

When and How Much AI Should You Use in Your Sales/Marketing Tech Stack

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RevOps and MarketingOps leaders face a critical question as AI promises to revolutionize go-to-market operations: How extensively should we deploy AI in our sales/marketing tech stack?

It's tempting to jump on the AI bandwagon—especially as [88% of marketers](#) believe AI and automation are essential for meeting customer expectations—yet reality shows organizations only use ~56% of the tools they buy.

The goal isn't to be anti-AI, but to apply AI in a pragmatic, fit-for-purpose way backed by solid infrastructure and strategy. This article provides a data-driven framework to evaluate where AI (from AI SDRs and lead scoring to chatbots and content generation) makes sense in your stack, and where a human touch or process improvement might yield better returns.

We'll explore a decision matrix for when full AI-driven outbound is appropriate vs. not, key questions to ask before deploying AI outreach, the risks and constraints to plan for (hallucinations, deliverability, brand control, etc.), and recommendations for AI tools across various categories. The guidance is analytical and realistic, targeted for RevOps, MarketingOps, and GTM architects who need to ensure AI investments drive ROI and align with their team's capabilities.

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1. The Role of AI in Today's GTM Stack

AI is increasingly touching every part of sales and marketing. According to [HubSpot's State of AI report](#), AI adoption among sales teams has surged to 43% in 2024, up 9% from 2023. Sales professionals cite AI's power to dramatically scale their efforts—half of reps surveyed [agreed](#) “AI enables scalability in ways that would otherwise be impossible.”

Where can AI enhance GTM?

Common high-impact use cases include:

AI SDRs & Outbound Prospecting: Autonomous agents or workflows that research prospects and send outreach (emails, LinkedIn messages) to book meetings.

AI-Powered Lead Scoring: Machine learning models that prioritize leads/accounts based on likelihood to convert, using intent signals or behavioral data.

Conversational AI & Chatbots: AI chatbots on your website or messaging channels that engage visitors, answer questions, and pre-qualify leads in real time.

Content Generation & Personalization: Generative AI tools that draft sales emails, social posts, or even landing page copy tailored to different segments, and AI-driven personalization of web experiences.

These AI capabilities can streamline workflows and improve personalization at scale. For example, the [number one way](#) B2B sales teams use AI today is for writing sales content and prospect outreach messages. Importantly, AI isn't a complete replacement for humans – the [vast majority of sales pros still edit AI-generated text before using it](#) to ensure accuracy and brand alignment.

The upshot: AI can offload repetitive, data-heavy tasks (research, list building, initial drafting, data analysis) so your team focuses on strategy and relationships. But the extent to which you rely on AI vs. humans should be dictated by your business specifics—especially your TAM (Total Addressable Market) and ACV (Average/Annual Contract Value), as we examine next.

2. Decision Framework: AI Marketing Agents

AI Marketing Agents can be used across your marketing motion and in general, are more mature than AI Sales Agents. Not every organization will benefit equally from a “full AI inbound or full AI marketing” strategy. It depends on where you want to scale and how your marketing organization is set up.



Using Top of Funnel AI Marketing Agents: AI Marketing Ops Agents for Cold Leads

AI Marketing Ops Agents focus on warming up the cold part of your TAM and primarily are used to perform TAM Analysis and Lead Scoring. Agentic TAM Analysis should help you understand the full of accounts & contacts you could feasibly sell to by analyzing your market, competition, and adjacent verticals. Agentic Lead Scoring should help you score all these leads using signals for who is in market to buy now and creating a temporal view of how often each signal is exhibited. By using AI against your Closed/Won customer data, agentic lead scoring can predict who is likeliest to close by matching it against what your customers did leading up to their closing in the past.

Using Middle of Funnel AI Marketing Agents: AI GTM Engineering Agents for Warm Leads

AI GTM Engineering Agents focus on warming up the warm part of your TAM and primarily send targeted micro campaigns at scale using AI ads, emails & linkedin messages. Since AI cold calling is mostly illegal, we don't recommend this. These agents should work on A/B testing your warm market and quickly verticalize and horizontalize your personas and verticals. The goal should be focused on driving leads to your website for later conversion and pushing these leads to exhibit more and more signals.

