



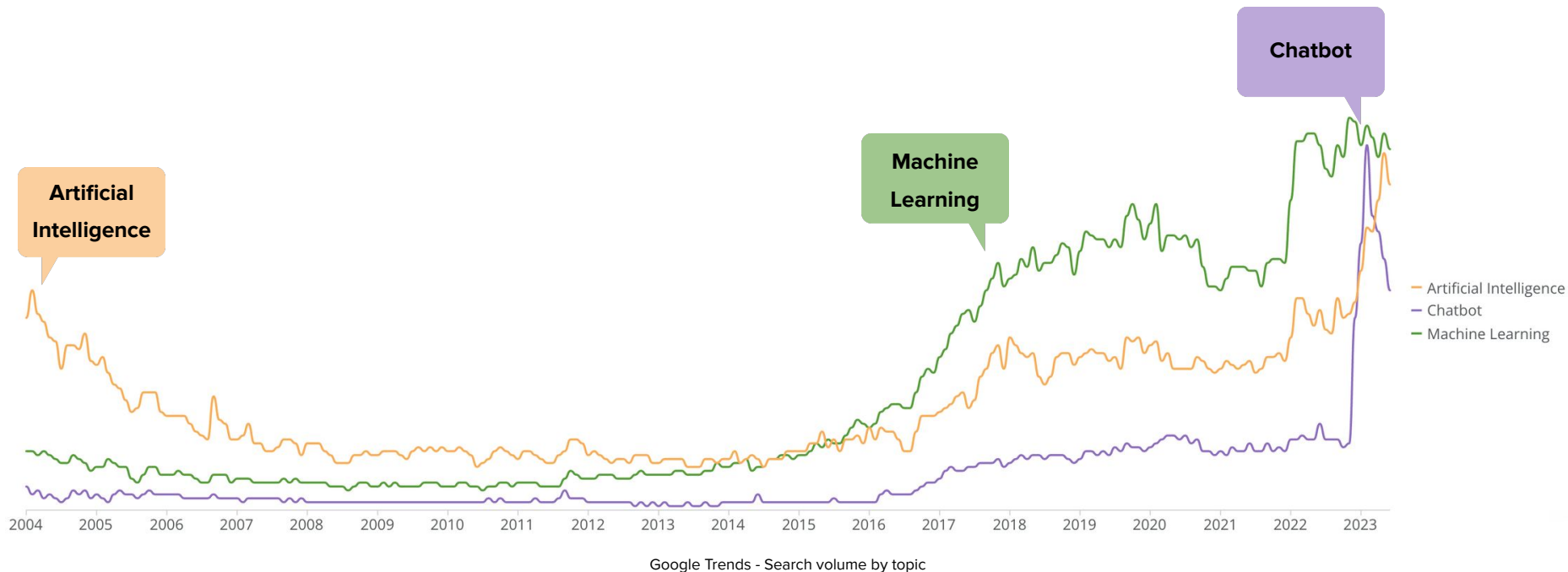
Generative AI in GTM

A tectonic shift is happening



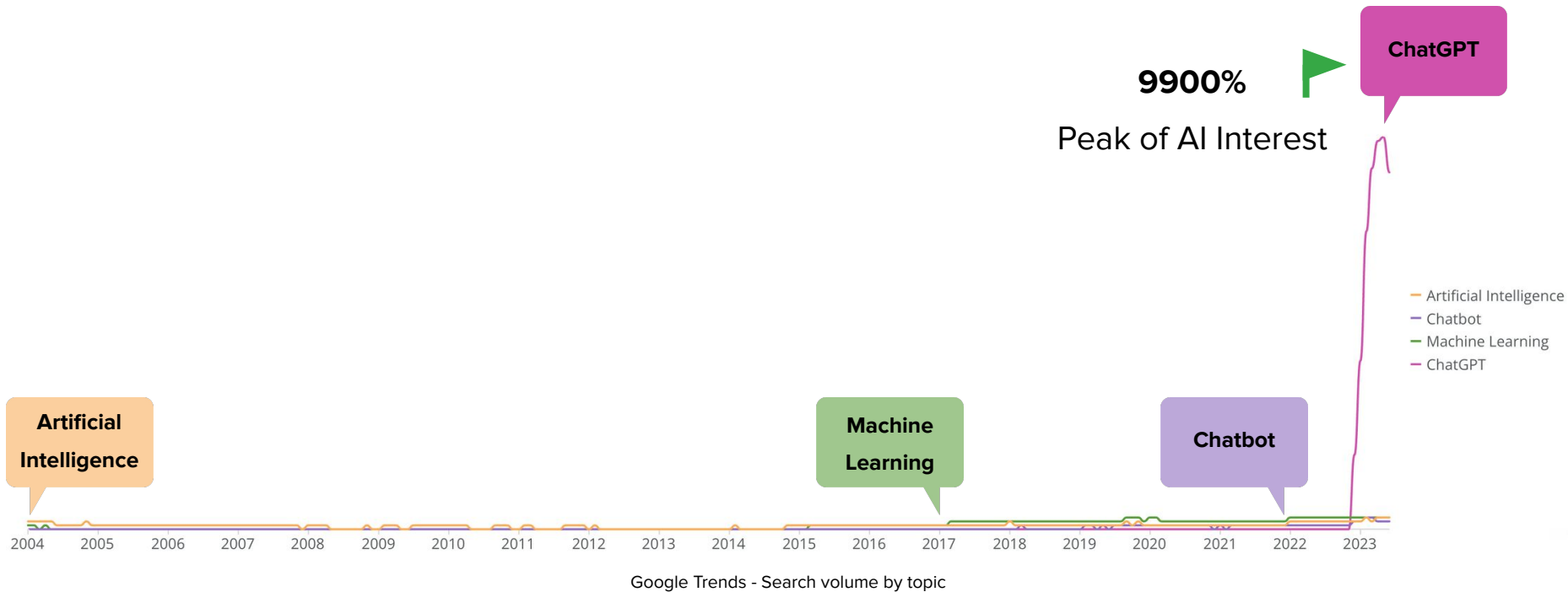
AI Has Been Decades in the Making

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



ChatGPT Ignites The Possibilities of Generative AI

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



