



# The 2026 State of **Agentic AI in B2B GTM**

76% of organizations are deploying it. Most still lack the operational foundations needed to absorb it.

| Research created in  
partnership with



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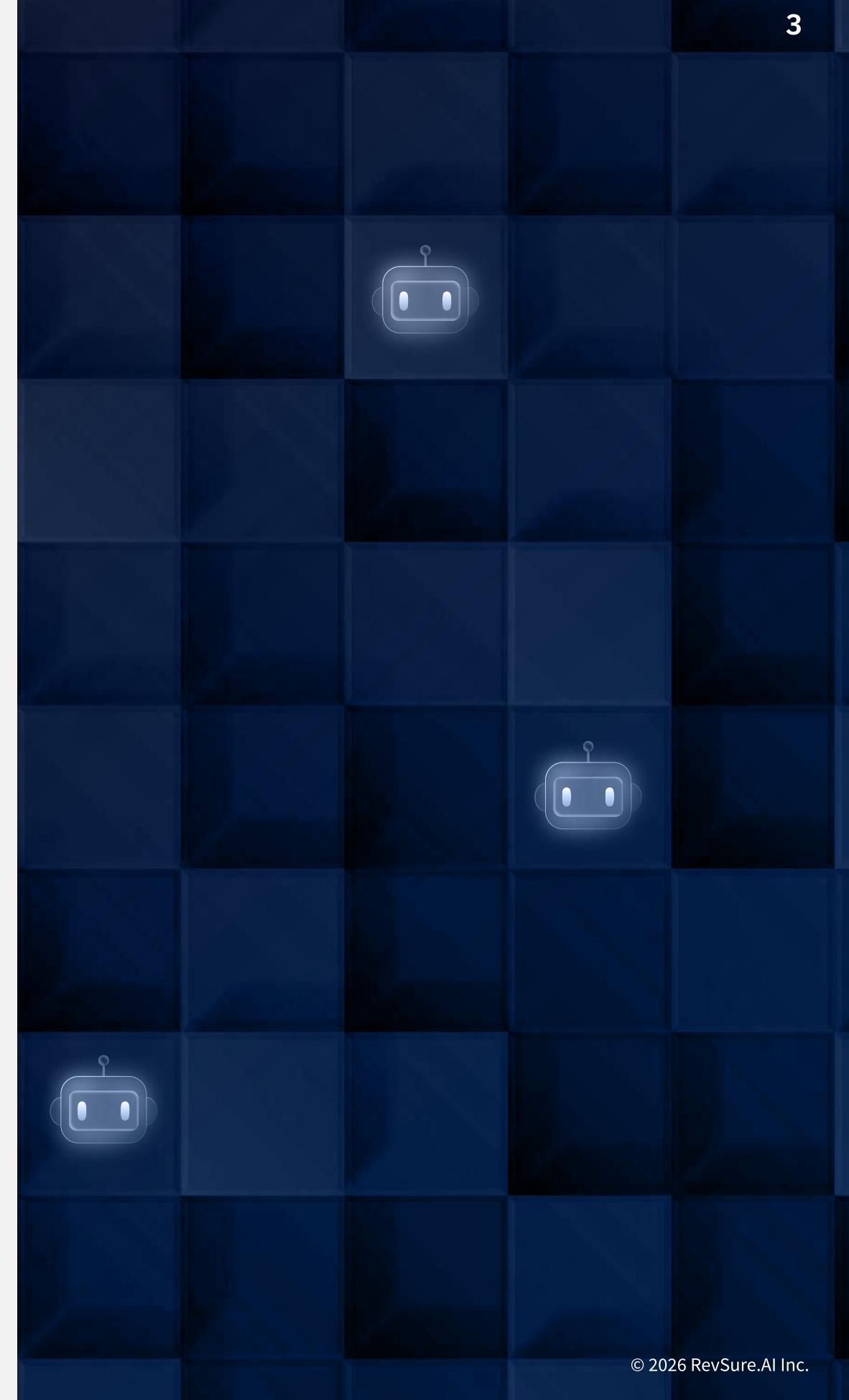
## Foreword

# The Turning Point: When AI Stops Explaining the Funnel & Starts Running It

Artificial intelligence has rapidly become integral to how B2B go-to-market organizations operate, but the nature of that integration is evolving. For years, GTM teams invested in AI primarily to make sense of growing volumes of data to interpret signals, to understand funnel health, and to evaluate performance.

But the question now confronting leaders is no longer,  
**“Can AI analyze what’s happening?”**

Instead, it is becoming,  
**“Can AI act on what it understands?”**



This year's study with Ascend2 reflects that shift clearly. **Senior Marketing and RevOps leaders** across the US and UK describe a GTM environment in motion, one that is stretching the limits of human coordination and revealing the early contours of a new execution model.