Using Bottom of Funnel AI Marketing Agents: the AI Demand Gen & MDR Agents for Hot Leads

AI Demand Gen & MDR agents focus on inbound conversion to a booked meeting and tend to live on your website. These agents can generate landing pages, pop ups and utilize AI chatbots to interact live with your website visitors and A/B conversion flows.

A note on constructing your marketing team for AI Marketing Agent Readiness:

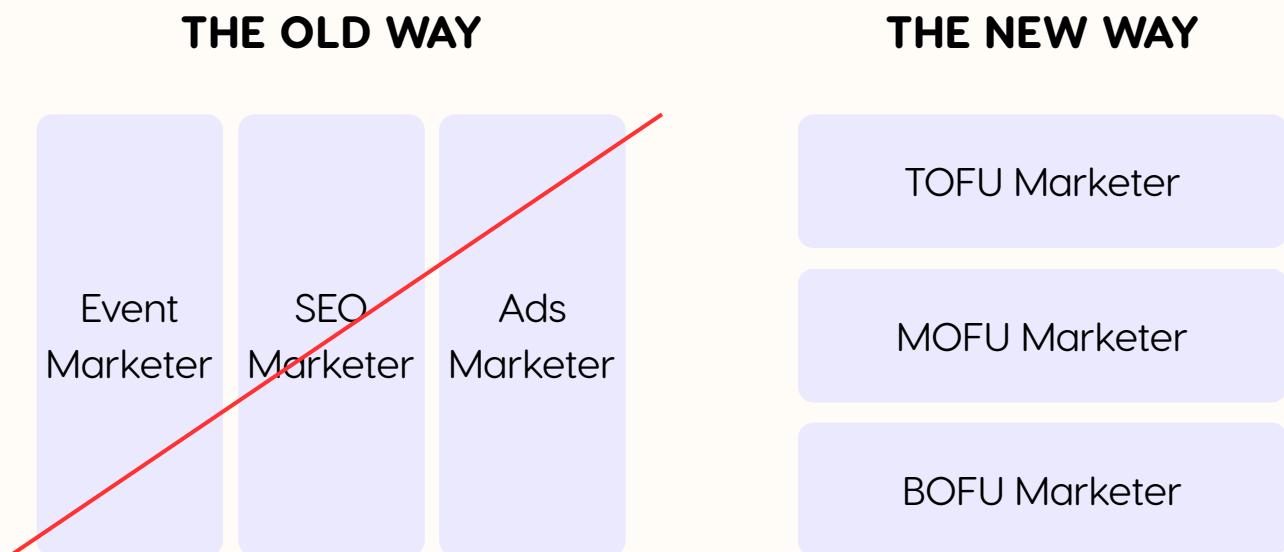
Most marketing teams in the 2020s were structured vertically by channel: someone for paid, someone for SEO, someone for social, someone for events etc. Across our customer base we're seeing a shift and a realization this org structure is broken for an agentic future.

This structure leads to disjointed handoffs, misaligned KPIs, and a lack of ownership over revenue.

Here's what happens:

- The ads team wants to get a great ROAS, and doesn't want to share credit with the SDR org.
- The content team is focused on engagement metrics, not pipeline acceleration.
- The events team is optimizing for booth scans, not revenue influence.

No one admits to multi-channel attribution. The result: marketing celebrates success in their vertical while sales struggles to hit quota. But if you want to arm your marketing team with AI agents whose goal is to warm up your TAM and grow pipeline, consider a horizontal integration of your marketing team:



1/ TOFU (Top of Funnel) Marketer:

Title: AI Awareness Marketer

Team: Owns awareness and audience growth on Cold Leads with AI Marketing Agents. Content, brand, paid, SEO, social → all focused on capturing attention and demand

Goal: Maximize problem & market awareness

2/ MOFU (Middle of Funnel) Marketer:

Title: GTM Engineer

Team: Owns signal-stacking plays on Warm Leads with AI Marketing Agents. Marketing-led outbound with Automated Email, LinkedIn, targeted micro campaigns

Goal: Turn interest into website visits omni-channel

3/ BOFU (Bottom of Funnel) Marketer:

Title: Demand Marketer

Team: Owns conversion & pipeline acceleration on Hot Leads with AI Marketing Agents. Directing SDR teams where to focus, live chat conversations

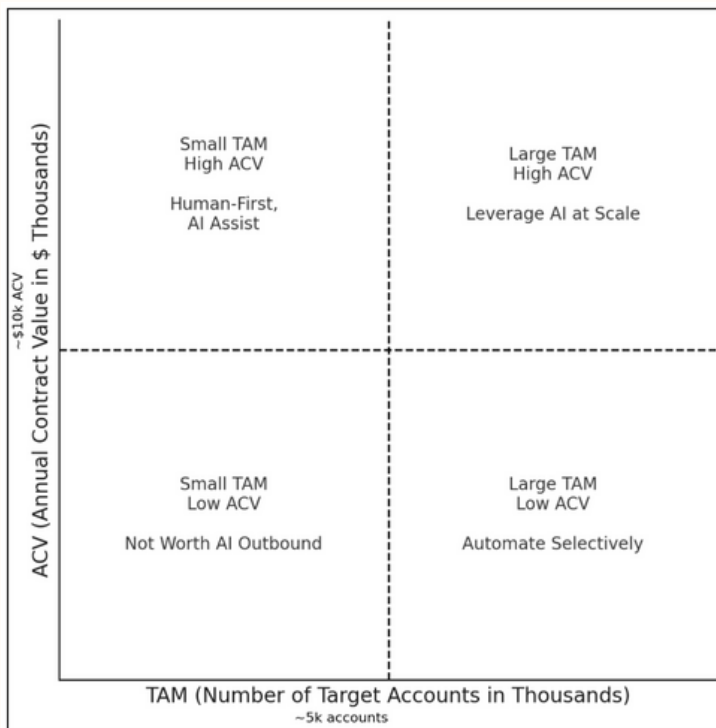
Goal: Book meetings that are qualified pipeline

Proof: Gong saw a 3X increase in pipeline velocity by aligning content, sales enablement, and demand gen under one BOFU team.

3. Decision Framework: AI Sales Agents

AI Sales Agents can be used across your sales motion. While they can be deployed post-qualified opportunity (e.g., AI notetaker, researcher & deal room), we will focus here on the pre-sales motion use of AI. Not every organization will benefit equally from a “full AI outbound” strategy.

It depends on your GTM motion:



Decision matrix guiding AI outbound usage based on TAM (target market size) and ACV (deal size). Smaller markets and low-value deals yield lower ROI from AI automation, whereas large markets and high-value deals are ideal for scaling with AI. Matrix borrowed from GTM Signal Expert Brendan Short [in this post](#).

In general, consider the following scenarios:

Small TAM + Low ACV (Bottom-Left): If your reachable market is small (e.g., < ~5,000 accounts) and your deal sizes are low (< \$10K ACV), fully automating outbound with AI is likely not worthwhile. You have a limited pool of prospects, and each isn't very valuable – a spray-and-pray AI SDR will quickly spam your TAM for little return ([How to use an AI SDR for SMB/MM | Brendan Short posted on the topic | LinkedIn](#)). In this scenario, focus on highly targeted, human-led outreach or other channels (inbound marketing, referrals, etc.) rather than an AI blitz. AI use: maybe minimal (research assistance) if any.

Small TAM + High ACV (Top-Left): With a narrow market but large deal sizes (e.g., enterprise accounts), outbound can work, but it should be highly orchestrated and personalized. Human-first approach is best, since each prospect is high-value. AI can assist reps with research, drafting

personalized messages, or augmenting an Account-Based Marketing (ABM) program—but not fully take over interactions. In practice, many companies avoid AI SDRs for true enterprise segments. AI use: non-prospect facing.