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

GTM Partners

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

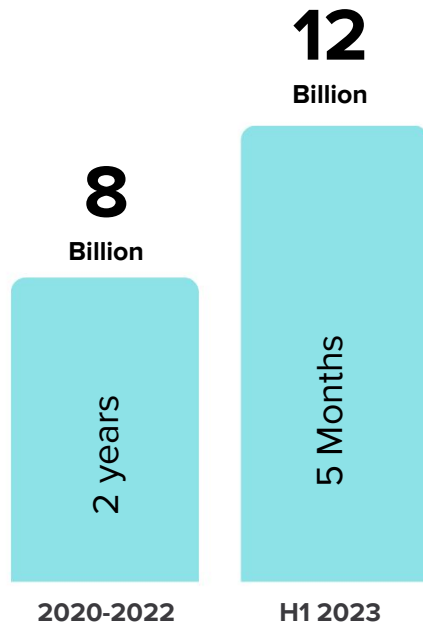
Accenture

\$2.5 billion

Investment in AI technology

EY

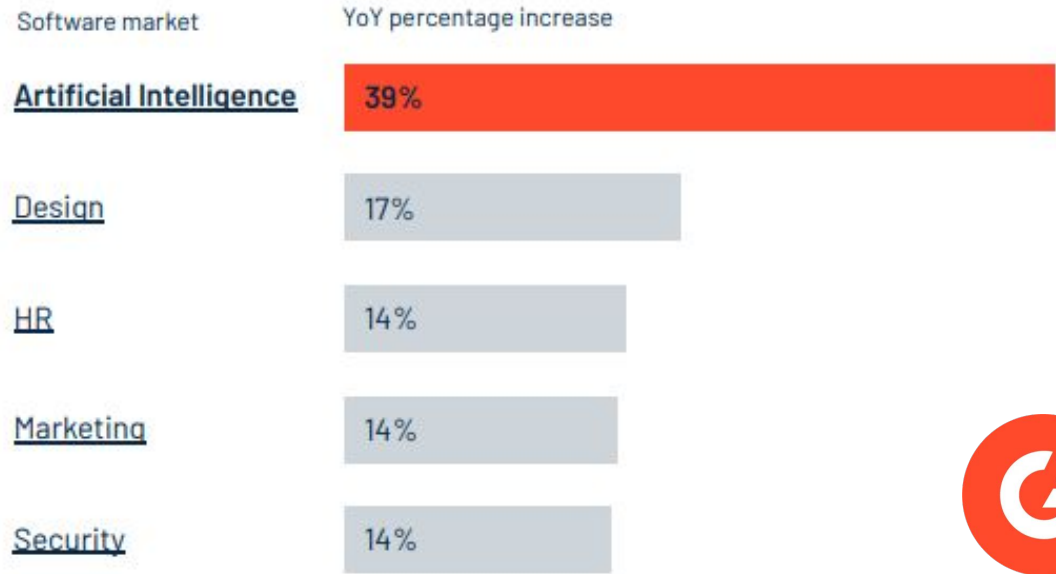
Funding For Generative AI



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.

