Voice of the Revenue Creator

150 RESPONDENTS
REVENUE LEADERS · FOUNDERS · REVOPS · MARKETING
MAY 2026

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Introduction

Revenue teams are entering a new phase of AI adoption. The conversation is moving beyond experimentation and productivity hacks to a more practical question: how does AI actually change the way teams operate and make decisions? Leaders are realizing that more activity with AI doesn't necessarily mean more progress.

RevGenius partnered with Boundless Markets on this study to understand how revenue leaders see these changes unfolding. What we heard repeatedly is that several forces are colliding: deeper personalization, increasing automation, and a growing need for higher-quality decisions.

This report captures what leaders believe will matter going forward, and where they see the biggest shifts coming in how modern go-to-market teams operate.

Methodology

The findings are based on 150 responses from revenue leaders, founders, RevOps and Marketing professionals, and founders across industries and company sizes.

Our research combined survey questions with self-guided interviews, which allowed participants to share their perspectives in their own words.

In addition to survey results, we analyzed the verbatim responses, and used AI research tools to identify - and quantify key themes. This approach turns interviews into quantifiable findings. Respondents were given their choice of whether or not to include their job titles and company names when they were quoted.

150+
US respondents across industries and company sizes

2
Research methods - survey + self-guided interview

Director+
Seniority level of all respondents

The Activity Trap

Something strange is happening in revenue organizations. AI adoption is accelerating. Outreach volumes are up. Signal data is everywhere. Teams are moving faster but not necessarily getting smarter.

This is not a problem with AI per se. It is a decision problem. The tools available to revenue teams in 2026 are genuinely powerful. But power without discipline creates new ways to fail at scale. Generic outreach becomes generic AI-assisted outreach. Shallow research gets automated. Dashboards fill up with signals nobody acts on.

The leaders in this study are not pessimistic about AI. Nearly three in four expect it to function as a co-pilot, embedded in workflows and improving execution. But almost half of those same leaders worry that AI will create more opportunities for failure and laziness, not fewer. That is not a contradiction. It is an accurate description of what happens when powerful tools get deployed without clear decision logic.

72%
AI will act as a co-pilot in GTM by 2026

47%
Believe AI creates more opportunities for failure and laziness

Whether AI belongs in revenue organizations is settled. The question is what separates teams that use it to make better decisions from teams that use it to make more activity. The data points to a consistent answer: signal interpretation, systems design, and organizational discipline. Not just tool adoption.

WORTH ASKING YOUR TEAM

- What is your team's current definition of a meaningful signal — and does everyone share the same one?
- If AI creates more opportunities for failure at scale, what guardrails does your organization have in place?

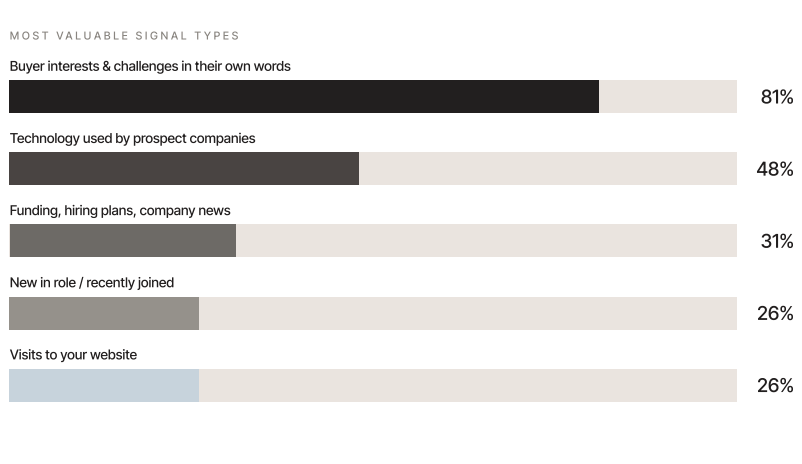
> "The real value for me isn't content generation; it's accelerating clarity and improving the quality of decisions."
>
> VIVIAN TOLEDO AUGUSTO — FOUNDER, POWERHOUSE CONSULTING GROUP

The Signal Gap

Revenue teams have plenty of signals about prospects and customers: engagement metrics, meeting activity, CRM updates, content consumption, tech stack intelligence. All of it is more accessible and more abundant than ever before. The leaders in this study are not asking for more signals. They are asking for a way to interpret and act on the ones they already have.

When asked which signals would be most valuable to their sales teams, 81% selected interests, challenges, and priorities expressed in buyers' own words. That response outpaced every traditional signal by a significant margin. The message is consistent: leaders want to know what buyers actually care about.