Large TAM + Low ACV (Bottom-Right): If you sell to a huge volume of prospects but at low price points, you face a volume game. Here, automation is necessary to cover the ground economically. Think of this as more akin to marketing automation: you might use AI to personalize at scale, but you must ensure efficient workflows because each deal's revenue is small. Many SaaS SMB segments fit this: thousands of potential small-business customers. An AI outbound system could generate lots of meetings, but you'll need extremely efficient sales follow-up to make the economics work. AI use: high for automation (sequencing, email personalization), plus strong deliverability management (to avoid spam issues when scaling volume).

Large TAM + High ACV (Top-Right): A large market and high-value deals are the sweet spot for AI-driven outbound. With many potential customers and significant revenue per customer, scaling outreach via AI can unlock a tremendous pipeline. This is often the mid-market or commercial segment: enough accounts to go broad, deals worth enough to justify personalized touches at scale. Here, a well-orchestrated AI SDR can dramatically augment your team's capacity, contacting far more prospects than humanly possible and feeding your sales team with opportunities. AI use: very high – you'll want to leverage AI for prospecting, multi-channel sequences, follow-ups, etc., while still monitoring quality.

4. Key Questions to Answer Before Deploying AI in GTM

Implementing AI lead scoring, AI orchestration, or an AI SDR requires careful planning. Work through these questions with your team before launching your revamped GTM:

1. AI in Marketing: What signals will drive AI targeting and personalization?

AI is only as good as the data/triggers you feed it. Determine which prospects the AI should contact, and when. For example, will you trigger AI outreach when a lead hits certain intent signals (e.g., visits your pricing page, researches your competitors, or has a firmographic fit)? Define the criteria clearly to avoid random or redundant contacts. Also, decide what data the AI will use to personalize messages – e.g., {Lead Industry}, {Recent Blog Post Title}, or insights from the lead's LinkedIn. Investing in good data (intent data, account insights) will make your AI outreach far more effective and targeted.

2. AI in Marketing: How big is our TAM, and what is our ACV?

As discussed above, TAM and ACV are fundamental. If you have fewer than a few thousand

prospects or very low deal values, fully automated outbound may harm more than help (See [more](#) from GTM AI Expert Brendan Short). Conversely, huge TAM or high ACV support a stronger case for AI. Calculate the potential ROI: For example, an AI SDR that can contact 10x the prospects of a human – does that yield enough pipeline to justify its cost, given your conversion rates and deal sizes?

3. AI in Marketing: Will our AI go multi-channel?

Consider if your AI outreach will be email-only, or also involve LinkedIn, calls, SMS, or even gifting. [Some AI sales agents](#) can coordinate multi-channel sequences – e.g., send an email, then a LinkedIn message, etc., based on response or engagement. Multi-channel can boost engagement, but also adds complexity and risk. If you do this, ensure each channel's messaging is consistent and that you don't bombard prospects from all angles unnaturally. You may start with a single channel and expand once stable. Also, ensure compliance with communication preferences (for instance, cold texting prospects might violate consent laws or norms in some industries).

4. AI in Marketing: How will the AI reflect our brand tone and voice?

Every outbound message is a reflection of your brand. If you deploy generative AI to write emails or LinkedIn messages, you must ensure it mimics your desired tone (e.g., friendly and helpful, or formal and consultative). This often means providing the AI with style guidelines or example outputs to follow. Some tools allow you to train a custom model or set a tone profile. Plan for a human to QA initial outputs. As one marketing leader put it, [don't use AI as a quick fix – integrate it and keep the human touch to make content authentic](#). Establish an approval process initially: perhaps AI drafts go to a manager or SDR for review until you're confident in the AI's voice.

5. AI in Sales: Does outbound currently work for us?

Be honest about your baseline. If your team is not getting traction with outbound (emails, calls, etc.) today, identify why before layering AI on top. AI can accelerate execution, but it can also amplify poor targeting or messaging. Make sure you have product-market fit and some outbound playbook that generates meetings; otherwise, focus on fixing that first.

