Generative AI in GTM

A tectonic shift is happening

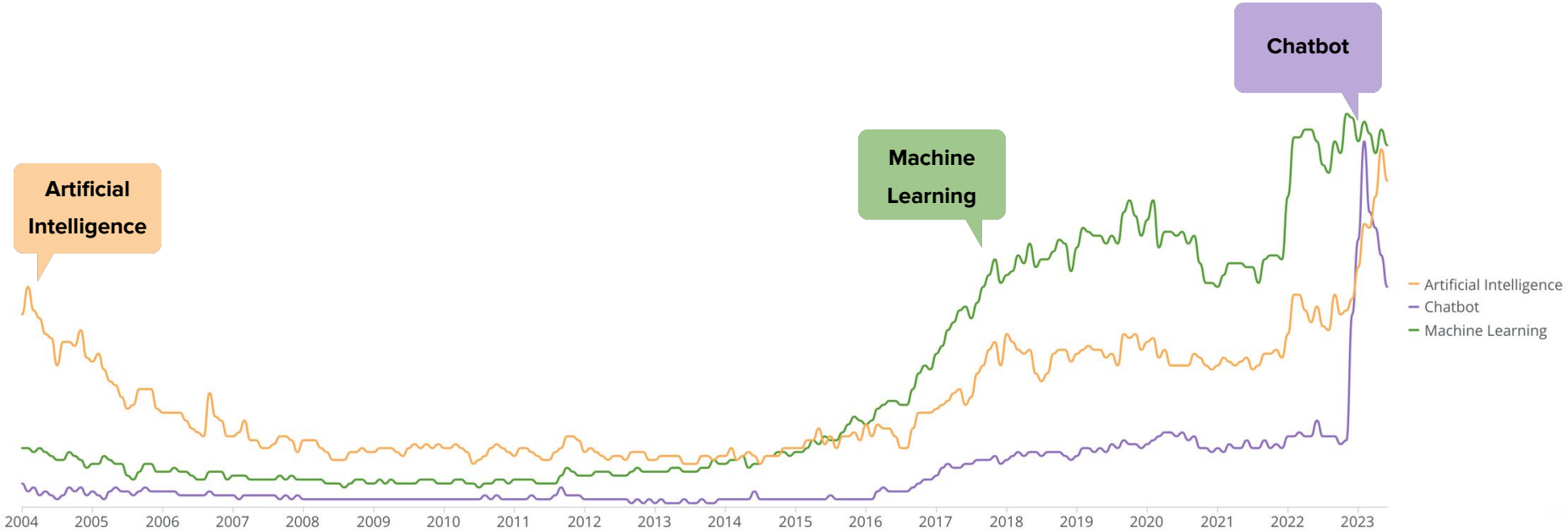
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PEGASUS

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AI Has Been Decades in the Making

