

A NEW PARADIGM FOR TELECOMS AND TECH

# Accelerating B2B Go-to-Market Performance in the Age of AI

Digital transformation is reshaping B2B go-to-market (GTM) strategies. As buyers increasingly expect expanded self-service options and heightened personalization, companies are turning to generative AI and advanced automation to meet these demands to deliver superior customer experiences.

This shift represents a critical inflection point for B2B GTM. Companies that embrace advanced capabilities today are engaging customers more effectively, enhancing performance, and gaining a competitive edge.

### The Research: What GTM Leaders are doing differently

Altman Solon's 2025 B2B Digital GTM Study surveyed 202 GTM executives across technology and telecommunications companies in North America and Europe, with additional insights from 25 senior executive interviews. **We identified a distinct group of Leaders who are transforming GTM through what we call the "GTM Accelerator" approach.**

These Leaders are integrating more effectively across functions, processes, and technology to deliver dramatically improved customer experiences. They're also building advanced capabilities for both demand generation and brand marketing that are fully coordinated and integrated across the buying journey.

### The results speak for themselves

Leaders using the GTM Accelerator approach report superior results versus peers:

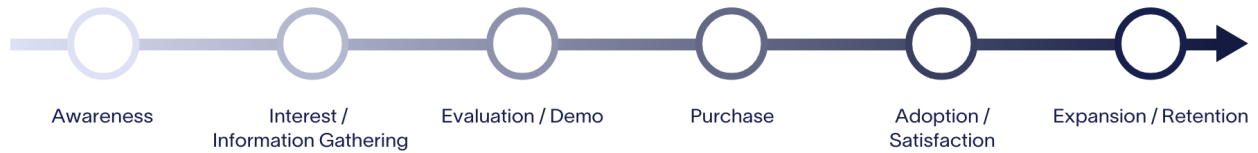
- **1.5x higher revenue growth**
- **2x higher return on marketing investment (ROMI)**
- **1.8x higher large-customer win rates**

Meanwhile, most technology and telecommunications companies struggle with underdeveloped brands, integration challenges across technology and data platforms, slow AI adoption, and difficulty measuring performance.

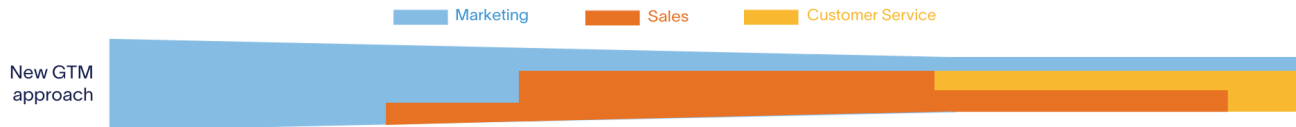
### What you'll learn

This study reveals the major trends transforming B2B GTM, the specific challenges companies face, the targeted investments needed to build GTM maturity, and proven strategies from Leaders building GTM Accelerators.

### Role of the GTM Accelerator across the funnel



Marketing's role across the funnel is expanding and must be more integrated with sales and customer service



#### Greater cross-functional alignment and integration enable significant benefits...

- Aligned messaging including brand, demand generation, sales enablement, onboarding, up-sell/cross-sell
- Integrated modern technology, customer data, and advanced analytics with embedded AI across the funnel
- Deeper specialized skills and expertise, including digital, technology, AI and data analytics, creative, and relationship
- New agile ways of working together that enhance speed and flexibility
- End-to-end performance measurement tied to achieving revenue growth goals
- Full-loop customer intelligence on buying journey experience to identify opportunity areas

... which drive results: 1.5x higher revenue growth, 2x higher ROMI, 1.8x higher customer win rate for Leaders' vs. peers

Source: 2025 Altman Solon B2B Digital Marketing and GTM Strategy Survey

## Chapter 1. Trends reshaping B2B GTM

**Technology-driven change, accelerated by AI, is transforming B2B GTM. Customer engagement is being redefined, and best practices are shifting.**

**“We are in the early days now with AI. Some CMOs will embrace it. Some will not and will get slammed. This major shift will play out over 5 years, as the ‘plumbing’ gets built out. But it will be huge when it does.”**

— Former CMO, Marketing Technology Company

For more than a decade, B2B GTM capabilities have been improving substantially, enabled by advancing technology, to meet the rapidly changing expectations of buyers. Today, the difference is the adoption of AI, which is substantially changing how both buyers and vendors operate.

### **Buyers continue to move to digital**

According to Sana and Sapio Research, [nearly 90% of B2B buyers](#) now use online channels as their primary method for evaluating vendors. [Gartner reports 75%](#) prefer a rep-free experience and predicts that 80% of sales interactions will soon take place digitally. This shift is reinforced by demographics: [over 70% of B2B buyers are millennials or Gen Z](#), digital natives who prefer online channels for research, collaboration, and shopping. Generative AI further accelerates these trends, enabling buyers to synthesize vast amounts of data and expertise to support the purchasing decision, resulting in more complex, non-linear buying journeys.

### **Marketers benefit from technology innovation**

Marketers are witnessing significant advances in marketing technology. The number of martech vendors has grown 42% annually since 2011, as documented by [Chiefmartec](#). Advances in marketing technology, such as scalable account-based marketing (ABM), intent-driven targeting, buyer group engagement, content automation, and real-time personalization — increasingly powered by AI — are creating new opportunities for improved customer engagement, particularly when AI is integrated with marketing automation platforms.