Fastest-growing software markets by new product growth



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.



81% of buyers say it's important that the software they purchase has AI.



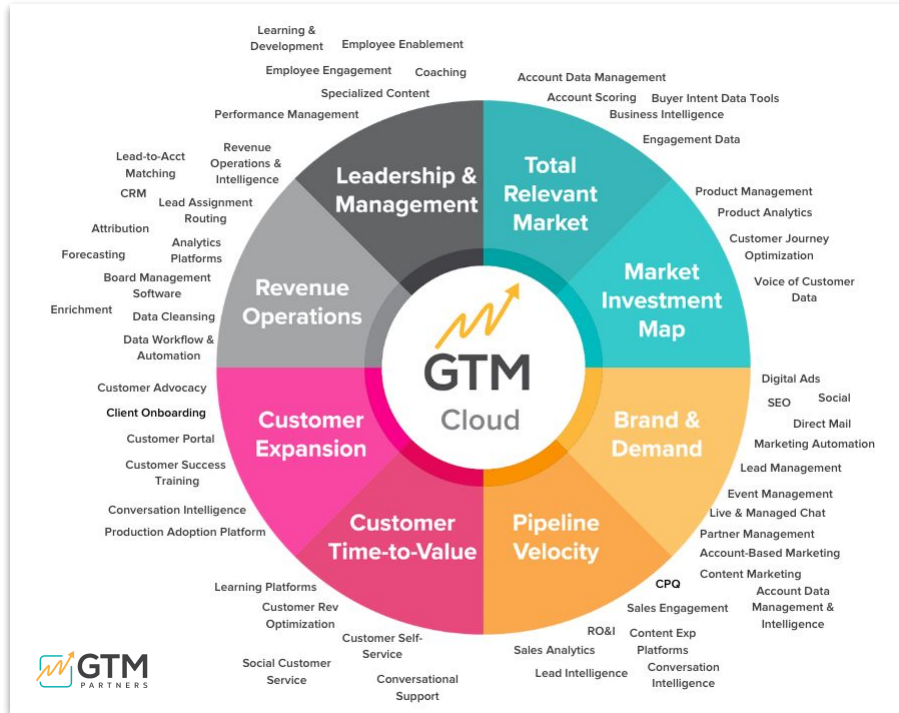
78% trust the accuracy and reliability of AI-powered solutions.

Source:



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



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

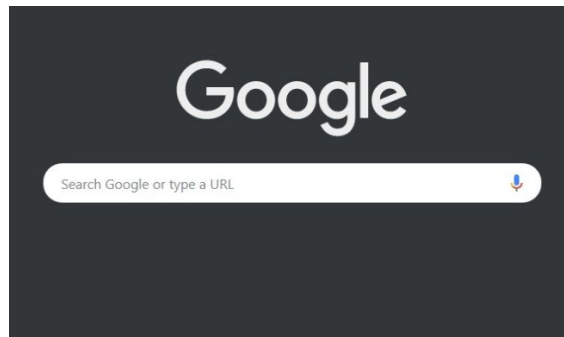
Text-to-3D

Text-to-Music

Days
1990's



Hours
2000's



Minutes 2023

B As a product marketer analyze this data to identify the top reasons why customers are renewing and the top reasons why they are churning. Make list for each and include example names of customers for each of the top reasons.

As a product marketer, I understand the importance of analyzing customer data to identify trends that impact customer retention. Based on the available data, here are the top reasons why customers are renewing and the top reasons why they are churning, along with example names of customers for each category:

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.

