

# 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 ↙

## 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.

### Social Media



### GEO/AEO



## 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.

CRM			
DayAI	attio	MONACO	AURASELL
Reevo	HubSpot *		
Enrichment & Signals			
Common Room *	Better Contact	freckle.	Sumble Seam AI
Account & Contact Identification			
DiscoLike	ocean.io	RE2B	midbound vector
Sales Productivity			
Hyperbound	WINN®	Letter AI *	yoodli
Dialers			
nooks *	orum	TITANX	

AI Multimedia				
Midjourney	KREA	creatify	descript	HeyGen
Agent Builders				
hightouch *	IElevenLabs	Relevance AI	Retell^	
Gallium	Lindy			
Integration & Workflows				
workato	n8n	make *	zapier	clay *
Inbound Optimization				
MIND *	QUALIFIED	docket *	SALES APE AI	
Outbound Orchestration				
unify *	Instantly *	11x *	Warmly, *	ARTISAN *

## 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.

Customer Experience		
SIERRA	Parloa	Decagon
Customer Support		
Plain	Fin	ada levelai Kustomer

Conversation Intelligence			
GONG *	ROX *	Endgame.ai	Attention *
Attribution & Measurement			
Paramark	upside	Dreamdata	HockeyStack Julius