### **Cautious adoption of agentic AI**

However, there are risks to be managed, particularly when autonomous agents interact directly with customers. Agentic AI, for example, can now monitor, interpret, and respond to customer behavior in real time, but adoption remains cautious. Many marketers hesitate to fully deploy AI agents, concerned about risks such as data security, customer trust, or losing the “human touch.”

## **Chapter 2. GTM challenges facing B2B companies**

**Many companies are struggling to keep pace with change, leading to difficulties building B2B GTM maturity.**

**“We know where we need to go, and we have these amazing tools and partnerships. It’s the execution part that’s challenging because our organization is so big, complex, and siloed.”**

— Digital Marketing Director, Global Telecommunications Company

Our research highlights four main challenges in delivering seamless, personalized customer experiences across the buying journey and customer lifecycle.

## Challenge 1: Aligning and integrating across functions

As digital has become central to B2B customer engagement, marketing, sales, and customer service are increasingly interdependent. Aligning and integrating across GTM functions to achieve common goals, integrated processes, and coordinated execution has become increasingly critical:

- Marketing's role has expanded from brand awareness and mass outbound marketing to delivering targeted content and optimizing digital engagement across the funnel.
- Sales depends more on marketing for digital leads and customer insights.
- Customer service has shifted from reactive support to proactive onboarding, adoption, and retention, often in close collaboration with marketing and sales.

Despite this, alignment is still weak at many companies. **Half of respondents reported low or moderate sales–marketing alignment.** Only 51% said sales viewed marketing as “value-accretive.” Disconnected goals and organizational siloes across marketing and sales often create friction between teams, undermining their ability to coordinate execution.

## Challenge 2: Fully integrating technology and data

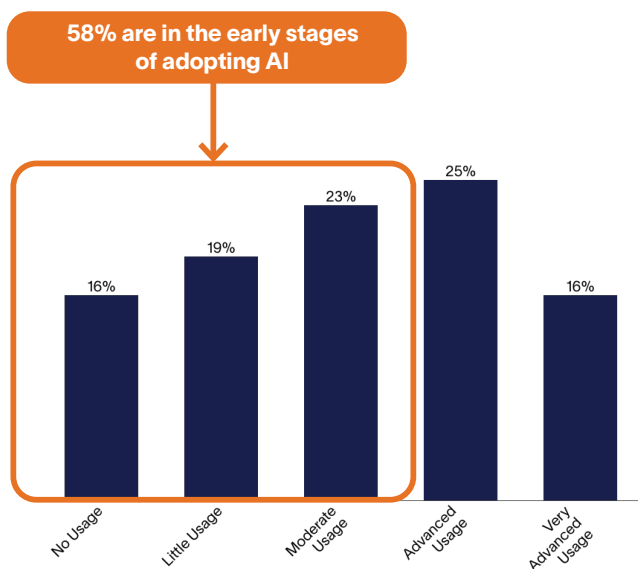
Deploying and connecting technology stacks to enable automation, including the expanded use of AI, remains a significant hurdle. Larger companies tend to be more advanced, yet more than half have not fully integrated their GTM technical infrastructure.

Across all respondents, 58% reported that they are still early in their AI adoption and are hindered by immature technology and data infrastructure. As a result, for most, initial efforts have focused on simpler use cases targeting cost saving and process efficiency improvement, not more advanced use cases addressing customer experience transformation or cross-funnel marketing performance improvement.

While cost saving is an initial priority for many, only 22% of respondents reported actual staff reductions due to AI adoption. In fact, many executives reported that their early AI initiatives required hiring new talent to acquire the necessary skills. Several executives report taking a cautious approach to AI to manage risks, including potential cultural resistance, data security concerns, and possible negative customer response.

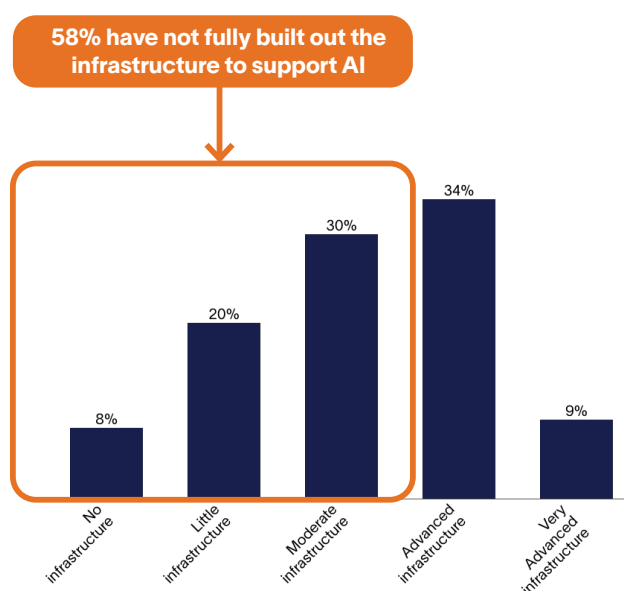
**Is your company using artificial intelligence to improve the efficiency and effectiveness of marketing and sales?**

