can prioritize accounts based on their potential for expansion. By analyzing a combination of factors—purchase history, engagement levels, and market conditions—AI identifies which accounts are most likely to convert with additional offers.

This strategy is a game-changer for sales teams who often struggle to keep track of expansion opportunities across a large number of accounts. AI doesn't just suggest potential upsells—it provides actionable insights, telling your reps which product to offer, when to offer it, and why the customer is likely to buy.

Why this matters for 2025: INFO
As companies increasingly rely on account expansion to drive growth, having real-time, AI-driven insights is critical. Your sales team can move quickly to make the right offers at the right time, boosting revenue without the need for additional customer acquisition.

How to capitalize on AI-driven upsell opportunities

- ‣ **Integrate AI tools with your CRM and sales platforms** to track customer interactions, usage patterns, and past purchases.
- ‣ **Use AI-generated account scores to prioritize your sales efforts,** focusing on the accounts most likely to expand.
- ‣ **Train your sales team to use AI-driven insights in their pitches**, making offers that are timely, relevant, and targeted.

Identify customer intent in real-time.

If a customer expresses curiosity about an advanced capability they don't currently have, AI can flag it as an upsell opportunity.

Track feature adoption trends.

AI can monitor which features customers use most—and which they haven't yet explored. If an account consistently hits usage limits or starts testing new functionalities, it may be a sign that they're ready for an upgrade. AI can alert sales reps when usage spikes indicate expansion potential.

Prioritize accounts with AI-driven scoring.

Not all customers are equally likely to buy more. AI tools can analyze engagement levels, past purchases, support tickets, and renewal history to rank accounts by their upsell potential. This helps sales teams focus on high-value opportunities rather than wasting time on low-probability prospects.

Train your sales team to use these AI-driven insights in their pitches, making offers that are timely, relevant, and targeted.

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Strategy #8: Use AI to triage customer support

The future of customer support is AI-driven and now in 2025, it's all about speed and accuracy. AI will transform the way support teams operate by handling repetitive tasks, solving common issues instantly, and preventing problems before they escalate.

Here's how AI will supercharge your customer support:

- **Instant triage and categorization:** AI sorts incoming support tickets immediately, categorizing cases and prioritizing the most urgent ones. It routes the right tickets to the right agents, ensuring your team focuses on high-priority cases while routine issues are resolved automatically.

- **Self-service solutions:** AI can guide customers to resolve common problems on their own by offering solutions based on historical data, knowledge bases, and past interactions—all before a human agent even steps in.

- **Proactive problem-solving:** AI can predict potential issues before they become major problems, offering preventive solutions based on trends and patterns in customer behavior. This allows you to address issues before they lead to customer dissatisfaction or churn.

- **Personalize support based on customer history:** AI can surface past interactions, purchases, and known issues so agents have full context when handling cases, making support feel more seamless and efficient. to highlight accounts that are ripe for expansion.

How AI finds upsell opportunities

INFO

Why this matters:

Faster response times:

AI-driven support means quicker resolutions for customers, improving overall satisfaction.

Less workload for agents:

By handling routine tasks, AI frees up human agents to focus on more complex, high-impact issues.

Increased efficiency:

Support teams can handle more tickets in less **time** without sacrificing quality or personalization.

AI-powered customer support will be the key to keeping customers happy, reducing churn, and boosting team efficiency.

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Strategy #9: Deploy AI agents as a force multiplier

One of the most transformative developments in the AI space in 2025 is agentic AI.

Agentic AI = autonomous, goal-driven AI agents that don't just respond to commands but take action, make decisions, and execute complex tasks with minimal human input. Unlike traditional automation or chatbots, these agents operate independently, analyzing data, predicting outcomes, and collaborating with other systems in real time.

For B2B organizations, agentic AI is the next frontier in go-to-market (GTM) strategies. It's not just about automating tasks, it's about orchestrating entire workflows, uncovering new opportunities, and personalizing customer engagement at scale. 83% of automation decision-makers in B2B expect to ramp up investments in AI agents over the next year.*

Forrester 2024 Automation Survey

What makes AI agents different?

We've moved beyond simple automation and AI assistants. Agentic AI operates autonomously, executing tasks and adapting to changing conditions without constant oversight. These agents don't just surface insights, they act on them. They can trigger workflows, interact with other AI systems, and continuously refine their approach based on new data.