But it's been trapped in backend logic and system improvements

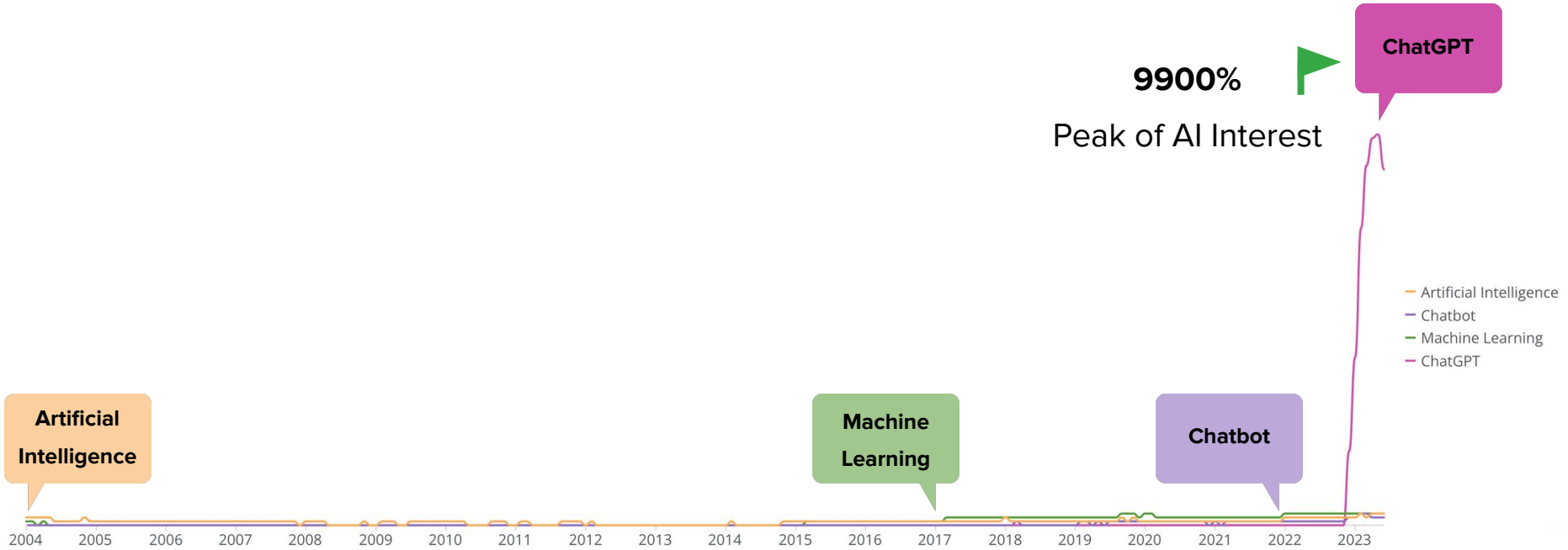


Google Trends - Search volume by topic

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ChatGPT Ignites The Possibilities of Generative AI

Making the prior two decades of interest in AI look like it never happened



Google Trends - Search volume by topic

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With Generative AI at our fingertips, the possibilities are now realities.

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Investment in AI Is Exploding

