

The AI-first GTM Tech Stack

What is the AI-first GTM Tech Stack?

An application-agent hybrid architecture that enables:

- Automated, data-triggered plays
- Account/contact visibility without form-fills
- Agentic first-line sales and support
- Virtuous cycle messaging throughout GTM

Selection Methodology

Samples > exhaustive:

Logos are examples of the next wave of AI-first solutions

New entrants > incumbents:

Incumbents were exceptions; goal is to highlight new tools

Breadth > depth:

Vendors represent widest range of potential solutions

Primary placement:

Logo placement based on primary use case—multi-category companies are indicated by *

Transparency:

Battery portfolio companies are indicated by ◀

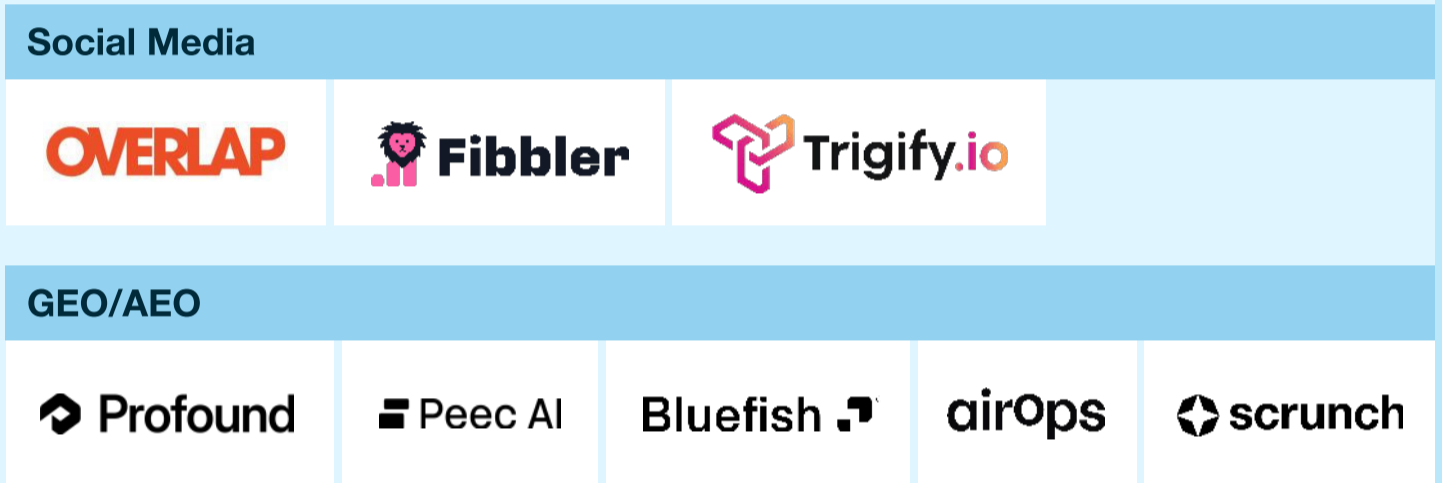
0. Revenue Operating System

These larger incumbents aim to expand from their initial single-category dominance to provide a comprehensive, AI-enabled revenue "operating system." Each vendor may have emerged from a different position of strength, but they all have function-wide ambitions.