MOST VALUABLE SIGNAL TYPES



> "Data will tell you what is happening and why it is happening, but intuition will decide what to do next. The best revenue leaders will treat data as the foundation and intuition as the accelerator."
>
> D'ANDRE CRUMP — VP, REVENUE ENABLEMENT & CLIENT STRATEGY, REVLOGIC

The Signal Gap

The teams closing this gap share a common approach. They have stopped optimizing for signal volume and started building infrastructure to convert signals into interpretable patterns.

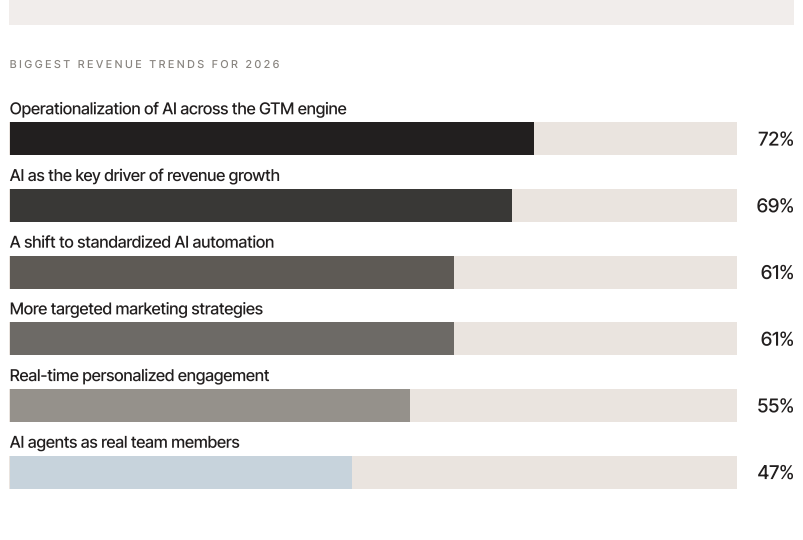
- They define what a meaningful buying signal actually looks like.
- They set thresholds for when a signal should change behavior.
- They route buyer language from conversations into places where it can influence messaging, qualification, and strategy.

These are not technology issues. They are operational ones.

WORTH ASKING YOUR TEAM

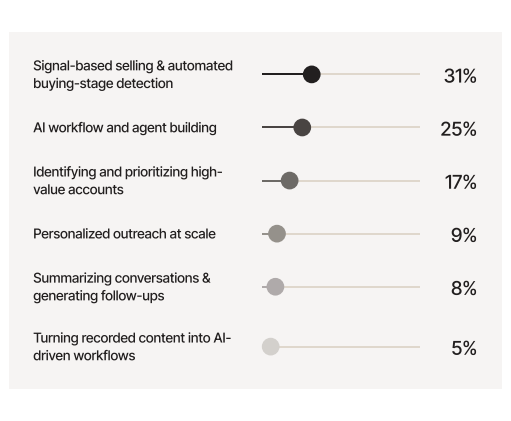
→ Are the verbal signals your team hears from buyers structured, tagged, and routed into CRM or sales workflows?
→ If so, is there a standard operating procedure?
→ Does your organization rely on summaries of conversations, or does it identify patterns across many buyer interactions?
→ Which signals in your organization actually change behavior versus just appearing on dashboards?

BIGGEST REVENUE TRENDS FOR 2026



AI CAPABILITIES WITH BIGGEST POSITIVE IMPACT (2026)

Which AI-powered capabilities will have the biggest positive impact for GTM teams in 2026?

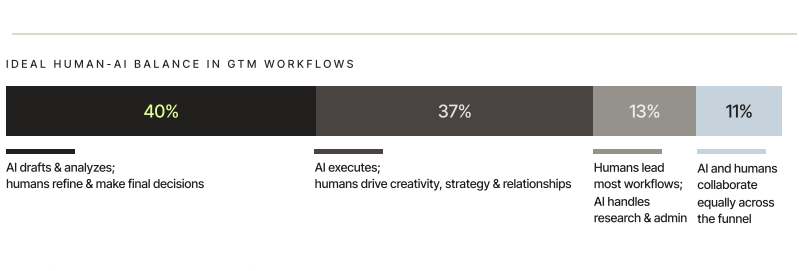


56% signal & agent AI - top two combined

Leaders want AI to surface the right information at the right moment so humans can make better decisions.

Signal-based selling and agent building command more than half of all responses. Surface-level tasks; outreach, summarization, rank at the bottom.

IDEAL HUMAN-AI BALANCE IN GTM WORKFLOWS



77% of leaders see a clear division of labor: AI handles the mechanical work, humans own the decisions. In no scenario does a majority want AI making decisions without human review.