6. AI in Sales: What is our deliverability strategy?

High-volume outbound will wreck your email deliverability if not managed carefully. Plan for tools and practices to maintain inbox placement (warming up sending domains/IPs, rotating through multiple sender addresses, monitoring spam rates). Dedicated email routing solutions (see Tools section) can automate warm-ups and throttle sending. Never neglect this: even the best AI-written emails won't matter if they land in spam folders. For instance, sending large blasts from one domain without warmup can drop deliverability precipitously—even a [0.3% spam complaint rate](#) can tank your domain reputation.

7. AI in Sales: Do we have reply management workflows in place?

Great, your AI sends 5,000 emails, and some prospects start replying—who handles those replies? You need a workflow for triaging responses: auto-filtering out-of-office or unsubscribes, routing

interested replies to a human rep quickly, and handling objections or questions the AI can't answer. An AI SDR might handle the first outbound message, but a human should probably take over the conversation when a prospect engages (at least until AI can reliably navigate complex dialogues). Make sure your team (or a queue in your CRM) is ready to follow up promptly, or else leads will go cold.

8. AI in Sales: What happens when (not if) the AI hallucinates?

Generative AI can sometimes produce incorrect or made-up information (so-called "hallucinations"). In outbound, this could mean an AI email referencing a fake statistic or a wrong fact about the prospect's company – a brand disaster! Decide how you will prevent and catch inaccuracies. Strategies include: restrict the AI to certain knowledge (don't let it freely generate factual claims), stick to templates with merge fields for data you provide, and have humans review automated content periodically. Also, plan a fallback: if the AI does say something odd to a prospect, how will you respond or correct it? It's wise to include an apology and clarification in your playbook for any AI-generated mistakes.

9. AI in Sales: How are we handling meeting scheduling and handoff?

If the AI's goal is to book meetings, integrate a smooth scheduling mechanism. This could be a Calendly link inserted in emails or an automated handoff to a [Default](#) or [Chilipiper](#) routing system for inbound demo requests (especially if using an AI chatbot like [Warmly](#) for inbound). Define if meetings will be round-robin to reps or go to a specific owner. Also, when a meeting is booked, ensure an opportunity or deal gets created in your CRM for the sales team – the handoff should be seamless.

10. AI in GTM: How will we track attribution and influence?

When AI is sending additional outbound touches, you'll want to measure their impact. Set up attribution tracking so that if an AI email influences a deal, you know it. This may involve using unique tracking links, UTM parameters, or sequences that log activities in CRM. Leverage your attribution software (e.g., HubSpot's attribution reports, or dedicated platforms like Dreamdata or HockeyStack) to see how AI-sourced or AI-nurtured leads progress. Establish KPIs: meetings booked by AI, pipeline generated, etc. – and also track negative outcomes (unsubscribes, spam complaints) to gauge the true impact.

11. AI in GTM: How will we calculate ROI and scale if successful?

Define success metrics and the resources AI consumes (licenses, etc.), then calculate ROI. For example, if an AI SDR tool costs \$X per month, how many meetings or deals must it generate to be worthwhile compared to hiring another human SDR? Plan to monitor this. Also, if the pilot is successful, how will you scale up – more AI agents, expanding to new segments, etc.?

Conversely, set criteria for pulling back if it's not working (e.g., after 3 months, low meeting conversion rates might mean you pause and rethink). Having reporting in place (performance dashboards) will help manage this.

5. Risks and Constraints of Using AI

Even with the right strategy and prep, you must navigate several **risks and constraints** when using AI in GTM. Understanding these upfront will help you mitigate them:

Hallucinations & Inaccuracies: As noted, generative AI can produce incorrect or nonsensical outputs if not guided properly. In a B2B context, that could mean an outbound email that references a “recent acquisition” that never happened, or misstates the prospect’s company name – fast ways to lose credibility. To combat this, put quality controls in place. You may also run AI outputs through an approval layer – even if it’s a quick skim by an SDR – especially early on. Remember that real-time AI (like a live chatbot) carries a higher risk of unvetted content, so start with conservative use cases or have an easy fallback to a human agent if the AI gets confused.