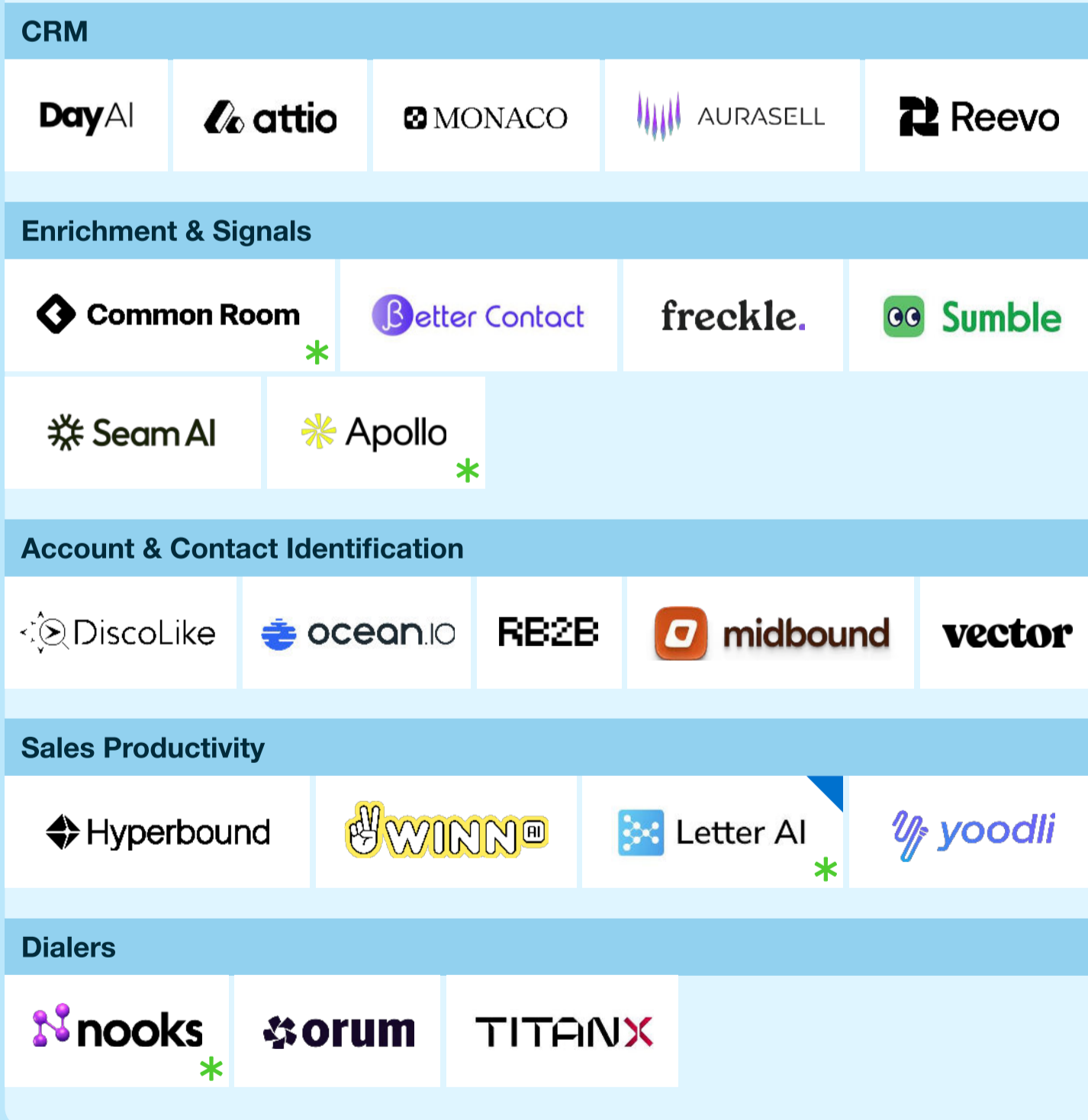
1. Discoverability

Innovation has transitioned from SEO tools to GEO/AEO products that not only help teams improve rank and visibility in LLMs, but also help generate the content needed to do so.