$1 billion

Investment in AI capabilities

PwC

$3 billion

Investment in AI technology

Accenture

Double AI Staff to 80,000

Mix of hiring, training, and acquisitions

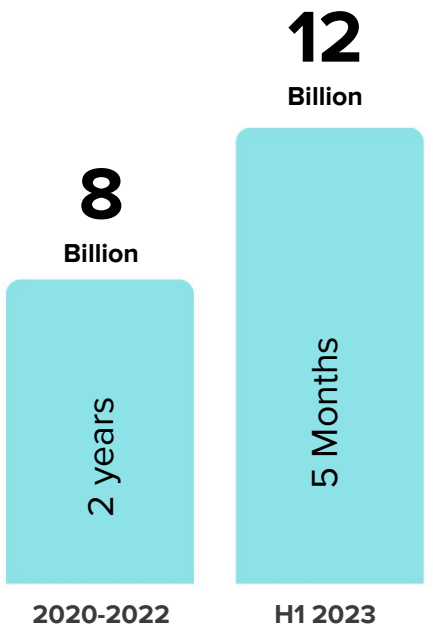
Accenture

$2.5 billion

Investment in AI technology

EY

Funding For Generative AI

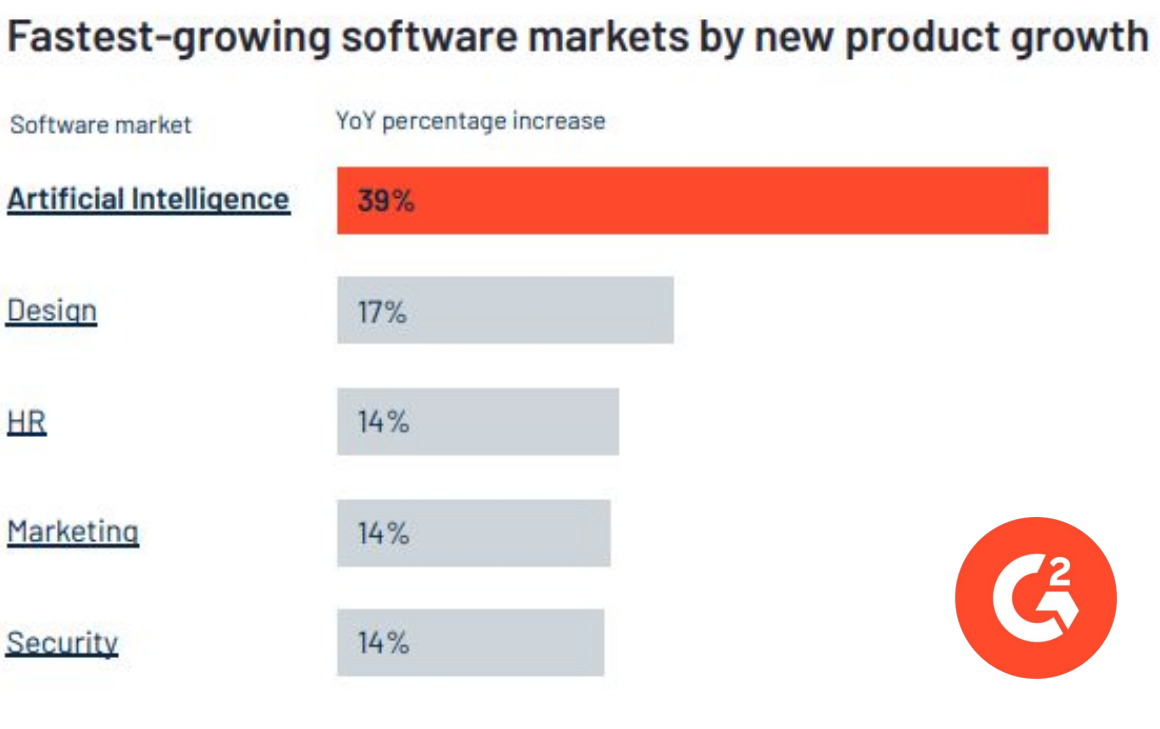


McKinsey

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Vendors Are Racing to Deliver AI

- AI experienced the fastest growth across a 26 high-level software markets on G2 — more than **2x growth** of the second-fastest growing market (Design).
- In total, AI categories gained **643 new products** between Sep 1, 2022 and Sept. 1, 2023.



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AI Buyers: More Willing to Spend and Involved in Bigger Deals

- Companies are willing to spend on AI despite economic uncertainty, and often because of it. **59% of AI buyers anticipate spending in 2024 will increase—10 percentage points higher than overall.**

- 84% of AI buyers typically involved in deals larger than $50,000 compared to 75% for non-AI buyers. 72% are typically involved in deals larger than $100,000 compared to 60% for non-AI buyers.

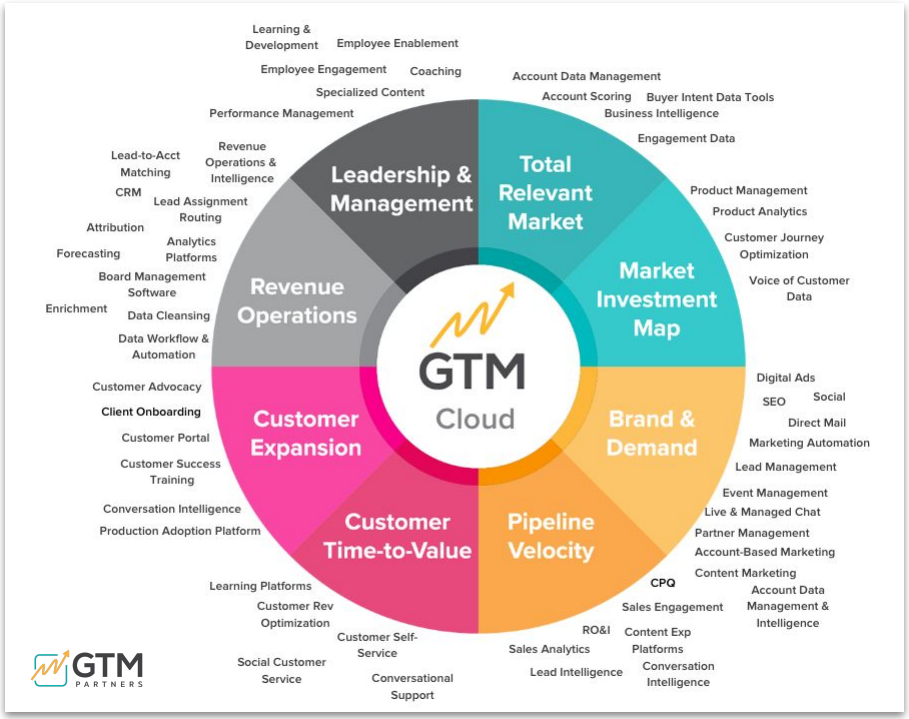


Source:

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Generative AI is the R&D focal point for B2B GTM Tech providers

Vendors from nearly every category are adding Generative AI into use cases



Read our reviews on

Launching Mid August - Covers 225+ categories of software with significant AI integration

