

Rewriting the B2B Marketing playbook: How AI is redefining Marketing success

Executive summary

B2B marketing teams are in a tight spot. Pressure to fill the pipeline is greater than ever, even while budgets remain constrained. The traditional marketing funnel is beginning to break down, with buying cycles growing longer and more complex. The number of customer stakeholders participating in the decision process is increasing, and the customer decision process is becoming ever more fragmented.

At the same time, siloed data inhibits access to insights and slows processes, while tech stacks struggle to keep up with the demands of today's marketing needs. Content is often duplicated or hard to locate, and measurement is hampered by inconsistent attribution models. Limited budgets mean headcount growth has not scaled linearly with growth, leaving leaner teams to deliver more programs with fewer resources.

New AI tools offer a path forward. By unifying data, streamlining workflows, and enabling personalization at scale, AI can help marketing leaders respond to external pressures while overcoming internal constraints. Early adopters are already using AI to simplify reporting, reduce repetitive work, accelerate campaign execution, and deliver more strategic impact.

Glean is designed to help B2B marketers realize these benefits. By bringing together data from across the tech stack and providing actionable intelligence, Glean empowers teams to increase pipeline at a lower cost per lead, leverage customer insights more effectively, and scale content creation. It integrates with over 110 systems, with ready-to-deploy workflow agents, and it embeds governance and security into every interaction. Teams deploying Glean can drive measurable business impact and ROI, improving levels of customer engagement and increasing team productivity.

Engaging with AI transformation now is essential to keeping up with the competition. Marketing organizations that embrace AI today will be better positioned to deliver greater results and improved market share in the years to come.

Table of contents

How AI Is Addressing
Market Pressures in B2B

01

How Glean Improves
Today’s B2B Marketing

02

Ensuring the
Foundation for Success

03

Conclusion

04

How AI Is Addressing Market Pressures in B2B

Complex buying centers and processes

B2B marketing leaders operate in an increasingly difficult environment. Pipeline targets are rising, budgets are tightening, and every dollar is under scrutiny. At the same time, buyers are harder to reach, more fragmented in how they engage, and more demanding in what they expect. Within marketing organizations, limited headcount, fragmented systems, and growing complexity stretch resources thin and reduce organizational agility.

Fortunately, AI is transforming how B2B marketing teams operate and offers a new way forward. Instead of patching together manual workarounds across a fragmented stack, marketers can now unify data, automate routine tasks, and scale outreach in ways that were previously unachievable. The result is not just greater efficiency, but the ability to focus talent and budget on the initiatives that create the most impact.

The B2B buying process is becoming increasingly difficult to navigate. On average, 13 people within an organization are involved in the buying decision, with 89% of purchases involving two or more departments.¹ Most buyers describe the process as extremely complex, and with good reason. Multi-threading deals is more important than ever: win rates climb sharply when four or more contacts are engaged, and in larger deals, multi-threading can more than double the chance of success.² Yet engaging this many stakeholders requires coordination, insight, and rapid response at a scale that can be challenging for most marketing teams.

AI helps address these challenges by unifying fragmented data into a single source of truth and allowing marketing teams to better understand and address complex buying centers. AI-driven semantic search with data integration pulls insights from across platforms, creating a single, trustworthy view of accounts, buyers, and campaign performance.

Pipeline pressure and account-based marketing

Marketing has always been on the hook to deliver pipeline, but in today's economic environment, expectations are even greater. Targets are climbing while budgets remain flat or even shrink. Leaders are being asked to provide improved attribution to revenue, with less tolerance for general branding campaigns or providing general air cover. Further, there is demand not only for more pipeline but for higher-quality opportunities that convert faster.

Account-based marketing (ABM) has been embraced by B2B marketers, but executing true personalization across hundreds or even thousands of accounts can be a significant challenge. Marketers must align with their sales counterparts, research specific accounts or industries, and tailor content and outreach accordingly, all at scale. Manual workflows reduce flexibility and make it difficult to pivot quickly, while cross-functional approvals can delay campaigns and launches.

¹ Forrester (2024), [The State of Business Buying: Companies Still Struggle to Meet Buyer Expectations](#)

² Gong (2025), [Data Shows Top Reps Don't Just Sell – They Orchestrate \(with AI\) - Gong](#)

Growing complexity in the technology stack

AI helps extend ABM's reach by more quickly and easily surfacing insights about target accounts, tailoring content, and recommending the optimal next actions. Generative models can enable one-to-one engagement across hundreds of accounts without adding headcount, allowing teams to achieve greater levels of personalization at scale.

Many B2B marketing teams now manage sprawling technology environments spanning CRM platforms, marketing automation, analytics dashboards, content hubs, and project management tools. Each system plays its role, but collectively they create silos, often with duplicative data and multiple versions of the truth. Instead of accelerating work, the stack can slow it down, making simple questions—such as whether a campaign is on track or how an account is engaging—difficult to answer quickly or accurately.