% of respondents, n=202



**How advanced is your company's technology and data infrastructure to support artificial intelligence use cases?**

% of respondents, n=169



Source: 2025 Altman Solon B2B Digital Marketing and GTM Strategy Survey  
 Note: Numbers do not add to 100% due to rounding

**“We are still at an early stage – I remember the whole dot-com boom. Everyone was proclaiming the internet was going to change the world, and it did, but it took three times longer than what people thought it would. I believe we’re in a similar situation with AI. We’re still on the hype curve, and we must go through the trough of disillusionment first. I don’t think we’ve hit that point yet.”**

– Former Head of Marketing, Cloud Services Firm

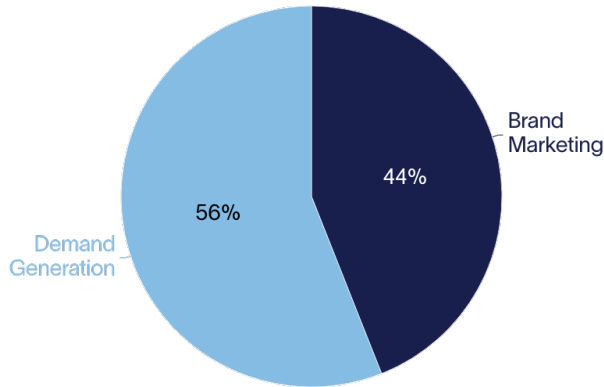
**Challenge 3: Embracing brand marketing**

B2B companies often underinvest in brand. **Respondents said their companies spend roughly 30% more on demand generation than brand marketing.** While most agree brand is important for awareness and trust, only 48% see it as critical to revenue growth.

**Most invest less in brand marketing than demand generation**

**Investment in Demand Generation vs Brand Marketing**

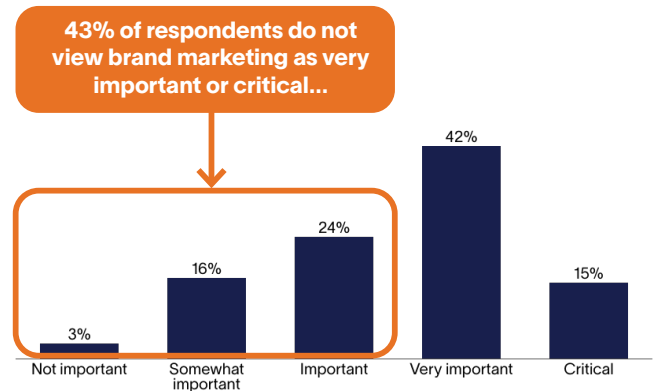
(% of marketing budget invested in brand or demand marketing across respondents)



**Many do not view brand as very important or critical**

**Importance of Brand Marketing**

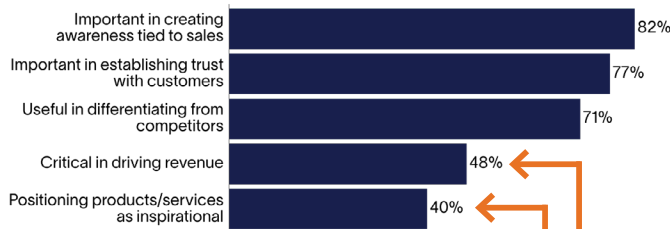
(% of respondents indicating)



**Most cite brand as important for awareness and trust, but many do not view it as critical for driving revenue or inspiring customers**

**Source of Brand Value**

(% of respondents indicating)

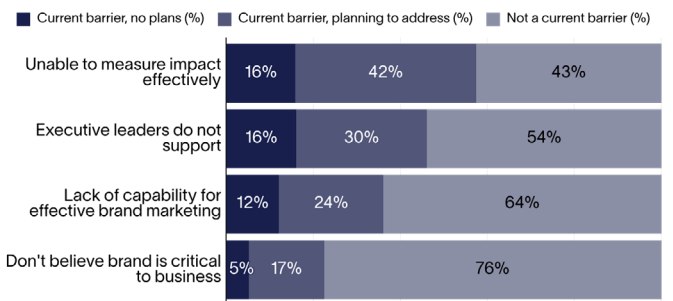


**Only 48% say brand is critical to revenue and 40% say it was used to inspire customers**

**Many cite inability to measure brand impact and lack of executive support as the primary barriers**

**Barriers to Realizing Brand Impact**

(% of respondents indicating)



**58% cite measurement as a barrier, 46% cite lack of exec support as a barrier**

Measurement is the biggest barrier: 58% of respondents reported they cannot effectively measure brand marketing's impact. Another 46% cited lack of executive support. Yet our study found that brand is critical, creating the foundation for long-term demand generation, customer loyalty, and advocacy. We found that Leaders who excel at both brand marketing and demand generation significantly outperform peers on key performance metrics, such as revenue growth, brand awareness, and customer advocacy. Leaders also adopted more advanced AI use cases to help improve both brand integration across the buying journey and measurement of results.

**“It may be typical for B2B firms to under-invest in brand, but the ones who invest seriously seem to outperform their peers. From my perspective, brand marketing and demand generation work hand-in-hand. If you don't invest in brand over a period of time, your demand generation performance will erode. The impact is real.”**

— CMO, Marketing Services Company

#### Challenge 4: Effectively measuring end-to-end GTM performance

Finally, many respondents highlighted challenges related to measuring return on marketing investment (ROMI). Only 36% of respondents said their companies measure ROMI effectively for demand generation, and just 26% do so for brand marketing.