Awkward or Off-Brand Tone: AI-generated content can sometimes read as awkward or robotic. Prospects are quick to delete emails that feel like mass automation. There’s also a risk of the tone not matching your brand’s voice or the level of seniority of the recipient. Mitigate this by training the AI on examples of your best-performing, on-brand emails. Many teams create prompt libraries or use tools that learn from your writing style. Also, instruct the AI to keep things concise and natural. If you find outputs are still stiff, you might dial back the AI’s role to drafting bullet points or research insights, which a human rep then crafts into a normal-sounding email.

Data Privacy and Compliance: If your AI is contacting prospects, ensure you comply with email regulations (CAN-SPAM, GDPR, CASL, etc.). Just because an AI can send 1,000 emails doesn’t mean it should – you still need proper unsubscribe links, honor do-not-contact lists, and potentially consent for certain regions. Also be mindful of personal data usage: if you’re feeding the AI data about individuals, ensure it’s done in line with privacy policies. Some AI tools may process data off your servers; verify vendors’ compliance if that’s a concern. Essentially, outbound rules still apply – AI is not an excuse to ignore them.

Internal Adoption & Perception: One risk is internal pushback or poor adoption of AI tools by your team. Sales reps might fear being replaced or be hesitant to trust AI outputs. To address this, involve your team in the AI rollout. Make it clear the AI is there to empower them, not compete with them. Provide training and share early wins to build confidence. Also, maintain transparency: show reps the data that drives the AI’s actions so it doesn’t feel like a black box. If people worry about job security, emphasize that while AI can automate tasks, human judgment and relationship-building remain irreplaceable (and the company will upskill reps to work with the AI).

Escalation & Exception Handling: Have a plan for any unexpected situations. For example, if the AI accidentally emails a customer under a sensitive account or triggers an uncomfortable response (“Is this a bot emailing me?”), how will you handle it? It’s wise to prepare a human response for prospects who ask if the outreach was automated – many companies opt for honesty with a human follow-up:

e.g. “Yes, we use an AI assistant to help introduce companies who fit certain criteria, but I (a real human) am reaching out now to personally assist you.” Most prospects will appreciate the transparency.

By proactively addressing these risks, you can significantly reduce the downsides of AI in your outbound. Many early failures of “AI SDRs” have come from skipping these safeguards, resulting in off-brand spammy outreach that tarnishes the company’s reputation. On the flip side, when done thoughtfully, AI outbound can be a game-changer: it can free your team from grunt work, uncover new opportunities, and even improve consistency. The motto to keep in mind: automate responsibly—move fast, but with guardrails.

6. Tool Recommendations Across Key Categories

Assuming you’ve evaluated the fit and planned your strategy, what tools and platforms can help implement AI in your sales/marketing stack? Below we highlight leading solutions in several categories, from AI SDRs to deliverability, personalization, and more. (Note: inclusion isn’t an endorsement—consider your requirements—but these are popular options in 2025.)

Categories:

1. AI in Marketing: Signal Data Aggregation & Lead Scoring
2. AI in Marketing: Website Conversation & AI Chat
3. AI in Marketing: Attribution & Analytics
4. AI in Marketing: Orchestrating Signal Data to Channels
5. AI in Sales: AI SDRs & Outbound Sequencing
6. AI in Sales: Content Writing
7. AI in Sales: Email Deliverability & Routing

1. AI in Marketing: Signal Data Aggregation & Lead Scoring

Warmly - Warmly uses AI to pull in 9 different types of warm lead signals and waterfalls them across data providers to ensure the data is accurate. Using agentic lead scoring, we will look across your 1st, 2nd & 3rd party signals to maximize the chance that the time spent engaging a lead (whether cold, warm, or hot) won’t be wasted. More on our [Signal Data & Waterfalls](#).

Commonroom - Common Room helps GTM teams know who to target, when to engage, and how to convert through sophisticated signal capture, person and account identification and enrichment, and AI-powered activation agents. Common Room specializes in signal aggregation and is most well known for its signal data for warm leads stemming from Github commits and Discord communities.