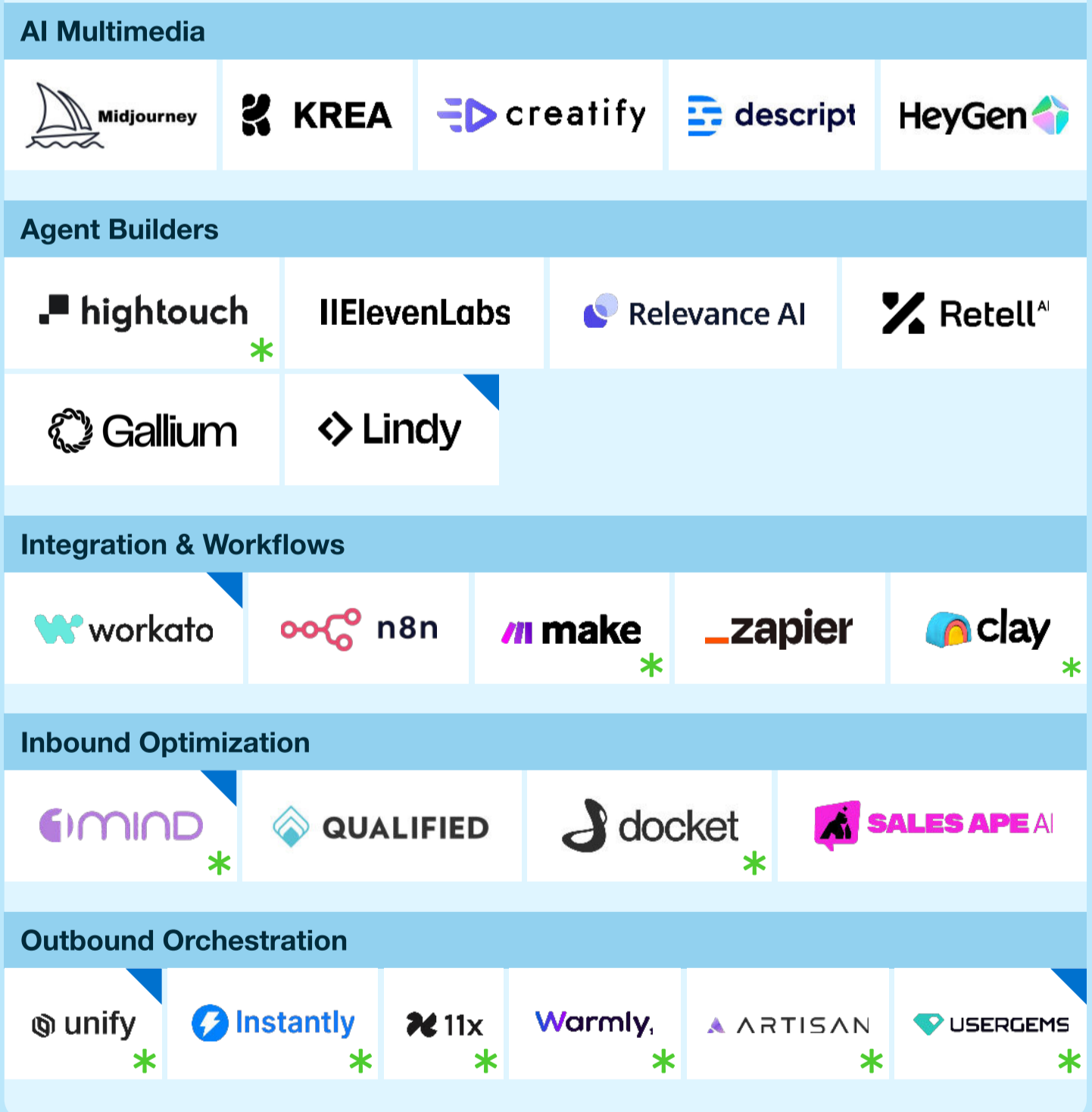
2. GTM Readiness

The underlying data and tooling foundation for AI-ready GTM teams, marked by self-updating, action-taking CRMs enriched with nuanced signals; account and contact identification that doesn't rely on form-fills; and AI-generated lessons and role-plays for sales training.



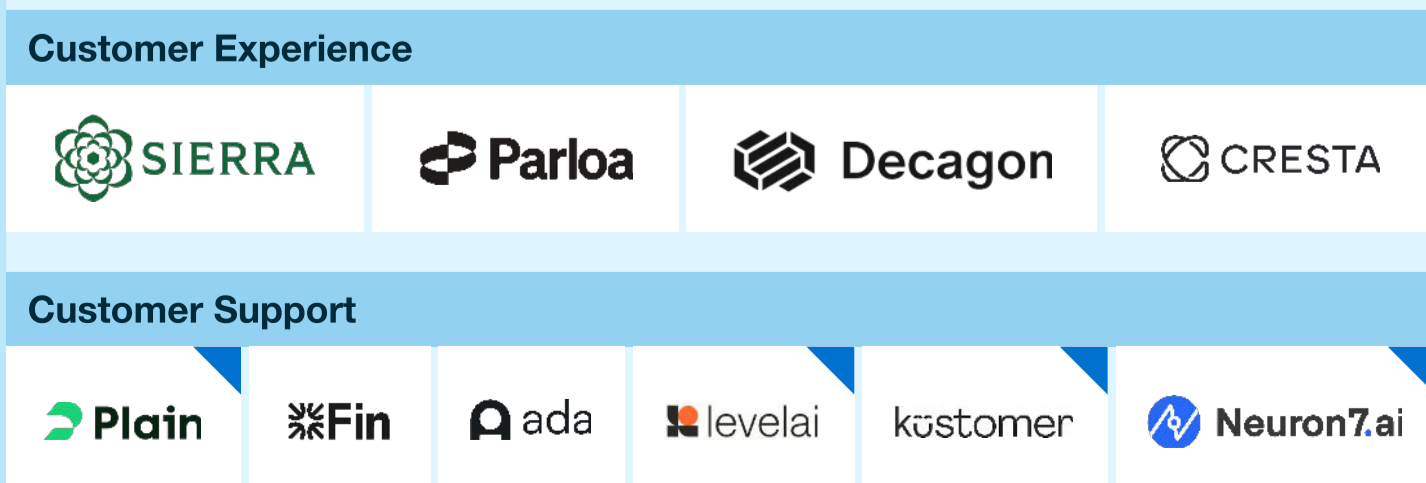
3. GTM Action

GTM innovation has been heavily concentrated in studio-quality AI content, highly orchestrated agentic in- and outbound prospecting and create-your-own AI worker solutions. The emergence of integrated workflow solutions that allow teams to automate hyper-targeted GTM plays is also a significant development.



4. Post-sales

AI's impact on GTM is not limited to pre-sales. Generative and agentic solutions also orchestrate a more cohesive post-sales experience that reduces support complexity, accelerates user productivity and augments human-delivered service.



5. Learning & Refinement

New entrants are breaking the binary constraints of attribution while closing the loop between what sales learns in customer calls and the messages marketing delivers to generate leads.