This lack of end-to-end measurement limits the ability to connect investments to results and optimize marketing performance. Yet rapidly expanding digital engagement is generating more behavioral data than ever, and AI-enabled analytics is creating the opportunity to measure impact — if companies can build the right infrastructure and processes to support this.

### Chapter 3. B2B GTM best practices and results

**The implications are clear: companies that invest in GTM capabilities and best practices see stronger results.**

**“The more cohesion you have between marketing, sales, channel, and customer success, the more likely you will see better returns and better opportunities.”**

— Marketing Director, Major Technology Company

It is becoming increasingly critical to build a highly integrated GTM operating model that connects marketing, sales, and customer service. A key challenge is building an integrated technology stack with connected customer data, but the bigger hurdles are often related to people and processes.

## Rethinking the GTM operating model

For most companies, this will be a major undertaking, requiring significant transformation of their GTM strategy. Success often depends on adopting new, more agile ways of working, updated processes, and improved governance. Implementing this new, more highly integrated approach can be more challenging given that it often must reflect the complexity of most B2B businesses.

Companies will also need to strike the right balance between centralization and decentralization. Centralization can create efficiencies and build specialized expertise, while decentralization can bring teams closer to customers and local markets to better address needs.

We have found that building GTM maturity often requires moving towards more centralized models, such as centers of excellence (COE) or shared service models. Centralization is particularly important for developing and managing GTM technology, including AI. Other functions that are commonly centralized include data and analytics, paid media, and measurement and reporting. Greater centralization can also empower functions like field marketing to focus more effectively on ABM, local events, and region-specific marketing tactics.

## Reinvesting in brand marketing

Most B2B firms should reconsider the role of brand in their businesses and rebalance their investment in brand marketing versus demand generation. The optimal ratio of brand to demand generation spending will vary by company and situation. Brand marketing investment may need to be higher for companies earlier in their growth trajectory, who need to drive awareness and acquisition. Meanwhile, more mature companies with established brands, focusing on expanding existing accounts, can often invest less in brand.

While most B2B companies underinvest in brand, we've found that success is not always entirely about budget. Much can be done to develop the right brand positioning and messaging in a way that resonates with customers without dramatically increasing spending. Many have not yet effectively articulated their brand value proposition in a clear and compelling way.



Best practices for building B2B marketing maturity

	Starting (No/Low Capability)	Experimenting (Medium Capability)	Scaling (High Capability)	Achieving Best Practice Ingrained (Very High Capability)
Digital Demand Generation Maturity	<ul style="list-style-type: none"> <li>- Only basic digital demand gen, e.g., email, web personalization</li> <li>- Under-developed martech, disconnected customer data</li> </ul>	<ul style="list-style-type: none"> <li>- Basic/some adv. digital demand generation, e.g., initial MAP, AI use cases</li> <li>- Starting to build out martech, but not yet fully integrated, testing AI use cases</li> <li>- Moving down the learning curve, implementing pilots</li> </ul>	<ul style="list-style-type: none"> <li>- Delivering regular customized, multitouch journeys</li> <li>- Scaling advanced digital demand gen, e.g., fully deployed MAP, ABM, CDP, broader AI use</li> <li>- Integrating martech, deploying connected customer data</li> <li>- Initial ongoing coordination between marketing, sales, service</li> </ul>	<ul style="list-style-type: none"> <li>- Highly integrated, omni-channel targeted campaigns</li> <li>- Coordinated end-to-end journeys targeting buyer groups</li> <li>- Fully integrated martech and customer data, advanced holistic use of AI to optimize experience</li> <li>- Cross functional coordination of marketing, sales, service</li> <li>- End-to-end ROMI measurement</li> </ul>
Brand Marketing Maturity	<ul style="list-style-type: none"> <li>- Limited focus on brand/only basic brand marketing in place, e.g., occasional higher-level campaigns</li> </ul>	<ul style="list-style-type: none"> <li>- Building out brand strategy, some more advanced brand marketing capabilities being built</li> <li>- Brand not yet fully integrated or coordinated with demand gen</li> </ul>	<ul style="list-style-type: none"> <li>- Brand strategy in-place, architecture/tenets built out</li> <li>- Scaling multitouch brand campaigns, starting to coordinate with demand gen</li> <li>- Some systematic tracking in place for brand metrics, e.g., brand surveys, MMM, ...</li> </ul>	<ul style="list-style-type: none"> <li>- Differentiated brand strategy and execution building long-term relationships and preference</li> <li>- Systematic brand messaging, balanced and fully coordinated with demand gen</li> <li>- Tracking brand marketing impact consistently, incl. ROMI</li> </ul>

Source: 2025 Altman Solon B2B Digital Marketing and GTM Strategy Survey

Building GTM maturity step by step to deliver results

Our survey used the Altman Solon GTM maturity model, which rates companies as *starting*, *experimenting*, *scaling*, or *ingrained* for both demand generation and brand marketing capabilities based on their survey responses. We found that very few technology and telecommunications companies are at the most advanced level of having *ingrained* capabilities:

- For demand generation, only 15% of companies are *ingrained*, while 38% are *scaling*, and the remaining 47% are *starting* or *experimenting*.
- For brand marketing, maturity is slightly less advanced – only 13% rate their brand marketing as *ingrained*, whereas 35% are *scaling* and 52% are either *starting* or *experimenting*.

