Ad-hoc use dominates, with varied impact

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Over the past few years, excitement surrounding the use of AI in go-to-market (GTM) has reached a fever pitch, with many leading voices predicting a fundamental shift in the way companies sell and market their products.

To understand the degree to which this hype has translated into actual adoption today, we asked 63 GTM leaders in RevOps, SDR, Demand Generation, and Product Marketing about their present use of AI and its impact so far.

Unsurprisingly, given its novelty, we found that many organizations are still experimenting with the technology. In fact, most of the leaders we surveyed are still taking an ad-hoc approach to AI adoption, allowing individual team members to try out all-purpose chatbots and more specialized tools alike. However, though department-wide rollouts remain relatively few and far between, the majority (~90%) of our respondents are already seeing some impact from their present-day AI adoption, with ~20% seeing a strong or very strong impact.

> *We have used AI to scale our email outreach. We don't trust it to work without our review and supervision, but it can definitely help us with an excellent first draft.*

SUMMARY OF RESULTS

- While most organizations surveyed are deploying AI in an ad-hoc, individual-led manner, **~30% of organizations are piloting, planning to use, or using AI department-wide. (Figure 1)**

- Among the organizations that are taking a department-wide approach, adoption is largely still in the early innings: **roughly 50% are currently in the pilot phase. (Figure 1)**

- **Only ~5% of respondents** have substantially overhauled their function to make use of AI. **(Figure 1)**

- **Over 90% of respondents** are seeing some impact from their adoption of AI tools. Though the vast majority report only a slight or moderate impact, a fifth of respondents are already seeing a strong impact. **(Figure 2)**

- **Respondents are experimenting with a fairly wide range of AI use cases.** Roughly a third of respondent organizations are using AI to do each of the following: perform market research, generate customer-facing content, or search for patterns in customer or market data. Fewer respondents are pursuing more sophisticated use cases, such as campaign optimizations. **(Figure 3)**

KEY TAKEAWAYS

1. If your GTM org has yet to establish a department-wide strategy to extract value from AI, **you are not behind.** Most leaders are still relying on their employees to find (and tell them) what tools are most valuable.

2. If you are not comfortable adopting AI to automate entire workflows (e.g., using AI as a sales/SDR co-pilot), **start by encouraging your team to use it for discrete tasks like content drafting, market research, and data analysis.** These are areas where other GTM leaders are already seeing success.

3. If you have not yet seen a huge impact from your team's AI adoption, you are not alone. As with any tool or technology, realizing AI's full value will take time. However, **working to join the ~20% of organizations realizing substantial value from AI today** will set your team up for greater success in the future.

SCALE

CURRENT APPROACH TO IMPLEMENTING AI

Over half of our respondents indicate that their firm's AI adoption is being led by individuals working in an ad-hoc manner. Meanwhile, only ~5% of respondents have significantly overhauled their function to make use of AI on a daily basis.

We have significantly overhauled our function and use dedicated AI tools in our team's daily activities — **2**

We are piloting it and a subset of our team is using it for some of its daily activities — **11**

We are in planning/evaluation mode but have not formally implemented it at the departmental level — **5**

Individuals are using it in an ad-hoc manner without formal department-wide adoption — **33**

We are taking advantage of the AI capabilities our vendors have implemented in our tech stack, but nothing more — **4**