Where AI Is and Isn't Working

Leaders in this study believe that AI has demonstrably improved speed, volume, and execution across most teams. For example, organizations that were spray-and-praying before AI now spray-and-pray faster and at greater scale. However, judgment, deal strategy and prioritization have not improved. What has improved is the rate at which teams execute decisions that may or may not have been the right ones. That is a meaningful distinction.

WORTH ASKING YOUR TEAM

→ Where has AI made your team faster but not demonstrably better at the decisions that matter?
→ What decisions do you explicitly not let AI influence, and why?
→ What guardrails exist to prevent AI from amplifying weak signals or bad processes?

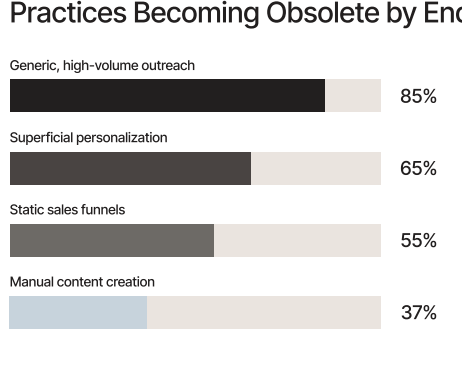
The Human Role Is Moving Upstream

Leaders are not describing a future where AI executes and humans supervise. They are describing a future where AI handles the mechanical work. Drafting. Analyzing. Summarizing. Routing. Humans are responsible for the decisions that require context, relationship, and judgment.

The value individual contributors bring is shifting from the amount of output to smart judgement calls. The rep who can read context, synthesize signals, and adapt strategy in real time will outperform the rep who relies on AI to tell them what to do. AI raises the floor. It also raises the ceiling for those who already know how to think.

> "We're going to constantly look for those human-in-the-loop moments, where you need someone to be creative and you need someone to interpret context quickly."
>
> MALCOLM J. SMITH — HEAD OF GLOBAL BUSINESS DEVELOPMENT, CENTRICAL

Practices Becoming Obsolete by End of 2026



85% of respondents believe generic outreach is already failing

When buyers can tell the difference between genuinely personalized outreach and a mail-merged sequence with a first name and a company logo, the volume playbook stops working. For many buyers, it is already true.

The Heroics Problem
Some leaders pointed to hero-based selling as one of the first things to go. Organizations that rely on a small number of exceptional reps to carry pipeline produce results, but they are fragile. They do not scale. When those reps leave, the playbook goes with them.

High-performing organizations are shifting from heroics to infrastructure. Systems and workflows that make good judgment repeatable rather than dependent on individual talent. The best reps do not become less important. Their judgment gets codified into the system rather than living only in their heads.

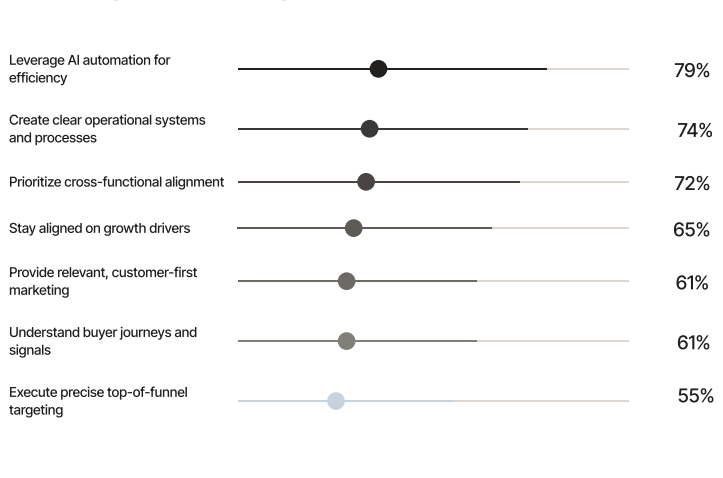
The CRM That Doesn't Think
CRM systems still functioning primarily as data dumps drew consistent frustration. Leaders described systems that require manual input after key sales stages and return nothing useful in exchange.

The expectation going forward is that a CRM should actively surface signals, guide next actions, and shape how reps engage. Not just store a record of what already happened.

This is not necessarily about replacing existing CRMs. It is about changing what they are expected to do. Organizations still running their CRM as a reporting tool will find themselves at a structural disadvantage as competitors build systems that route intelligence rather than just capture it.