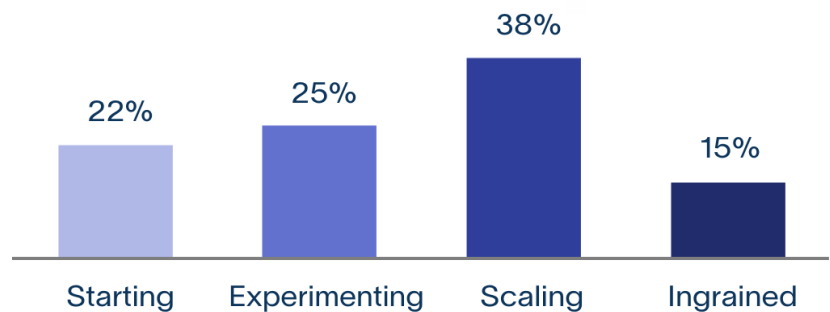
The link between GTM maturity and reported results is very strong. When respondents were asked to rate the impact their GTM investments had on key metrics, we found a strong correlation between GTM maturity and the percentage indicating a strong positive impact. For example:

- 60% of companies *ingrained* in demand generation reported a significant revenue impact, compared to only 14% of those *experimenting*.
- 77% of companies *ingrained* in brand marketing reported higher brand awareness, versus 21% of those *experimenting*. And 73% of those *ingrained* in brand marketing also reported higher revenue growth versus 11% of those *experimenting*. This suggests at least some marketers with advanced capabilities are able to connect brand marketing to revenue and see a strong impact.

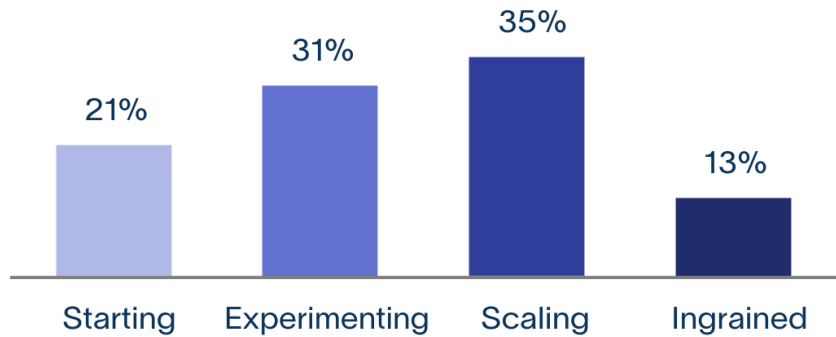
The evidence is clear: advancing digital maturity in both demand generation and brand marketing drives measurable improvements in critical marketing performance metrics, including revenue, brand awareness, customer engagement, and marketing ROI.

**Rate your company's demand gen marketing maturity level?**

% of survey respondents reporting level of digital marketing maturity, n=202



% Reporting significant positive impact due to demand generation investment	Less Advanced → More Advanced			
	Starting	Experimenting	Scaling	Ingrained
Higher revenue growth	16%	14%	31%	60%
Higher customer engagement	7%	14%	27%	50%
Higher return on marketing spending	11%	10%	30%	47%
Higher conversion or win rates across funnel	16%	14%	23%	43%
<b>% Revenue invested in demand generation</b>	3.3%	4.6%	7.0%	7.0%



% Reporting significant positive impact due to brand investment	Less Advanced		More Advanced	
	Starting	Experimenting	Scaling	Ingrained
Higher brand awareness	12%	21%	44%	77%
Higher revenue growth	7%	11%	34%	73%
Improved brand perception/consideration	9%	13%	34%	65%
Higher customer retention	7%	10%	23%	65%
<b>% Revenue invested in brand marketing</b>	2.7%	4.9%	5.0%	3.8%

Source: 2025 Altman Solon B2B Digital Marketing and GTM Strategy Survey

## Chapter 4. Emerging Leaders

**Leaders are emerging who have successfully deployed GTM Accelerators.**

*“From an end-to-end perspective, when we guide customers through the entire funnel with structured, seamless handovers and transitions, it makes a huge difference. Customers ultimately don’t differentiate between sales or marketing departments at various touchpoints — they care about the overall journey and experience at each touchpoint.”*

— SVP Marketing, Global Telecommunications Company

Through our research, we have identified a small group of Leaders (the top 17% of respondents who are **advanced in both demand generation and brand marketing**). These Leaders have deployed what we call a **GTM Accelerator model**.

## Defining the GTM Accelerator

A GTM Accelerator is a set of capabilities that allows companies to:

- Deliver seamless, personalized customer journeys.
- Automate with the advanced use of technology, including widespread AI use and integrated customer data.
- Align brand marketing with demand generation across the funnel.

Many Leaders worked through a GTM transformation to build their GTM maturity and develop new, more highly integrated operating models. Implementing a GTM Accelerator involves stronger alignment and integration across all elements of the GTM operating model: GTM strategy, digital execution, processes, technology, data, people, organization, and measurement.