AI allows teams to unify data across disparate systems, enabling them to better use the information from the existing tools in their stack. Of course, AI tools can create additional silos if they require duplicating existing knowledge sources. To truly unify knowledge requires connectors that draw on existing data in the places it already lives. AI performs at its best when it can leverage enterprise context, understanding where documents, data, and conversations live inside the organization and their relevance. By eliminating data silos, teams can act on current, complete information rather than struggling to reconcile conflicting data and reports.

Content discovery and reuse

B2B marketers generate vast amounts of content, but finding what already exists, let alone successfully repurposing it, is a persistent challenge. Teams often create duplicative assets because they can't locate the right version or don't trust whether a document is current. Teams can waste a tremendous amount of effort, with studies showing that content marketers spend up to 16% of their time searching for content when scaling production.³

AI can make content instantly searchable, tagging assets automatically and summarizing or adapting existing materials for new contexts. Making this capability functional requires foundational technologies to be in place, such as connectors, signals and anchors, and a knowledge graph mapping out the content and teams inside the company. When these stars have aligned, marketers no longer need to spend significant time searching for the right assets or, worse, recreating what already exists. This not only reduces unnecessary work but also ensures a more consistent brand voice across campaigns and customer touchpoints.

³ Content Marketing Institute (2024) [B2B Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2024](#)

Disconnected measurement

Measurement has long been a sticking point for marketing. Data lives in different systems and can be painful to reconcile. It's often difficult to get alignment on attribution models, leaving business leaders without a consistent view of marketing's influence on customer decisions, making it challenging to calculate marketing's ROI, and creating friction with sales and finance counterparts.

AI reduces the burden of reporting and attribution. No longer do marketers have to deal with the slow, unreliable process of dealing with data scattered across platforms. AI models reconcile conflicting inputs and provide real-time visibility into customer insights, campaign performance, and pipeline contribution. Instead of spending manual cycles updating spreadsheets, marketing leaders can pull information from multiple, disparate data sources in a single query, providing them a credible single source of truth. That means even non-technical marketers who are inexperienced in working with data can now execute data pulls and iterate through AI, using natural language.

Talent and productivity gap

For many marketing teams, headcount has not kept pace with demands. Marketing organizations are being asked to deliver more programs with fewer resources. As expectations expand – from lead generation to brand awareness, events, sales enablement, and customer advocacy – marketers often find themselves stretched across multiple priorities. This leaves teams burned out and overstretched, and less able to focus on important organizational priorities.

AI helps alleviate this burden by freeing up marketers from repetitive, low-value work. Tasks like drafting content, preparing reports, and creating meeting summaries can all be handled quickly and easily. This allows teams to spend more of their time on strategic initiatives, better understanding and addressing customer needs, and developing new and innovative ways to get to market.

The implications are clear: B2B marketers are navigating tighter budgets, more complex buying groups, pipeline pressures, and increased demands on their time. Meeting these pressures requires new ways of working, with better access to insights, more coordinated engagement, and scalable personalization. AI is reshaping the marketing workbench into a more intelligent, connected environment whereby teams can deliver greater levels of creativity, prove strategic impact, and ultimately drive greater levels of growth. By reducing friction across workflows and enabling personalization at scale, AI offers a way for marketing to keep pace with today's demands while delivering stronger levels of business impact.

How Glean Improves Today's B2B Marketing

Glean helps B2B marketing departments increase pipeline while lowering CPL, provide personalized support for key deals, and find everything they need in seconds. By moving faster with better insights, marketing teams can generate more pipeline and win market share. For B2B marketing teams under pressure to deliver more with less, Glean provides a measurable way to improve pipeline, productivity, and performance.

Increase pipeline while lowering cost per lead

With Glean, marketers can generate personalized account content and A/B test variants using unified intelligence drawn from across the stack. This enables teams to launch campaigns faster, scale with greater levels of precision, and drive higher conversion rates. Teams adopting Glean have reported up to 20% higher campaign velocity and 50% faster content creation.

Better leverage customer insights

In competitive sales opportunities, access to the right insights at the right points of the process can be the difference between success and failure. Glean searches across CRM, email, support tickets, survey tools, and competitive intelligence systems to surface key details instantly. Instead of struggling and failing to find the key intelligence they need, marketers get a single, trusted view that provides insights into customer requirements and deal details.

Scale content creation

Content sprawl is one of marketing's hidden costs. Glean's semantic search and generative AI capabilities help teams locate, adapt, and repurpose existing assets instead of recreating them. Automated tagging, summarization, and variant generation reduce cycle times for launches, events, and campaigns by as much as 60%.