> "CRM systems and how they're used today by sellers is antiquated."
>
> Amy Green — VP of Sales & Marketing, Cirrus Insight

What High-Performing Teams Do Differently



79%
AI automation + operational systems

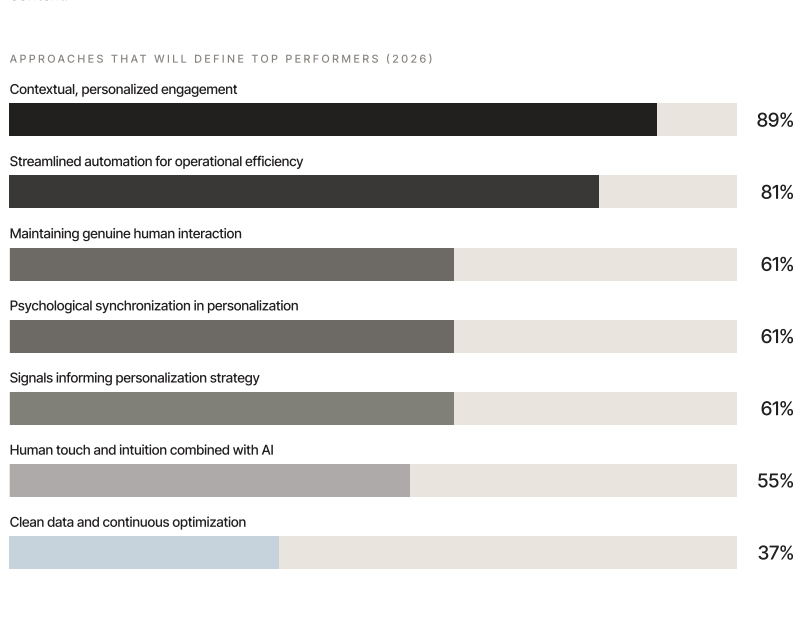
The differentiators are operational, not technological. Clearer systems. Stronger alignment. A consistent ability to separate meaningful signals from noise.

Change management will be the new GTM superpower.

The Personalization Shift

One of the most consistent findings in this study: personalization has stopped being a copy problem. It is now an insight problem. Leaders broadly rejected surface-level personalization — the first-name merge, the company name inserted, the generic pain point. What they want is personalization rooted in actual buyer context.

APPROACHES THAT WILL DEFINE TOP PERFORMERS (2026)



> "The future of GTM is less about volume and more about precision. AI that improves focus and timing will reshape how teams engage buyers."
>
> JOHN ALLISON — CMO, CETO

What High Performers Do Differently

The Event Opportunity

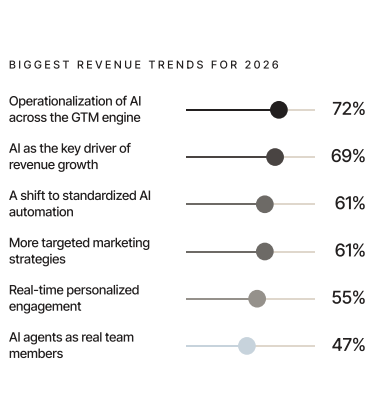
62% of leaders said online events will be very or extremely important to their companies in 2026. That number makes sense.

The more AI saturates outreach, the more valuable live interactions become. But the more relevant insight is what happens after events. Most post-event follow-up still relies on guesswork about what attendees actually cared about.

Leaders who treat events as a genuine revenue driver are building systems to capture what attendees say and think, not just who registered and who attended. Events are one of the few places where buyer intent in their own words is explicitly available. The gap is in capturing and using it.

62%
say Online and In-Person Events Very or Extremely Important in 2026

BIGGEST REVENUE TRENDS FOR 2026



RevOps as Insight Engineering

Revenue Operations is being redesigned as a systems engineering function. The version built around process adherence, data hygiene, and reporting is giving way to something fundamentally different: building the infrastructure that determines how well signals flow, how decisions get made, and how judgment becomes repeatable across an entire team.

This change is about what the function is expected to produce, not about job titles or org charts. Roles centered on list building, manual research, initial outreach, and CRM updates are being absorbed by automation. Roles centered on decision logic, signal architecture, and cross-functional coordination are becoming even more critical.

What High Performers Do Differently

Infrastructure Over Heroics

The quality of the system may soon outweigh the quality of individual contributors. A team with average reps and well-designed infrastructure can consistently outperform a team with exceptional reps operating in a fragmented system.

Consider the power of:

- Clear signal definitions
- Automated routing
- Shared context
- Decision logic embedded in workflows

These are the building blocks of repeatable performance.

Not every leader in this study would go that far. But the consensus is clear: competitive advantage is shifting from individual performance to organizational design. The teams investing in that design now are building something that compounds over time.

The AI-Amplified Operator

AI does not impact revenue professionals equally. Many leaders interviewed made this point. The individual who combines domain expertise, strong judgment, and effective use of AI tools will see their productivity and impact increase dramatically. The individual who uses AI as a substitute for thinking will see only marginal gains. They will also find themselves increasingly exposed as the bar for interpretation quality rises.