## GTM transformation

GTM model elements	Many Tech/Telecom firms using outdated approaches Prior GTM approach	Need to build capabilities for the new age of B2B GTM New GTM Accelerator approach
Strategy/approach	<ul style="list-style-type: none"> <li>- <b>Primarily sales-led</b> demand generation</li> <li>- <b>Under-developed brand</b> value proposition</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Sales, marketing, and customer service working together</b> to drive revenue</li> <li>- <b>Strong, well articulated brand</b> value proposition</li> </ul>
Customer experience/digital marketing execution	<ul style="list-style-type: none"> <li>- <b>Disjointed, fragmented engagement</b>, not highly personalized</li> <li>- <b>Focus primarily on individual lead</b> generation and development</li> <li>- <b>Brand value proposition tenets not reflected</b> across the funnel</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Integrated, seamless, personalized</b> end-to-end engagement</li> <li>- <b>Greater focus on accounts and buying groups</b>, as appropriate</li> <li>- <b>Brand value proposition tenets integrated</b> across the funnel</li> </ul>
Process, technology, data	<ul style="list-style-type: none"> <li>- <b>Disconnected, under-utilized technology</b>; siloed customer data</li> <li>- <b>Not fully leveraging AI</b> and automation</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Embracing technology innovation</b> – fully-utilized integrated technology and data across platforms and functions</li> <li>- <b>Embedding new AI use cases</b> holistically to drive customer experience and ROMI</li> </ul>
Human resources	<ul style="list-style-type: none"> <li>- <b>Greater focus on traditional skill sets</b>, e.g., marketing focused on creative, sales focused on relationships</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Expanded skill sets becoming critical</b> across functions, e.g., AI/data analytics, technical, digital, agile, etc.</li> </ul>
Organization/culture	<ul style="list-style-type: none"> <li>- <b>Overly top-down driven</b>, siloed, and rigid</li> <li>- <b>Limited cross-functional</b> collaboration and joint planning</li> </ul>	<ul style="list-style-type: none"> <li>- <b>More collaborative</b>, connected, and agile</li> <li>- <b>Working flexibly together</b>, focused on common goals with coordinated execution</li> </ul>
Measurement	<ul style="list-style-type: none"> <li>- <b>Fractured measurement</b>, marketing (focused on engagement) and customer support (issue resolution) not fully aligned to drive revenue objectives with sales</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Full end-to-end measurement</b> focused on revenue across the buying journey and customer lifetime experience</li> </ul>

### Key differences between Leaders and Laggards

Our research shows that Leaders stand apart in four ways:

- 1 Brand commitment** – 83% of Leaders view brand as critical, compared to 51% of Laggards.
- 2 Better measurement** – 78% of Leaders effectively measure ROMI for demand generation and 64% for brand, versus only 27% and 17%, respectively, for Laggards.
- 3 Advanced AI use** – 39% of Leaders integrate advanced AI uses across marketing and sales, versus 11% of Laggards.
- 4 Stronger results** – 75% of Leaders report significant positive impact on brand awareness versus 25% of Laggards. Sixty-one percent of Leaders report significant positive impact on revenue growth from marketing investments, compared to 20% of Laggards.

Leaders demonstrate that building a GTM Accelerator that drives results is not just about adopting new technology but about building advanced capabilities and integrating the full GTM model.

### B2B marketing maturity

		Laggards Remaining 166 Tech/ Telecom firms (83%)	Leaders <sup>1</sup> Top 36 Tech/Telecom firms (17%)
		ADVANCED IN ONLY ONE OR NEITHER DEMAND GENERATION NOR BRAND	ADVANCED IN BOTH DEMAND GENERATION AND BRAND
<b>B2B Leaders are more likely to:</b>			
<b>1.</b>	<b>View brand as very important/critical</b> (% of respondents)	51%	83%
<b>2.</b>	<b>Measure demand generation ROMI effectively</b> (% of respondents) and	27%	78%
	<b>Measure brand ROMI effectively</b> (% of respondents)	17%	64%
<b>3.</b>	<b>Use AI in very advanced ways</b> (% of respondents)	11%	39%
<b>4.</b>	<b>Report significant impact on top metrics</b> (% of respondents indicating significant impact due to marketing investments):		
	Higher brand awareness	25%	75%
	Higher revenue growth	20%	61%
	Improved brand perception / consideration	20%	53%
	Higher customer advocacy	18%	47%
	Higher customer engagement	18%	44%
	Improved return on marketing spend	19%	44%

83% of Leaders view brand as very important or critical vs. 51% of Laggards

75% of Leaders report higher brand awareness due to their marketing investments, vs just 25% of Laggards

Source: 2025 Altman Solon B2B Digital Marketing and GTM Strategy Survey

1) Leaders were rated as Scaling or Ingrained for brand and demand gen marketing. Maturity ratings: Starting (no/low capability), Experimenting (medium capability), Scaling (high capability), Ingrained (very high capability); Laggards represent the remaining sample.

## Conclusion: Getting started

**The pace of change in B2B GTM transformation is accelerating. Companies must move quickly to build advanced capabilities or risk being left behind.**

**“The rapid build-out of external talent, internal expertise, and orchestration of these elements was unprecedented in my experience with transformations. Managing this scale of transformation at such speed, while maintaining quality and meeting expectations, was a remarkable achievement.”**

— Former CMO and Chief Digital Officer, Technology Company

## Building a GTM Accelerator

Success in building GTM Accelerators depends on:

- A clear strategy and roadmap.
- Prioritization of the highest-value opportunities.
- Change management to support adoption.
- A heightened sense of urgency with cross-functional senior executive support to move quickly.