G2 enhancing Reviews to capture benefits of Generative AI within use cases

Text Generation

Text Summarization

Text-to-Image

Text-to-Speech

Image-to-Text

Text-to-Video

Text-to-3D

Text-to-Music

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Problem Solving in the Age of Generative AI

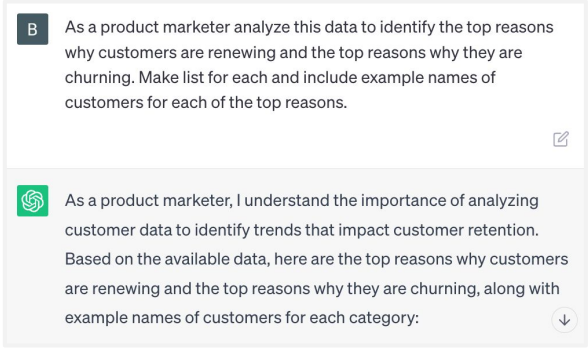
Read
Days
1990's



Search
Hours
2000's



Generate
Minutes
2023



Reduce LEARNING time

Reduce LABOR time

Problem Formulation → The human skill that's always needed

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AI won't take your job.

It's somebody using AI that will take your job.

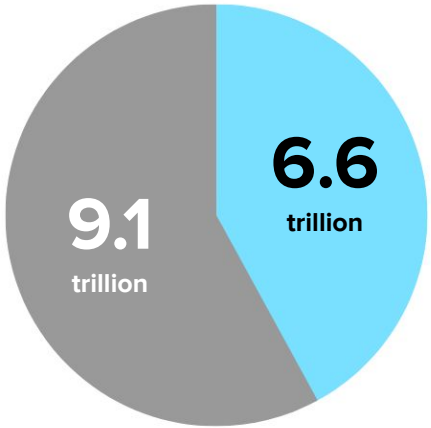
Richard Baldwin

Economist and professor
World Economic Forum's - 2022

AI Will Create Value - Not Just Cost Savings & Job Elimination

15.7 trillion

Potential contribution to global economy in 2030 from AI



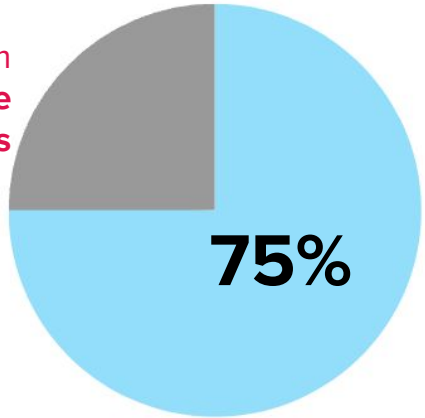
from **Consumption Side Effects**

from **Increased Productivity**

PwC

7 trillion

Generative AI could produce in annual GDP



from **Other Use Cases**

from **GTM Use Cases**

McKinsey

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Employee Productivity

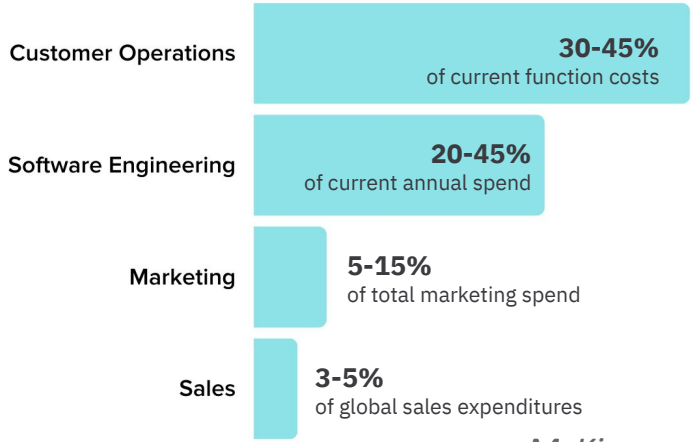
Generative AI has potential to automate work activities that absorb 60-70% of time employees spend working.

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Productivity by Department

Estimated increase in productivity by function



McKinsey

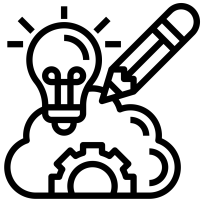
Employees will do more value creation work and less busy work.