The training investments that matter most going forward are not about tool adoption. They are about:

- Developing judgement
- Teaching teams how to interpret signals, distinguish meaningful patterns from noise, and make decisions under uncertainty

Most organizations have not caught up to this yet.

> "Revenue doesn't come from one team or one tactic. It comes from how well the entire go-to-market engine works together."
>
> HEATHER DAVIS LAM — FOUNDER & CEO, REVENUE OPS LLC

What High Performers Do Differently

"If people rely on AI to do the thinking for them, they'll lose the ability to really understand the customer."
Carmela Fortin — CEO & CMO, Seattle Startup Coaches / The AI Marketing Coach Podcast

The AI-amplified operator is the competitive advantage of 2026. Not the one who uses the most tools, but the one who uses judgment most effectively alongside them.

WORTH ASKING YOUR TEAM

→ Where does your current system rely too heavily on tribal knowledge instead of documented logic?
→ What insights are trapped in individual tools rather than flowing across your GTM system?
→ Is your enablement investment teaching reps to think with signals — or just react to them?

The AI-amplified operator is not a future archetype. The conditions already exist. The teams that recognize this and invest in judgment development alongside tool adoption will build a durable structural advantage.

Most organizations have not caught up to this yet. The training investments that matter most going forward are not about tool adoption. They are about developing judgment and teaching teams how to interpret signals, distinguish meaningful patterns from noise, and make decisions under uncertainty.

> "The winners won't be those who talk to the most prospects. They'll be those who systematically capture and act on buyer context across every touchpoint."
>
> Horacio Rilo — Founder, Boop.me

Favorite AI and GTM Tools

MOST-USED AI & GTM TOOLS (% OF RESPONDENTS)

CHATGPT
61%
OF RESPONDENTS

CLAUDE
55%
OF RESPONDENTS

APOLLO
47%
OF RESPONDENTS

CLAY
46%
OF RESPONDENTS

ChatGPT and Claude lead by number of mentions, and are used primarily as thinking partners for sense-making, positioning, and analytical clarity rather than content generation.

Apollo and Clay follow as prospecting and enrichment tools, valued for their ability to bring signal out of data rather than add to it. See the appendix for a comprehensive list of tools preferred by participants in this study.

Where the Interest Is

When asked which tools look promising but have not yet been adopted, leaders pointed to five categories: lead data and enrichment, outbound automation, content creation, revenue intelligence and buyer signals, and analytics.

The tools generating the most interest are designed to convert raw information into usable intelligence; Common Room for buyer signal interpretation, Clay for enrichment, PhantomBuster for outbound automation.

Favorite AI and GTM Tools

When asked which tools look promising but have not yet been adopted, leaders pointed to five categories: lead data and enrichment, outbound automation, content creation, revenue intelligence and buyer signals, and analytics.

Each maps directly to the priorities surfaced throughout this report. The tools generating the most interest are designed to convert raw information into usable intelligence. For example:

- Common Room for buyer signal interpretation
- Clay for data enrichment and prospect intelligence
- PhantomBuster for outbound automation

The pattern is consistent. Leaders are not looking for more data. They are looking for more effective playbooks and automation to make them happen.

When asked about their favorite AI and GTM tools, leaders converged on a single theme: the tools they value most reduce noise and improve decision quality. Not the most powerful. The clearest.

ChatGPT and Claude lead by number of mentions, and are used primarily as thinking partners for sense-making, positioning, and analytical clarity rather than content generation. Apollo and Clay follow as prospecting and enrichment tools, valued for their ability to bring signal out of data rather than add to it.

WORTH ASKING YOUR TEAM

→ Which tools in your current stack are generating activity — versus generating clarity?
→ What would it look like if your tooling investment was optimized for decision quality rather than execution speed?

CONCLUSION

The Shift Is Structural

The clearest signal in this research is not about any specific tool or tactic. It is about where revenue advantage is coming from. The edge is moving from individual execution to organizational design. From the rep who works the hardest to the team that has built the most coherent system for turning signals into decisions.

AI accelerates this shift by making execution increasingly commoditized. When any team can generate outreach at scale, personalize at the surface level, and automate the administrative work, those capabilities stop being differentiators. What differentiates teams - and leaders- is the quality of interpretation and developing the organizational discipline to act on insight consistently.

The leaders in this study are not waiting for the technology to mature. They are redesigning how their teams think.

The tools, tactics, and outreach playbooks that defined the last decade are not disappearing overnight. But their half-life is shortening. The leaders who will still be winning in three years are not the ones who adopted AI fastest. They are the ones who used it to think more clearly — and built organizations that could do the same.

The question is not whether your team will use AI. It is whether your team will use it to get smarter, or just to get louder.