## How to begin

Implementation often follows a phased approach:

- 1** Start with a diagnostic to assess GTM maturity.
- 2** Address foundational capability gaps.
- 3** Design the longer-term GTM operating model; define the “north star” to head towards.
- 4** Launch pilot programs to test, refine, and learn, while implementing longer-term initiatives to build capabilities.

This staged approach can deliver near-term results while laying the foundation for long-term transformation.

## The risk of waiting

Leaders are already separating themselves from peers by embedding AI, strengthening brand, and aligning marketing, sales, and customer service to deliver measurable business impact. Companies that delay risk falling further behind as customer expectations continue to rise and competitors move ahead.

Altman Solon partners with TMT companies to evaluate GTM maturity, align commercial functions, and launch initiatives that accelerate performance and deliver results.

## GTM Accelerator success stories

Leaders are emerging who have successfully deployed **GTM Accelerators**. Many are building advanced brand and demand generation capabilities enabled by technology, and more specifically AI, realizing strong results. Below, we highlight some success stories from our discussions with senior marketing and sales executives at companies who have built GTM Accelerators.

**Case study 1. A large U.S.-based software company** integrated brand marketing with demand generation, leveraging ABM tactics and AI-enabled insights in a unique, events-oriented approach.

The company's goal was to improve the customer journey for large and mid-sized accounts using ABM to deliver greater personalization. The company leveraged its unique events-driven approach with more than 1,000 owned and operated events annually. This resulted in strong brand recognition, supported by significant investment in brand marketing with strong executive support.

The company designed VIP experiences for top ABM accounts within events to build connections with executives and close deals. This required integrating brand and demand generation marketing activities. They optimized marketing activities using AI tools and a rigorous measurement approach, including systematically documenting customer interactions at events. Having succeeded with their one-to-few ABM program, they expanded to include a one-to-one program. They also adopted a COE approach to standardize processes and build new technology-enabled capabilities to support their GTM approach.

### Results:

- One-to-few ABM program: threefold increase in website visits and 15% improvement in close rates for target accounts year-over-year.
- One-to-one ABM program: 50% increase in pipeline and 50% increase in average deal size for select accounts year-over-year.
- Consistent positive ROI on their significant investment in events.

**Case study 2. A large European telecommunications company leveraged brand leadership to drive product awareness, supported by AI-enabled demand generation.**

The company had invested in building a strong brand image over time. They sought to integrate and streamline sales and marketing across all channels to improve demand generation and better promote their product offering, leveraging their strong brand. The goal was to improve scaled marketing personalization by better utilizing AI.

They implemented AI throughout the customer journey and built internal tools for lead scoring and customer insights. Personalization was enhanced through the use of AI for micro-segmentation, supporting highly targeted marketing campaigns. Their approach focused on better integrating brand marketing with demand generation, as well as aligning marketing and sales to improve the customer journey.

**Results:**

- 50% reduction in campaign production costs (from generative AI use).
- 20% revenue lift from improved up-selling and cross-selling.
- 20% increase in employee satisfaction from tighter marketing and sales alignment.
- 15–20% boost in marketing efficiency, with a long-term target of tripling.



**Case study 3. A mid-sized, U.S.-based SaaS firm** built a best-in-class, scaled ABM approach leveraging innovative technology, marketing intent data, and advanced predictive analytics.

An established leader in predictive analytics, the company needed to reposition itself to differentiate within the increasingly competitive and rapidly evolving marketing technology landscape. They sought to establish themselves as a best-in-class platform for scaled ABM.

Building deep AI capabilities enabled the firm to target customers meeting their ideal customer profile, while reducing the number of business development representative (BDR) interactions by 35%. They also centralized revenue operations and digital marketing by building COEs to deepen expertise, leverage scale, and better integrate marketing and sales. Using their own intent marketing product to target customers early in the buying process, they successfully integrated their brand story with demand generation tactics to reinforce their value proposition.

### Results:

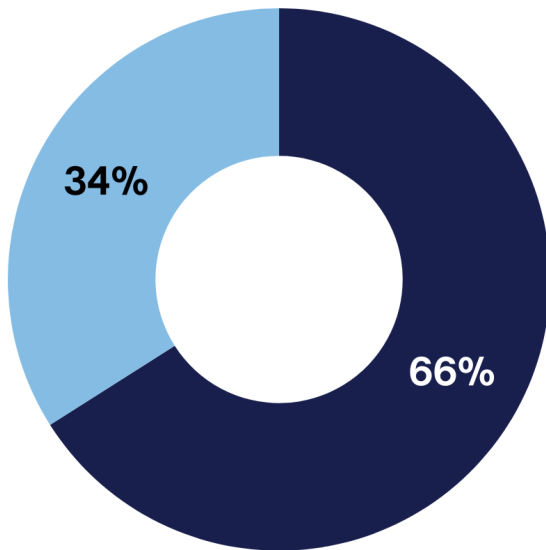
- 40% year-over-year revenue growth.
- 30% increase in customer base in one year.
- 30% larger average deal size.
- 39% faster close rate.