The transition from traditional automation to Agentic AI, systems capable not only of recommending actions but also performing them, are underway. And like all foundational shifts, it is uneven, revealing both optimism and operational gaps.

At RevSure, we see **Agentic AI as the connective tissue** between efficiency and predictability. It is the mechanism by which teams unify insight and action, and the lens through which GTM leaders increasingly view the future of revenue execution.

## Executive Summary

# The Illusion of Efficiency Meets the Realities of Fragmentation

B2B organizations report high confidence in their ability to execute, yet their most commonly cited challenges: lead quality, data reliability, inconsistent sales follow-up, and fragmented content operations, point to systemic friction that efficiency alone cannot solve.

At the same time, Agentic AI adoption is advancing at a remarkable speed. A combined 76% of organizations are either deploying or actively implementing it. But readiness is inconsistent: many teams are adopting AI faster than they are upgrading the systems, data pipelines, and governance models required to support it at scale.

## Key Findings

**58%** rate their GTM execution as efficient, yet 47% cite lead and data quality as primary barriers.

**41%** have implemented Agentic AI; another 35% are in rollout phases.

**96%** believe AI agents with full-funnel context would significantly improve execution.

**97%** feel confident they can scale AI responsibly.

**90%** believe Agentic AI will be critical to meeting GTM goals within two years.

Agentic AI adoption is accelerating because leaders see it as the mechanism that finally closes the loop between insight and execution, a responsibility traditional automation was not designed to carry.

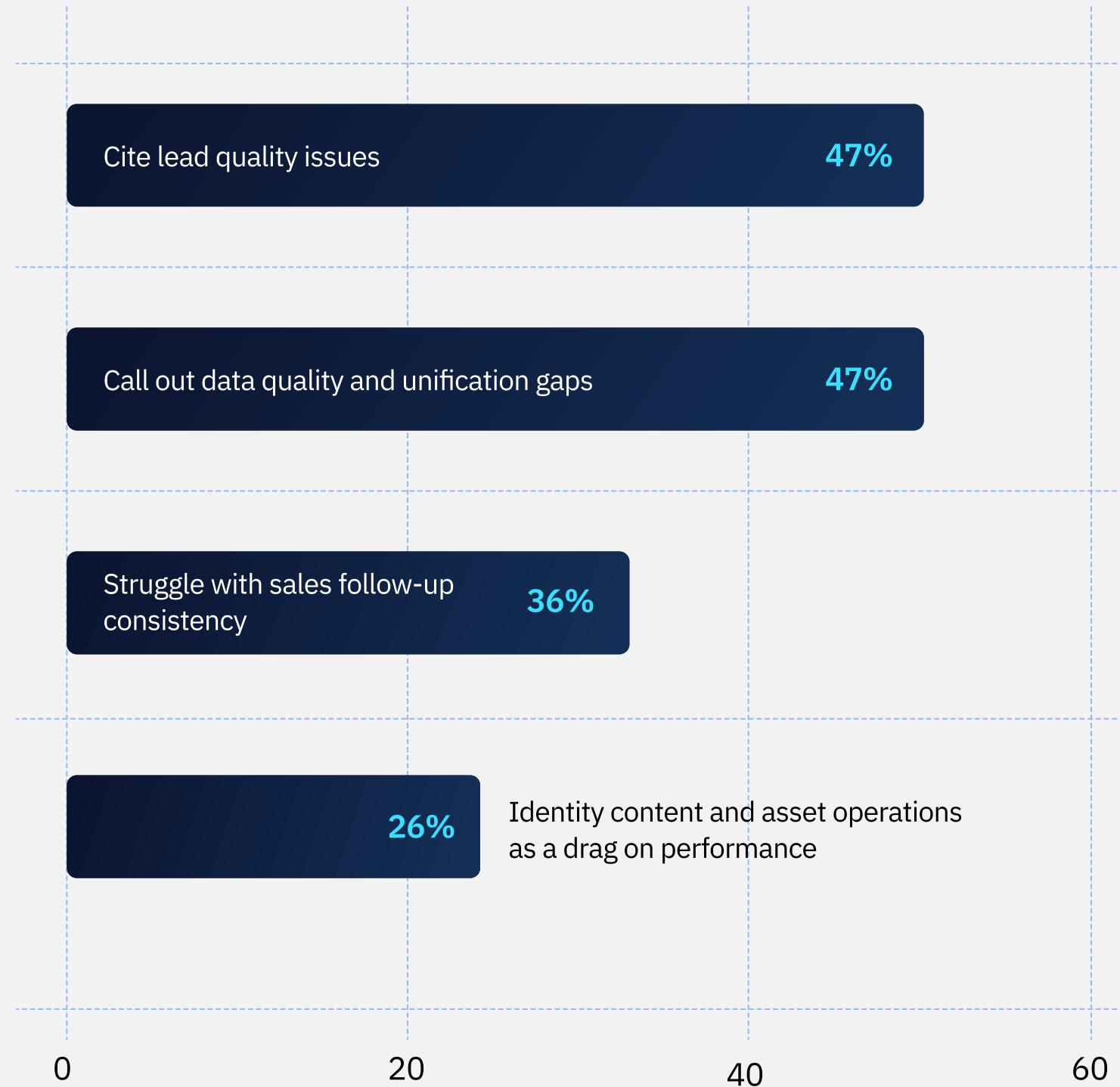
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# When “Efficiency” Is a Feeling, Not a System

A majority of GTM leaders describe their execution as efficient: **58%** rate it “very efficient,” while another **37%** consider it “somewhat efficient.”