2. AI in Marketing: Website Conversation & AI Chat

Tools that help tailor content and engage prospects in a more personalized way, often using AI to adjust messaging or website content per audience.

Warmly – Warmly’s inbound marketing AI agents ensure you maximize conversion on your website. Our AI-powered chatbot is fed by website de-anonymization data and your training to be almost as good as a human rep. The AI is capable of fully booking meetings and can use round-robin rules and advanced routing based on CRM data. Our Warm Offers product lets you personalize pop-ups on your website, all in the service of converting more website traffic

Mutiny – An AI-powered website personalization platform. Mutiny alters your website copy or offers dynamically based on who comes to your website. If your outbound AI sends someone to a landing page, Mutiny could ensure that page speaks directly to their vertical or pain point, boosting conversion. Think of it as extending personalization beyond the email into the site experience.

Drift by Salesloft – Drift offers AI chatbots that can greet website visitors (often those driven by your outbound or ads) and engage them in conversation. Drift bots use AI to understand questions and qualify leads, handing off to sales reps or booking meetings when appropriate. Essentially, if your outbound email gets a click, a Drift bot on your site could continue the AI-driven engagement by answering the prospect’s questions in real time.

Default – An advanced scheduling and routing tool that is often used for inbound lead conversion (e.g., instantly routing form fills to a booking calendar). In an AI outbound context, if you drive prospects to a landing page or form, Default can immediately qualify and schedule them with the correct rep. It’s ideal if you want rules-based meeting routing – say, enterprise prospects schedule with a senior AE, mid-market with a junior AE, etc., automatically. Default can also insert scheduling options directly in emails (one-click booking for the recipient).

3. AI in Marketing: Orchestrating Signal Data to Channels

Warmly – Warmly has an orchestration ability that lets you feed in its 1st, 2nd, & 3rd party intent data and set up automated follow-ups to Ads, Emails, LinkedIn & chatbot. Warmly recommends sending ads to cold leads, emails to warm leads, and LinkedIn DMs to hot leads (or letting human sales reps handle those). The world is your oyster with Warmly since it allows for flexible play building and comes with a dedicated CSM to assist your efforts.

Clay – Clay is an orchestration tool that integrates with hundreds of providers to enrich your data, automate personalized outreach, and implement any idea for GTM. Its flexible template model allows you to copy what is working best from other GTM influencers. While complex to get started, there are lots of good videos and guides on how to set up automated outbound.

4. AI in Marketing: Attribution & Analytics

Tools to track multi-touch attribution and the influence of all your channels (including this new AI outreach) on pipeline and revenue.

Dreamdata – A B2B revenue attribution platform that connects and models data across your go-to-market stack. Dreamdata can pull in CRM data, marketing automation data, ad clicks, website visits, and more, then stitch together full customer journeys. This is powerful if you have a longer sales cycle with many touchpoints. You could see if an AI outbound email was the first touch that eventually led to a deal, even if that deal closed 6 months later after many other touches. In short, it gives credit where it's due in complex B2B journeys.

HockeyStack – A newer entrant, HockeyStack is a revenue analytics and attribution platform with a strong focus on product-led growth (PLG) insights and marketing metrics. It can track attribution of self-serve signups, marketing campaigns, and sales touchpoints in one. If your model involves both product usage and outbound sales, HockeyStack can tie those together (e.g., your AI email brings someone back to sign up for a free trial, which usage then triggers a sales outreach, etc.). It also offers a flexible no-code report builder for slicing data. Use it to prove out the influence of your AI-driven touches on pipeline generation and conversion rates.

5. AI in Sales: AI SDRs & Outbound Sequencing

Tools that act as automated sales development reps – researching prospects, sending outreach, and handling initial interactions.

Warmly + 11x – Warmly has teamed up with 11x to get you Human, Automated, or Full AI options for outbounding. Warmly will allow you to notify human sales reps of hot leads so they can personalize outreach. Warmly will also let your GTM leadership team set up workflows & triggered automations using existing sequences coming from existing reps' inboxes. And 11x is fed Warmly intent-data so its AI SDR can learn by automating outreach to your warm and hot leads to book meetings.