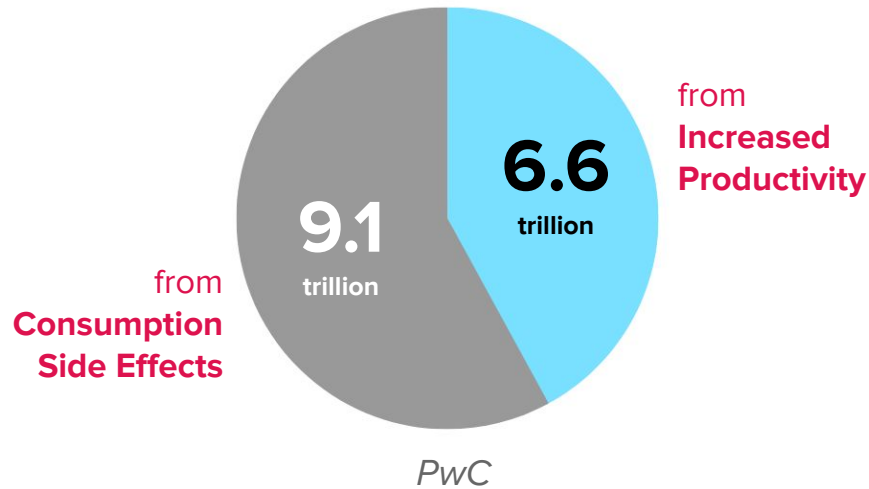
Richard Baldwin

*Economist and professor
World Economic Forum's - 2022*

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

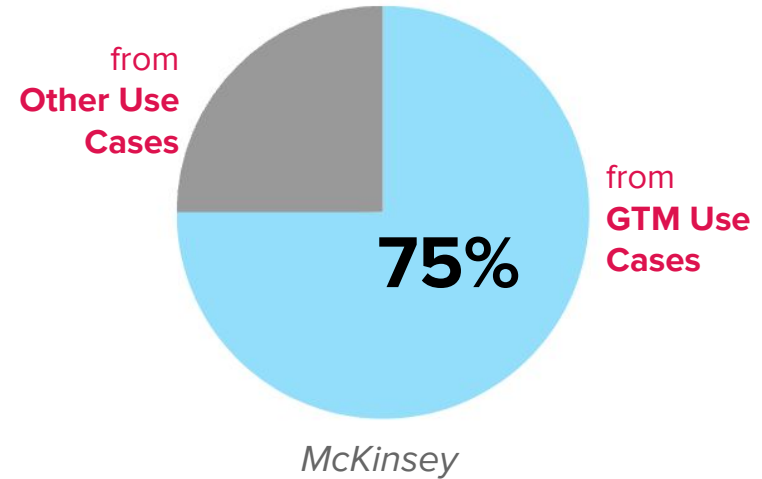
15.7 trillion

Potential contribution to global economy in 2030 from AI



7 trillion

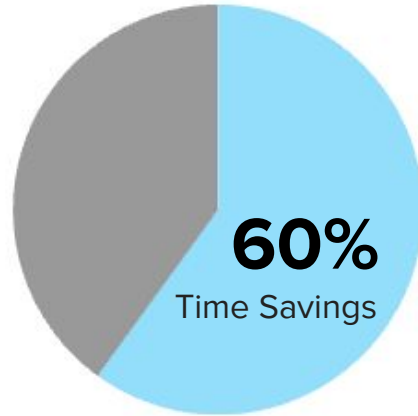
Generative AI could produce in annual GDP



Employee Productivity

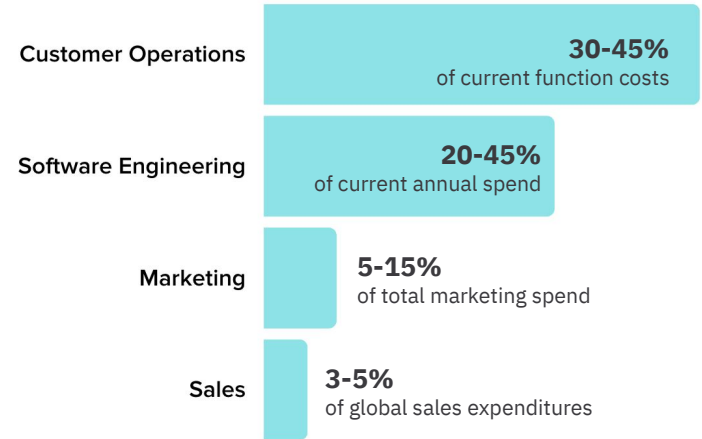
Generative AI has potential to automate work activities that absorb 60-70% of time employees spend working.

McKinsey



Productivity by Department

Estimated increase in productivity by function



McKinsey

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

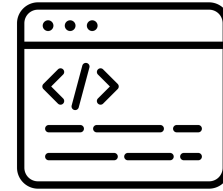
GTM AI Use Cases: Examples that transform labor intensive tasks



- 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**

AI is making its way across GTM tech. For example



Of respondents believe AI will only automate repetitive tasks, CSMs will need to play a leading role.



Of respondents believe AI will require CSMs to become more skilled in certain areas, such as data analysis.



Of respondents believe AI will play a leading role while human CSMs will play a supporting role.

**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