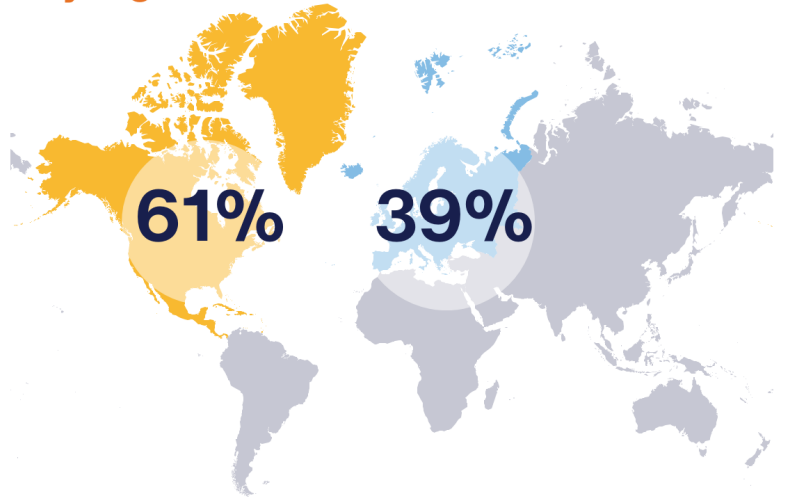
# Survey responses

## By sector

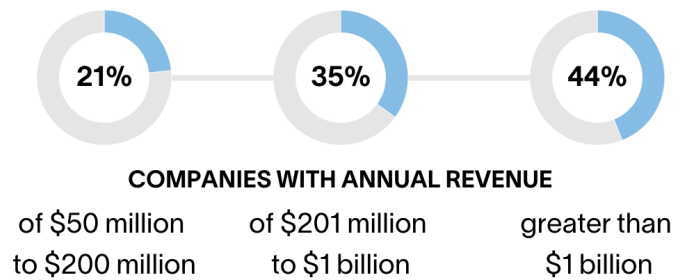
- Technology
- Telecommunications



## By region

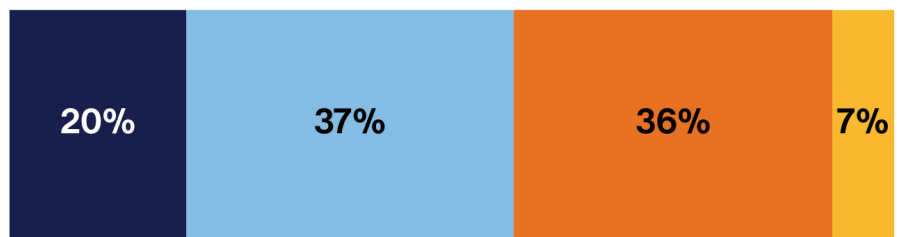


## By company size



## By seniority

- C-suite executives
- EVP, SVP, President, or VP
- Directors or Senior Directors
- Senior Managers or Managers



## The survey and interviews covered the following topics:

- Best practices in B2B GTM, including demand generation and brand marketing.
- Company digital GTM maturity levels and capabilities.
- Digital GTM performance and correlation with digital maturity.
- AI adoption and use cases deployed to improve GTM efficiency and effectiveness.
- GTM key success requirements, considering shifting market trends and buyer requirements.

## Leadership & Oversight



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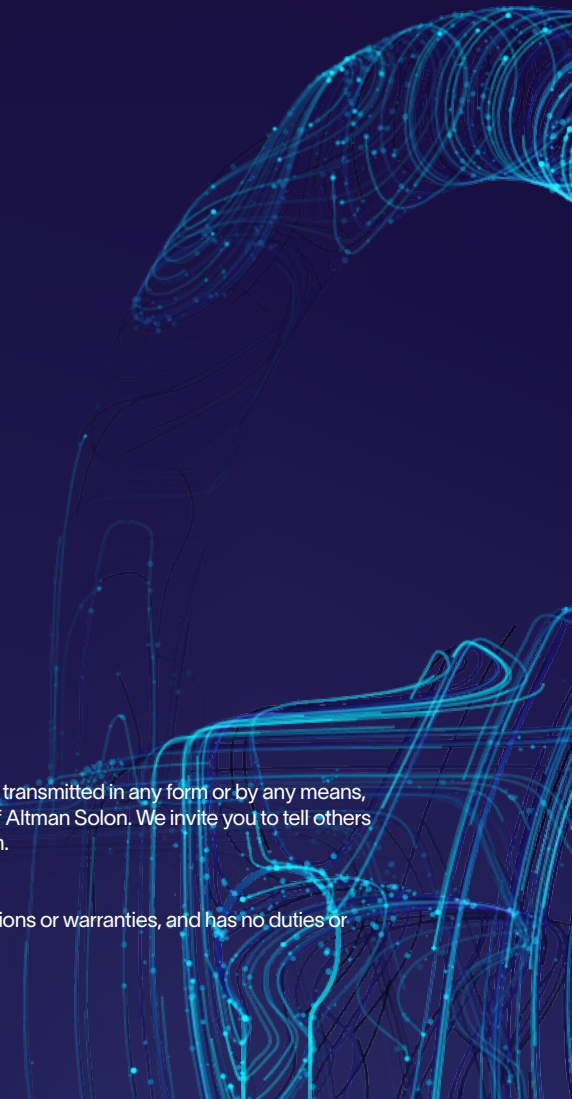
Special thanks to Alden Alijani and Grady Redding  
for their contributions.

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