Regie.ai – Regie offers an AI-driven sales engagement platform (SEP). Its AI Agents can determine who to target and what to say by analyzing intent, engagement, and CRM data. Regie automates multi-touch sequences (email, social, etc.) and even list-building.

6. AI in Sales: Content Writing

Lavender – An AI email assistant that works alongside sales reps to write better emails faster. It's like a coach: as a rep composes an email (or an AI draft is prepared), Lavender suggests improvements – from simpler language to more personalized openings – and scores the email's quality. It can also pull in prospect details (like recent news) to enrich personalization. Lavender is useful even if you don't go full "AI SDR"; your human SDRs can use it to greatly improve their messaging. For AI-driven

campaigns, you might use Lavender to QA the AI's output for spam-trigger words or poor wording before sending.

Autobound – Autobound generates hyper-personalized emails instantly based on news, competitor trends, podcasts, social media, financial reports, shared experiences, hobbies, and more. Their AI assistant automates a 30+ minute research and writing process to 2-3x your reply rate. When you first sign up, Autobound's AI reads public information on your company to build out the starting messaging for your account. New users can then build out their writing style, toggle insights off/on, & more.

7. AI in Sales: Email Deliverability & Routing

Solutions to ensure your AI-driven emails reach inboxes, through warm-ups, load balancing across send accounts, and spam monitoring.

Smartlead – A robust cold emailing platform designed to manage multiple inboxes and domains, automate warm-ups, and optimize sending schedules. Smartlead helps you spread outbound emails over several sender accounts to avoid volume spikes on one address, and its ESP matching feature aligns your sending patterns to what email providers expect.

Instantly – An all-in-one AI-powered cold outreach tool that helps find leads, send at scale, and maintain high deliverability. Instantly allows unlimited email warm-ups (it simulates human-like email interactions to build sender reputation). It also offers AI personalization features. This is a good choice if you need to ramp up outbound quickly while minimizing spam risk.

Each of these tool categories addresses a piece of the AI GTM puzzle: finding the right contacts, reaching them effectively, engaging them personally, and measuring the results. It's rare that one product does everything well – you'll likely have a stack (for example: use an AI SDR tool + an email warmup service + a scheduling link + an attribution app). The good news is that many of these tools integrate with each other and with CRMs, so you can build a relatively seamless workflow.

7. Conclusion: AI in Your GTM is a Goldilocks Approach

AI can be a force multiplier in sales and marketing – but only when applied in the right situations with the right preparation. As a RevOps or MarketingOps leader, your role is to cut through the hype and ground AI initiatives in business reality. Sometimes, that means saying “not yet” to AI outbound if the fundamentals aren’t in place (small TAM or broken outbound motion). Other times, it means championing a promising AI pilot but ensuring process, data, and team readiness so it succeeds.

At the end of the day, AI in Your GTM is a **Goldilocks Approach** - there is such a thing as too much AI (at least here in 2025) and there is such a thing as not enough AI. Organizations that add AI to their GTM well set clear metrics, involve their teams, and iterate quickly. You should do the same. Start small, monitor results, and iterate. For instance, you might begin with AI handling a fraction of outbound emails for one segment and compare against a control group of human-only outreach. Learn from the data and then expand if ROI is proven.

Culturally, within your foster a mindset that AI is here to stay in GTM—it’s the present, not just the future—but also that human creativity, empathy, and judgment remain irreplaceable. The ideal scenario is a symbiosis: AI accelerates data crunching and initial engagement, humans build relationships and close deals. As one expert advised, [let AI handle the data, but you handle the storytelling](#).

In summary, use AI where it fits your TAM and ACV economics, ensure you have the infrastructure (data, workflows) to support it, and manage the risks smartly. That’s how RevOps and MarketingOps leaders can make AI a practical success in the sales/marketing tech stack.

PS. Research for this article & tool recommendations was gleefully assisted with OpenAI’s ChatGPT Deep Research. Deep editing & rewriting gleefully assisted by human being Maximus Greenwald & design gleefully assisted by human being Beca Bagdocimo :)