We are not using it or planning to use it in any formalized manner — **1**

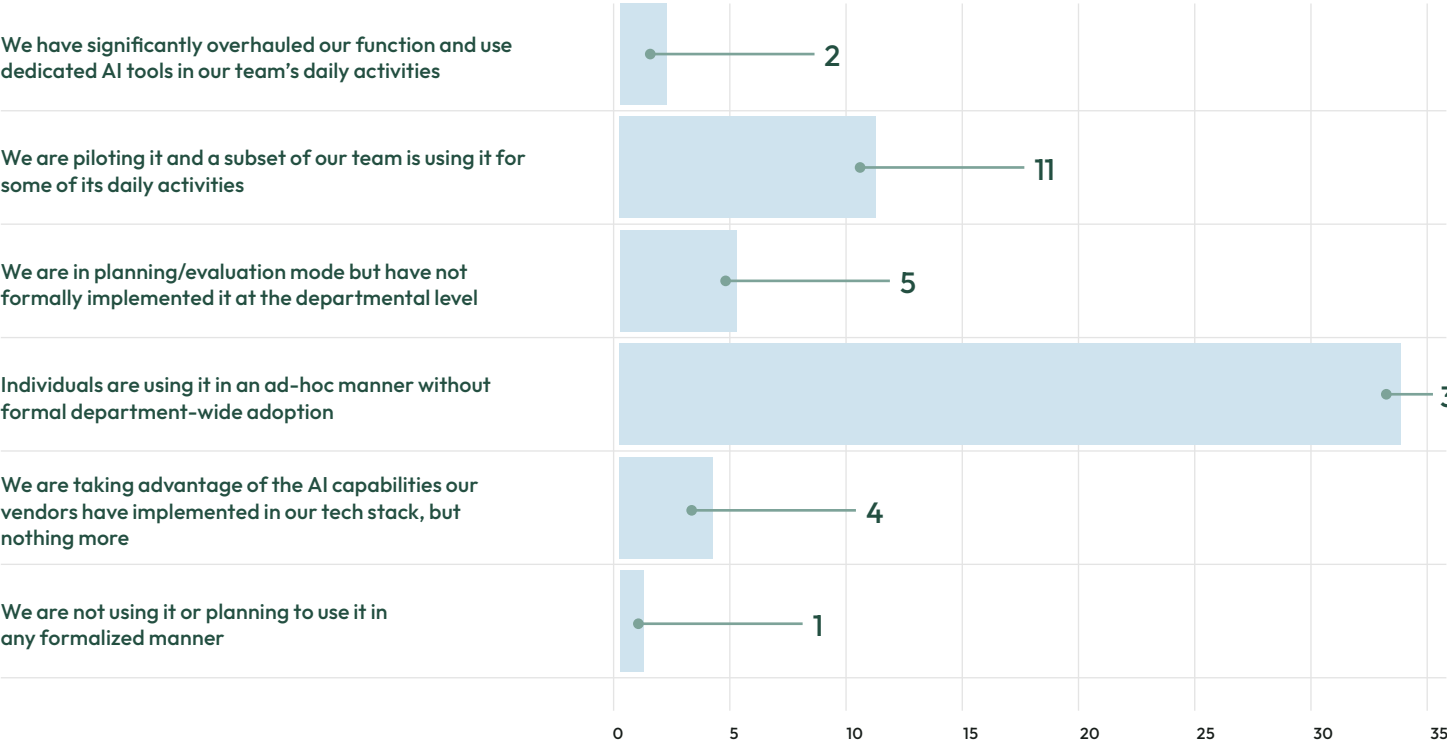0   5   10   15   20   25   30   35

SCALE

FIGURE 2
CURRENT IMPACT OF AI

Though AI is just starting to affect GTM
functions, the vast majority of our
respondents (~90%) indicate that it is having
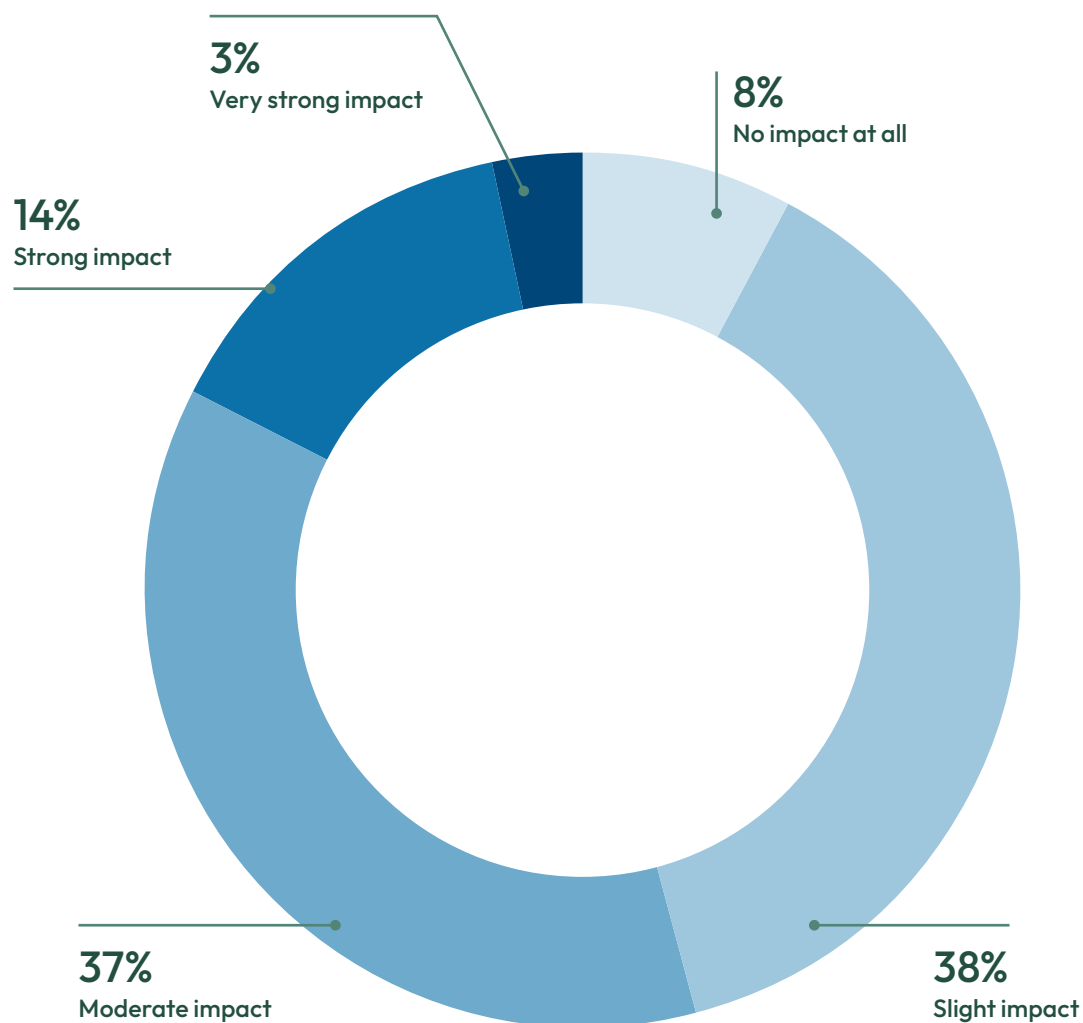at least some impact on their work.

3%
Very strong impact

8%
No impact at all

14%
Strong impact

37%
Moderate impact

38%
Slight impact

SCALE

FIGURE 3
AI USE CASES

Respondents are using AI to help complete a wide variety of discrete tasks, particularly around content generation. Fewer leaders are using AI to automate entire workflows (e.g., campaign optimization).

Use Case	Value
Generating customer-facing content (blogs, social media posts, sales collateral, proposals, email content)	20
Customizing or tailoring communications to targeted customers	18
Looking for patterns and trends in customer or market data	19
Performing research on the market and topics of interest	21
Generating content for creative design (ad copy/visuals, branding assets)	13
Campaign optimizations (A/B testing, performance analysis)	10
Sales/SDR co-pilots	14

0   5   10   15   20   25

SCALE