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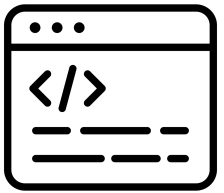
GTM AI Use Cases: Examples that transform labor intensive tasks



- Sales email
- Marketing campaigns
- Positioning & Differentiation
- Buyers Content Experience
- Customer & Market Insights
- Financial Reporting



- Design, Decks, Images
- Charts
- Research & Trends
- Workflows & task work
- Organize, categorize, index
- Analyze data sets



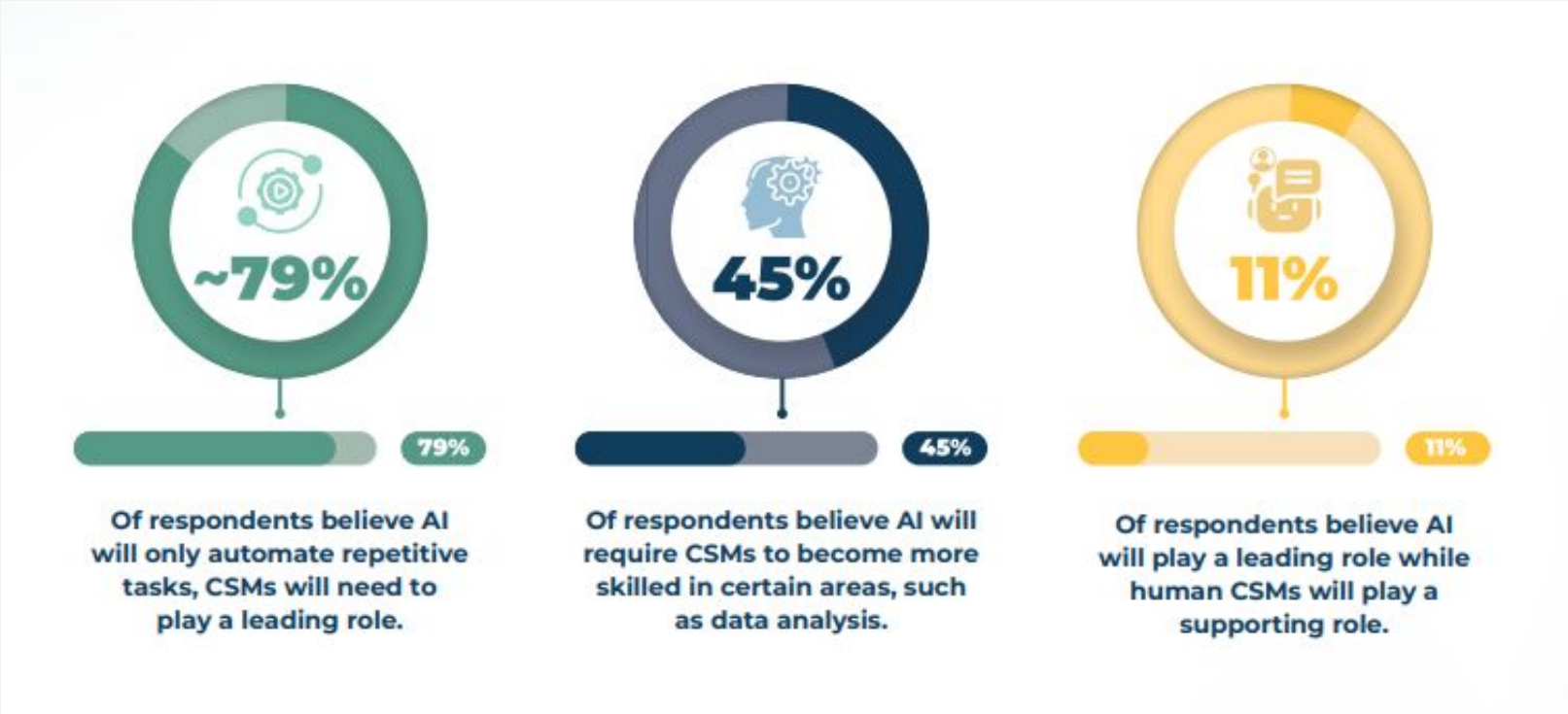
- SEO
- UI / UX
- Code
- SQL
- Data append & cleanse

Path to Efficiency...

Future Leaders:
Be the best operators of AI

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AI is making its way across GTM tech. For example



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Source: Gainsight

With generative AI, the user becomes the interface.



- Software will do what we ask through effortless prompt engineering
- GTM technology will evolve in ways never before imagined
- R&D of integrated AI is happening faster than previously possible

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