Here's how AI has evolved:

Predictive AI → Analyzes past data to forecast trends (e.g., sales forecasting, churn prediction).

Generative AI → Creates new content, suggestions, or code (e.g., ChatGPT, MidJourney, GitHub Copilot).

Agentic AI (where we are now) → Acts independently to complete tasks, optimize workflows, and collaborate with other agents.

Aspect	AI Assistants (Reactive)	Co-Pilots (Collaborative)	AI Agents (Autonomous)
Interaction Style	Responds to user commands	Suggests and refines actions in real time	Acts proactively and executes tasks independently
Level of Autonomy	Low—requires direct input	Medium—assists but needs approval	High—makes decisions within set parameters
Typical Use Cases	Chatbots, Q&A, reminders	Coding/design assistance, workflow enhancements	Sales prospecting, automated trading, self-driving systems
Role of Human	Instructor—gives prompts	Collaborator—reviews and tweaks output	Supervisor—sets high-level goals but doesn't micromanage
Complexity of Tasks	Simple, well-defined	Intermediate to advanced in specialized areas	Complex, multi-step, continuously adapting

How they fit together

AI assistants are often the first point of contact for everyday queries and tasks. They're easy to integrate into consumer-facing products and simplify routine actions.

Co-pilots serve power users and professionals, supercharging efficiency in specific domains. They still rely on continuous input or approval from humans but can drastically reduce the burden of repetitive or detailed tasks.

Fully autonomous AI agents represent the most advanced stage, handling tasks that require ongoing adaptation and decision-making without human involvement (beyond setting initial goals or constraints).

How agentic AI is transforming B2B GTM

Precision Targeting and Personalization

Agentic AI has opened the door to hyper-personalized outreach. By analyzing intent data, firmographics, technographics, and behavioral signals, AI agents can pinpoint high-value accounts and tailor messaging with remarkable specificity. AI agents can also dynamically adapt content based on each prospect's unique context and timing.

Accelerated Decision-Making

Speed often determines who wins and who loses in a competitive market. AI agents will help revenue teams act faster by rapidly synthesizing data from multiple sources, highlighting the highest-priority accounts, and suggesting next steps. They'll cut down on hours of manual research and guesswork, so both Sales and Marketing can devote more energy to strategic engagement.

Always-On Engagement

Humans inevitably have downtime; people need breaks, vacations, and sleep. AI agents, on the other hand, never switch off. By monitoring signals and updating outreach 24/7, they ensure that critical prospects are nurtured at the exact moment they show interest. This continuous engagement model means you don't have to worry about leads slipping through the cracks or being ignored during off-hours. .

Cross-Functional Alignment

One of the biggest hurdles in B2B go-to-market efforts is unifying Sales, Marketing, RevOps and Customer Success under a shared vision. Agentic AI can act as a connective tissue across these departments, integrating data, insights, and recommended actions into a single framework. Instead of letting each function chase its own set of leads with disparate tactics, AI agents can execute on teams' behalf, enabling a coordinated playbook that aligns everyone's priorities.

The importance of the *Right* AI agents

Of course, not every AI agent is created equally. While AI agents offer powerful capabilities, they can also create chaos if they operate in a fragmented way, generating conflicting outputs and increasing organizational confusion.

Misalignment across Sales, Marketing, and Customer Success deepens if agents rely on siloed data or contradictory rules. Multiply this effect if each team is using different agents that don't share a unified source of data.

If the AI doesn't reveal its reasoning, the resulting "black box" can undermine user trust, and even put sensitive data at risk if security protocols aren't well-implemented. In B2B contexts, so-called AI "hallucinations" pose a particular threat. If an agent fabricates inaccurate information or makes misleading inferences, it can tarnish brand credibility and jeopardize deals.