ABOUT THE AUTHORS

RevGenius
A community of 60,000+ revenue professionals. RevGenius connects sellers, marketers, and operators across industries to share playbooks, data, and ideas.

BOUNDLESS MARKETS
Boundless Markets is a B2B growth firm that provides unique buyer insights and content that fuels sales and marketing. We have accelerated growth for companies acquired for a combined $2 billion.

> "The winners won't be those who talk to the most prospects. They'll be those who systematically capture and act on buyer context across every touchpoint."
> - Horacio Rilo, Founder, Boop.me

APPENDIX 1

Quotes We Love

"The same prompts across multiple platforms yield different results. Using them together unlocks unlimited potential."
AMBER BOGIE — FOUNDER, AMBER BOGIE MARKETING

"The big shift will be the end of sloppy, hype-driven AI and the rise of disciplined, data-governed AI engines."
ASHLEIGH BILODEAUX — GTM AI ENGINEER, ZOOM

"By the end of 2026, I believe the massive revenue shift will be the move toward 'Agentic AI' or 'Service-as-Software.' This means we will stop selling tools to humans and start selling the outcome of the work itself."
VARA IMANDI — PARTNER SALES LEADER, AMERICAS, SALESFORCE

"We're going to constantly look for those HIL, human-in-the-loop moments, where you need someone to be creative and you need someone to interpret context quickly."
MALCOLM J. SMITH — HEAD OF GLOBAL BUSINESS DEVELOPMENT, CENTRICAL

"I believe we are living in the explosion of AI tools, and the consolidation and streamlining will happen in 2026."
KATHERINE LEHMAN — FRACTIONAL CMO, FOUNDER, KT CREATIVITY

"In the age of data, true cold calls are not acceptable."
NATHAN WILLIAMS — HEAD OF REVOPS, LEAPXPERT

"2026 will be the year GTM becomes fully dynamic."
LEILA ERGUL DEMIR — FOUNDER, PARTNER UP

"With limited resources, what used to take weeks is now taking hours and minutes."
ANDREW FOX — FOUNDER & CEO, FOXY DIGITAL

"We aren't going to live out of multiple interfaces in the future. There will just be one interface to control all of go-to-market."
AARON MCREYNOLDS — CO-FOUNDER & CEO, ALYSIO

"The ultimate GTM team welcomes a new contributing team member, the AI agent."
NANCY CHOU — PRINCIPAL / FRACTIONAL CMO, NANCY CHOU MARKETING CONSULTANTS

"In 2026 the biggest shift in revenue creation will be the rise of fully autonomous GTM systems."
PANKAJ KUMAR — DIRECTOR OF GTM, DEVCOMMX

Quotes We Love

"CRM systems and how they're used today by sellers is antiquated."
AMY GREEN — VP OF SALES & MARKETING, CIRRUS INSIGHT

"I don't see intuition going away. I do see it surviving as what it should be in the first place: an experienced, well-informed hypothesis engine."
WARREN GIVENS

"The level of deep data that you can collect now on intent signals and just what you could collect before you even have a discovery call is immense… but you also have to keep your ears open and continue listening throughout that cycle, because things can change in a flash."
KAREN SAGE — CMO, LOCALLY

"Leadership needs to quickly adapt to managing leaner teams that are comprised of both humans and AI agents, which is an entirely new challenge for most of us."
CHRISTINE CARLSON — HEAD OF CONTENT MARKETING, KAIPOD LEARNING

"Enterprise buyers still rely heavily on trust, and that cannot be automated."
RUDY RICCI — VP OF SALES, BINALYZE

"Volume no longer equals velocity. AI will make 'activity' cheap but relevance rare."
HASSAN IRSHAD — HEAD OF REVENUE OPERATIONS, UNIFY

"Grow fast, but only inside guardrails that protect buyers, brands, and inboxes."
MUSTAFA SAEED — CO-FOUNDER & CEO, LUELLA.AI

"Revenue doesn't come from one team or one tactic. It comes from how well the entire go-to-market engine works together."
HEATHER DAVIS LAM — FOUNDER & CEO, REVENUE OPS LLC

"The winners…won't be those who talk to the most prospects, they'll be those who systematically capture and act on buyer context across every touchpoint."
HORACIO RILO — FOUNDER, BOOP.ME

"AI-driven GTM automation will become the biggest revenue accelerator in 2026."
NIDA ATEEQ — FOUNDER & CMO, ANAGAR MEDIA

Quotes We Love

"The AI wave has created too many half baked products and lazy research."
CHRIS BLACK — FOUNDER, SEANCE

"Quick responses from LLMs will serve as the basis for decision frameworks."
KUMAIL MUKADAM — HEAD OF REVOPS, CONDUCTOR