Integrate seamlessly across the tech stack

Glean connects to more than 110 systems, including Salesforce, Asana, Slack, and Jira. Additional connectors can be added using custom integrations. Instead of becoming another silo, Glean works across the existing marketing tech stack to unify intelligence and surface insights across the tools marketers already use every day.

Accelerate value with built-in agents

With Glean, it's easy to design and deploy AI agents to perform tasks like automating workflows and generating content. Leverage a quickstart template, use natural language to build an agent, or create one from scratch using the no-code builder. From preparing campaign briefs to automating approvals, Glean agents can reduce manual workload and let teams realize value from day one.

Protect trust
with governance
and security

Businesses cannot afford to trade speed for risk. Glean includes real-time permissions, citation of AI outputs, and built-in privacy controls. It protects sensitive data while providing users with full transparency into where insights originate.

Achieve adoption and
measurable impact

Even the best technology fails without adoption. Glean’s intuitive workflows and embedded governance features, including real-time permissions and privacy controls, help drive user adoption, with customers having achieved adoption rates as high as 92%. Customers report saving up to 10 hours per marketer each month, while simultaneously improving customer lifetime value, ROI, campaign performance, and engagement rates.

Glean improves more than productivity. It helps B2B marketing teams increase pipeline, personalize engagement at scale, and pull relevant insights across complex technology stacks. By surfacing the right insights at the right time, it reduces wasted effort and accelerates execution. The result is the ability to increase marketing teams’ impact and drive greater levels of growth.

Ensuring the Foundation for Success

AI offers powerful advantages for marketing organizations, but deploying it successfully depends on laying the appropriate groundwork. Without a clear business case, the right integration strategy, and strong alignment across stakeholders, even the most advanced tools can underdeliver. Teams that invest in the right foundation are better positioned to drive adoption, build trust, and achieve sustainable results.

Building the AI-driven marketing org

Framework: Key marketing functions to evaluate for AI implementation



Build the business case and roadmap

The first step is to understand where and how AI can create the most impact. Start by performing an audit of your marketing processes, systems, and workflows to identify gaps and areas of opportunity. Each marketing team and go-to-market function is different, so you will need to tailor the scan to your specific needs, but most teams will need to look across areas including campaign execution, content development and management, branding, sales enablement, and reporting. Mapping those opportunities against strategic priorities will provide the basis for a roadmap and establish the value proposition required to build your business case.

Pilot and measure

Attempting to boil the ocean from day one can be a recipe for failure. Rolling out tools without appropriate training or buy-in can create confusion or resistance. Marketers should place initial focus on targeted efforts in high-impact areas such as ABM, competitive intelligence, or content management that will demonstrate value, build momentum, and provide lessons to guide broader adoption. Follow up these initial use cases with broader adoption, prove out results incrementally, and expand AI's footprint in a measured, systematic way.

Agree upon and measure key metrics

To sustain adoption, leaders must align upfront on what success looks like. Metrics such as pipeline velocity, cost per lead, campaign efficiency, and marketer productivity provide tangible proof points. Establishing consistent KPIs also ensures cross-functional buy-in from key stakeholders such as sales, finance, and executive leadership.

Develop an integration strategy

AI delivers the greatest value when it connects seamlessly to the systems marketers already use. Any AI solution must integrate seamlessly with CRM, marketing automation, content hubs, and analytics platforms, while enforcing strict role-based access and maintaining auditability.

The integration strategy should cover permissions and governance, ensuring that sensitive data is protected while enabling broad adoption.

The foundation for AI success in B2B marketing organizations rests on laying out clear goals; taking a measured, stepwise approach; establishing key metrics; and developing a clear integration strategy. With these elements in place, marketers can move confidently to organization-wide adoption – realizing better performance, improved productivity, and lower costs.

Conclusion

B2B marketing leaders face rising targets, shrinking budgets, and increasingly complex buying journeys. Traditional funnels are increasingly irrelevant, and complex marketing technology stacks pose a challenge. Today's marketers are struggling to manage their content and asset libraries, provide personalization at scale, and show a clear ROI for their efforts.

AI provides a better path forward. By unifying data, automating routine work, and delivering real-time insights, AI helps marketers do more with less while strengthening their strategic role in the business.

Glean is built for this shift. With over 110 connectors, powerful agent capabilities, and embedded security and governance, Glean enables teams to increase pipeline, lower cost per lead, and find actionable intelligence in seconds. Customers report faster campaigns, reduced manual work, and measurable ROI gains.

The future of B2B marketing belongs to teams that adapt to the new reality. By adopting AI tools like Glean, marketing leaders can generate more pipeline, accelerate operations, and help their teams do more with less in a demanding business environment.

To see how Glean can empower your marketing team, [request a demo](#) today.