To avoid these traps, companies should clean and unify their data, validate each product's real impact, and build an adoption roadmap that aligns all stakeholders behind the same goals and standards.
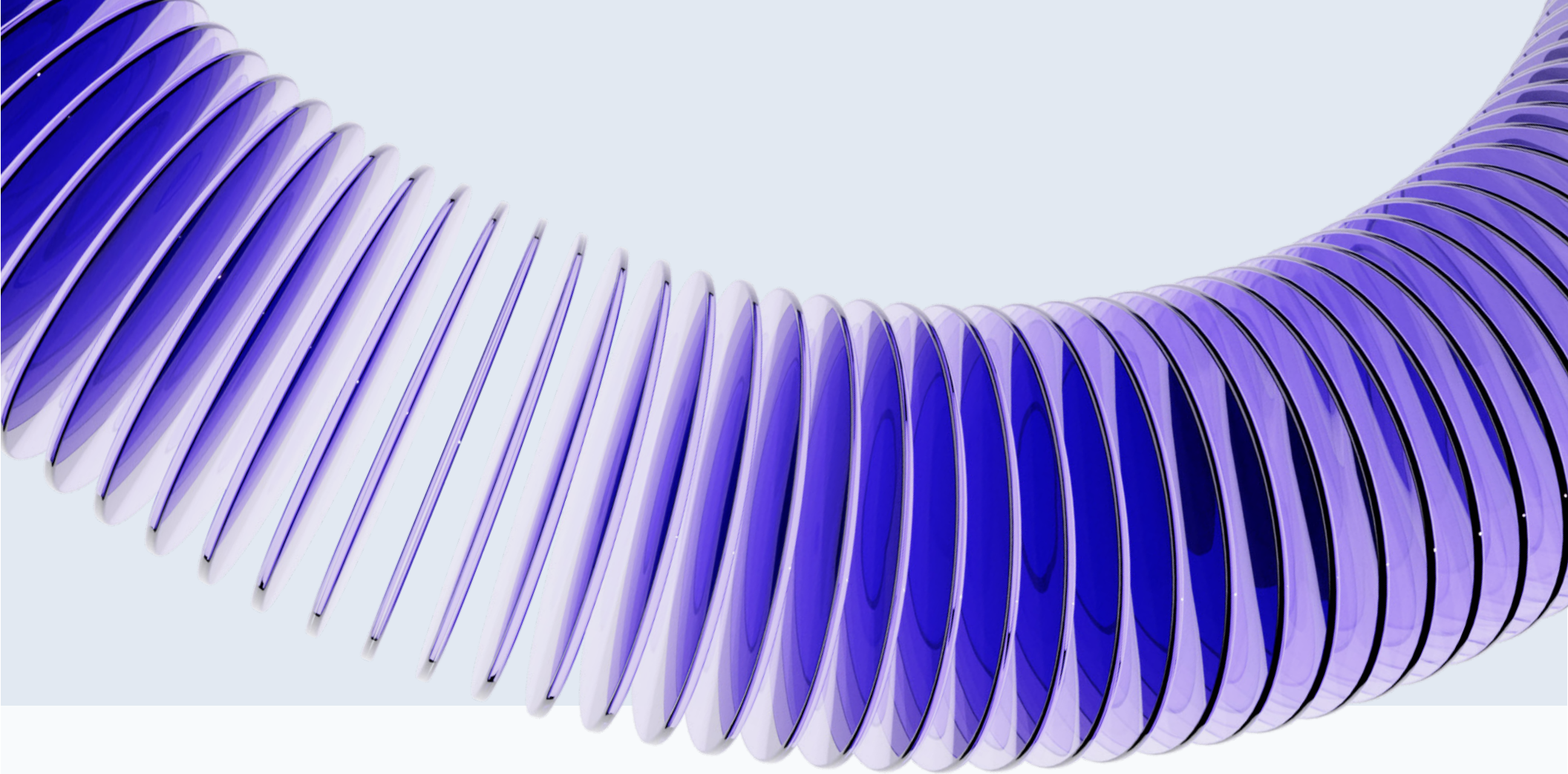
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AI won't fix bad strategies. It will expose them.

Bad AI is worse than no AI.

The wrong tools—disjointed, unreliable, and misaligned—don't streamline your business; they sabotage it. The businesses that thrive in 2025 won't be the ones that simply add more AI. They'll be the ones who deploy AI with surgical precision and strategic intent.

AI isn't the differentiator. How you wield it is.

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Demandbase is the leading account-based GTM platform for B2B enterprises to identify and target the right customers, at the right time, with the right message. With a unified view of intent data, AI-powered insights, and prescriptive actions, sales and marketing teams can seamlessly align and execute with confidence. Thousands of businesses depend on Demandbase to maximize revenue, minimize waste, and consolidate their data and technology stacks - all in one platform. For more information about how Demandbase can help you scale your GTM strategy, visit www.demandbase.com.