"Human intuition is the real touch that drives outreach, wrapping around the data-driven research that gives the reason (for outreach)."
BEN BARTOLONE — FRACTIONAL GTM LEADER, OUTBOUND GROWTH PARTNERS

"Companies that rely on AI exclusively to make decisions will fall behind companies that utilize AI for insight and analysis combined with human decision making."
JOSH LAUGHTLAND — SENIOR SEO CONSULTANT, JTREE SEO

"Speaking from authentic, lived pain will be the biggest differentiator IMHO."
MANUEL HARNISCH — FRACTIONAL CCO, TOPSERV FRACTIONAL

"Personalization in its truest sense will win out."
GABE MCELWAINE — SALES DIRECTOR, I-GENIE.AI

"The future of revenue is data-powered intuition."
SUMIT NAUTIYAL — VP, GTM & REVOPS LEADER, DEVCOMMX

"The key will be to run an interconnected GTM process across a fast moving field of specialized tools."
CHRISTIAN WETTRE — EVP AND GENERAL MANAGER, NORTH AMERICA, TCP

"(High performing teams) have to contend with a shifting landscape of buyer behavior. Buyers are going to continue to come prepared with a lot more intel than they used to."
MARC SIRKIN — MARC SIRKIN CONSULTING

"AI will run the precision, and humans will run the connection."
CARMELA FORTIN — CEO & CMO, SEATTLE STARTUP COACHES / THE AI MARKETING COACH PODCAST

"The must-have tools are the ones that make the work easier (not louder)."
RACHEL SQUIRE — CEO, MOBI SOLUTIONS

APPENDIX 2

A Practical Worksheet for Revenue Leaders

A Quick Self-Assessment for Revenue Leaders — Use this worksheet to assess how effectively your organization turns signals into insight and action.

1. SIGNALS → DECISIONS
Check the statements that are true for your organization
☐ Our team can point to specific signals that changed how we handled a deal
☐ We have clear criteria for which signals matter and which don't
☐ Signals trigger specific actions or plays, not just awareness
☐ Our team understands how quickly signals lose relevance
☐ We have intentionally ignored certain signal types

What signals most often influence your sales strategy? Which signals generate activity but rarely change decisions?

2. CUSTOMER VOICE
Check the statements that are true
☐ Buyer language from calls or meetings is captured consistently
☐ Customer insights are structured and searchable
☐ Patterns across multiple conversations are shared internally
☐ Insights from one deal inform future deals
☐ Customer language influences messaging or content

Where does buyer language actually live in your organization today?

3. AI & AUTOMATION
Check what applies
☐ AI clearly improves speed and productivity
☐ We understand how AI prioritizes leads or accounts
☐ Humans still determine which signals actually matter
☐ Guardrails prevent automation from acting on weak signals
☐ AI insights are interpreted rather than blindly accepted

Where has AI made your team faster but not necessarily smarter?

4. JUDGMENT & SALES SKILL
Check what applies
☐ Top performers can articulate what signals they notice early
☐ Signal interpretation is actively coached
☐ New reps learn how to distinguish meaningful signals from noise
☐ Insight-driven behaviors are rewarded in performance metrics
☐ Judgment is embedded in systems or processes

What do your best reps consistently notice before others?

A Practical Worksheet for Revenue Leaders

5. TIMING & DEAL MOMENTUM
Check the statements that are true
☐ Our team recognizes signals that indicate when buyers are ready
☐ Signals influence when we accelerate or pause outreach
☐ Reps adjust strategy based on context and timing
☐ Deal progression adapts based on buyer signals
☐ Timing insights are shared across sales, marketing, and RevOps

What signals tell you that now is the right moment to engage?

6. PERSONALIZATION & RELEVANCE
Check what applies
☐ Outreach reflects buyer priorities or context
☐ Personalization changes how conversations are handled
☐ We know which data sources improve relevance
☐ Personalization improves deal outcomes, not just engagement
☐ Reps adjust messaging based on buyer signals

What information actually makes conversations more relevant?

7. SYSTEMS VS. HEROICS
Check the statements that are true
☐ Systems help reps understand what matters to buyers
☐ Signals are visible before the first meeting
☐ Insights flow across marketing, sales, and customer teams
☐ Knowledge lives in systems — not just individual experience
☐ Our GTM process scales good judgment

Where does important context still rely on individual knowledge?

SCORING YOUR RESULTS

0–14	EARLY STAGE	Signals collected but not yet converted into decisions. Infrastructure is the priority.
15–24	BUILDING	Some signal infrastructure exists. The gap is converting signals into repeatable plays.
25–35	HIGH-PERFORMING	Signal infrastructure is mature. Judgment is systematized. Focus shifts to compounding the advantage.

APPENDIX 3

Favorite AI and GTM Tools

Here is a complete list of the favorite AI tools used by members of the RevGenius community.

Accord AI
Actively AI
AgentAI
Agentforce
Ahrefs
AiSDR
Airtable
Aimdoc AI
Aircall
Airtable
Alysio
Amplemarket
Amplitude
Apify
Apollo
Appcues
AppsFlyer
Artisan
Asana
Attio
Audience Loop
AutoRFP.ai
Averi.ai
BackEngine

Bardeen
Base44
Beehiiv
BigMaker
Blings.io
Bombora
BookIt
Brave Search
Braze
Buffer
BuiltWith
Calendly
Canva
Census AI
Chili Piper
Chorus
Clari
Claude
Clay
Clearbit
Clientell
Coefficient AI
Cognism

Collabstr
Common Room
Compass
Confluence
Consensus
Copy.ai
Coworker.ai
CustomGPT
Customer.io
Dagster Labs
Databox
Demandbase
Demoboard
DevRev
Dreamdata
Duda
ElevenLabs
Enso
Equals AI
Fathom
FetchFox
Figma
Firecrawl
Fireflies

Freckle.io
FullEnrich
Gamma
Gemini
GetGuru
GitHub
Gong
Google Analytics
Grain
GrowthChannel
Guideflow
Gumloop
HG Insights
Heap
Highspot
Hightouch
HockeyStack
Hotjar
HubSpot
Humanic
Humanloop
Hunter.io
Influ2

Instantly
Intercom
Jasper
Jellyfish
La Growth Machine
Landbase
LangSmith
LeanData
LinkedIn
LinkedHelper
Looker
Loom
Loxo
Marketo
Matomo
Mixpanel
Momentum
Mutiny
Navattic
NotebookLM
Notion
Octave
Octopus CRM

Favorite AI and GTM Tools

Oliv
OneMind
OpenAI
Orum
Otter
Outreach
Pendo
People.ai
Perplexity
PhantomBuster
Pipedrive
Pocus
PostHog
Postman

Qualified
RB2B
Reevo
Regie.ai
Replit
Reprise
Retell AI
RingLead
Salesforce
Saleshandy
Salesloft
ScoutOS
Segment
Seismic
Semrush

Slack
Smartlead
Softr
Spekit
Spotify
Storylane
Supabase
Superhuman
Sybill
Tableau
Taplio
Tavily
Tavus
TextUs
Third Door Media

Trigify.io
Trumpet
Unify
UserGems
Usermaven
Veed.io
Vellum
Warmly
Wiza
WordPress
Yoodli
Zapier
ZenABM
ZeroBounce

Zoom
ZoomInfo

APPENDIX 4

The Watchlist: Tools of Interest

Here is the complete list of tools mentioned when people were asked about the tools they are interested in but have not used yet.

AISepedia — Community-curated directory and knowledge base of AI tools and use cases.

Adept — Builds AI agents that operate software tools to complete multi-step tasks.

AirOps — Workflow platform for building, orchestrating, and deploying LLM-powered applications.

AssetMule — Centralizes, governs, and distributes sales and marketing content assets.

Ciro — Automates outbound prospecting and lead sourcing for B2B sales teams.

Clearitty — AI-powered account intelligence and relationship mapping for sales teams.

Comet — Platform for tracking, comparing, and managing machine learning experiments.

Fyxer — AI executive assistant that drafts emails, summaries, and follow-ups.

Genspark — AI search engine that generates structured, citation-backed answers.

Harmonic — AI-driven company and people intelligence for sourcing and research.

Hyperise — Personalizes images and creative assets at scale for outbound campaigns.

Kluster — AI-based market segmentation and clustering for go-to-market teams.

Lindy — No-code AI agent builder for automating business workflows.

Maester.AI — Prompt management and AI workflow toolkit for knowledge workers.

Manus — AI-powered research and writing assistant for long-form content.

NRev — Revenue intelligence platform focused on forecasting and pipeline health.

NoQ5 — AI tool for capturing, structuring, and analyzing qualitative interviews.

Noded — Visual knowledge graph for organizing research, notes, and insights.

Outbond.ai — Automates outbound email personalization using AI-generated messaging.

Outplay — Multi-channel sales engagement platform for outbound and follow-ups.

Reply.io — Sales engagement and sequencing platform for outbound teams.

Retool AI — AI features embedded into Retool apps for internal tool automation.

Seamless.ai — B2B contact data and prospecting platform with AI-driven enrichment.

Syncari — Automates data synchronization and governance across GTM systems.

Tektonic — Data engineering and analytics consultancy focused on modern data stacks.

Treasure Data — Customer data platform (CDP) for unifying and activating first-party data.