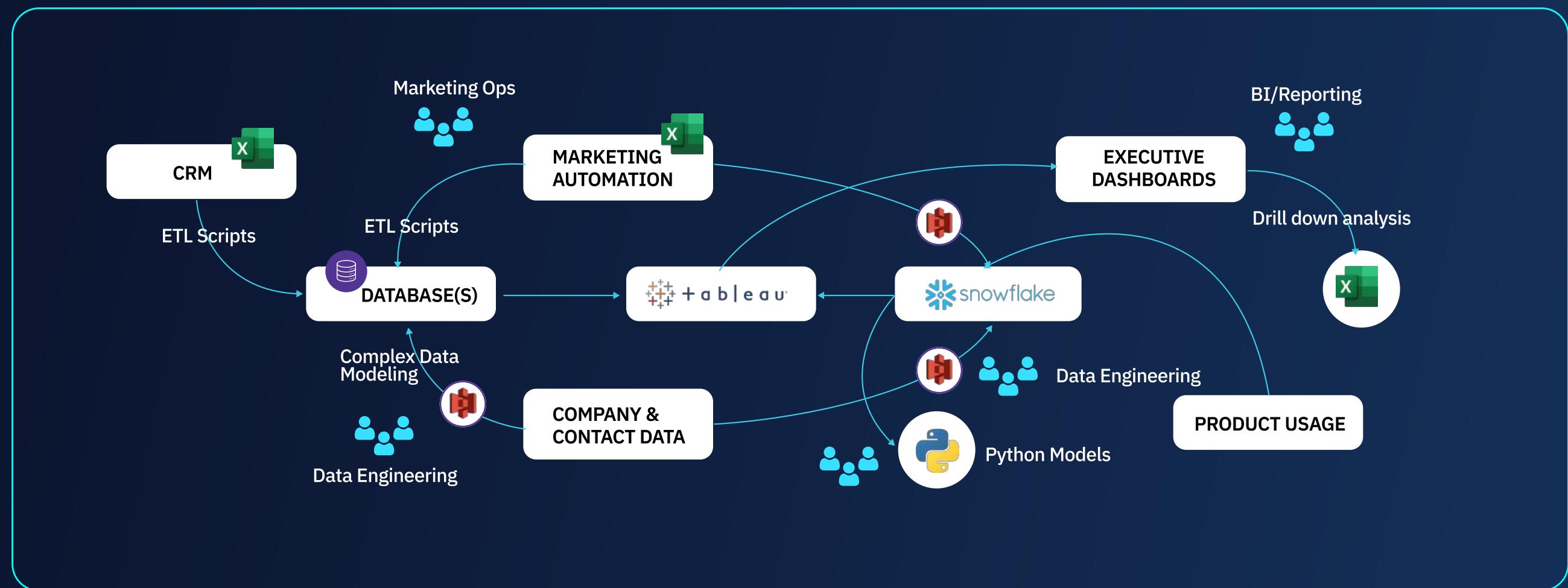
Yet when asked about their primary barriers, the story shifts quickly. Teams point to challenges that strike at the core of execution.

Leaders claim efficiency, but their barriers reveal a system held together by manual effort, **not operational clarity**.



These barriers reveal not a lack of effort but a lack of structural cohesion. They point to a GTM engine that moves quickly but not always coherently, where teams compensate for fragmentation through **manual oversight, reactive workflows, and repeated context-switching**.

Most GTM teams still operate inside a **maze of disconnected tools, manual scripts, and brittle data handoffs**. What appears to be a functioning workflow is actually a patchwork of CRM exports, spreadsheet-driven analysis, ETL pipelines, and ad-hoc modeling stitched together by Marketing Ops and Data Engineering.



This system can produce reports, but it cannot produce cohesion. Each handoff introduces delays, interpretation gaps, and dependencies that compound into operational drag.

In environments like this, “**efficiency**” is achieved through human **effort** rather than structural integrity, making execution feel controlled even as the underlying system strains under the weight of complexity.

Efficiency cannot be measured by volume or speed alone. It emerges only when data, action, and accountability **operate within a unified model**, something most organizations do not yet have.

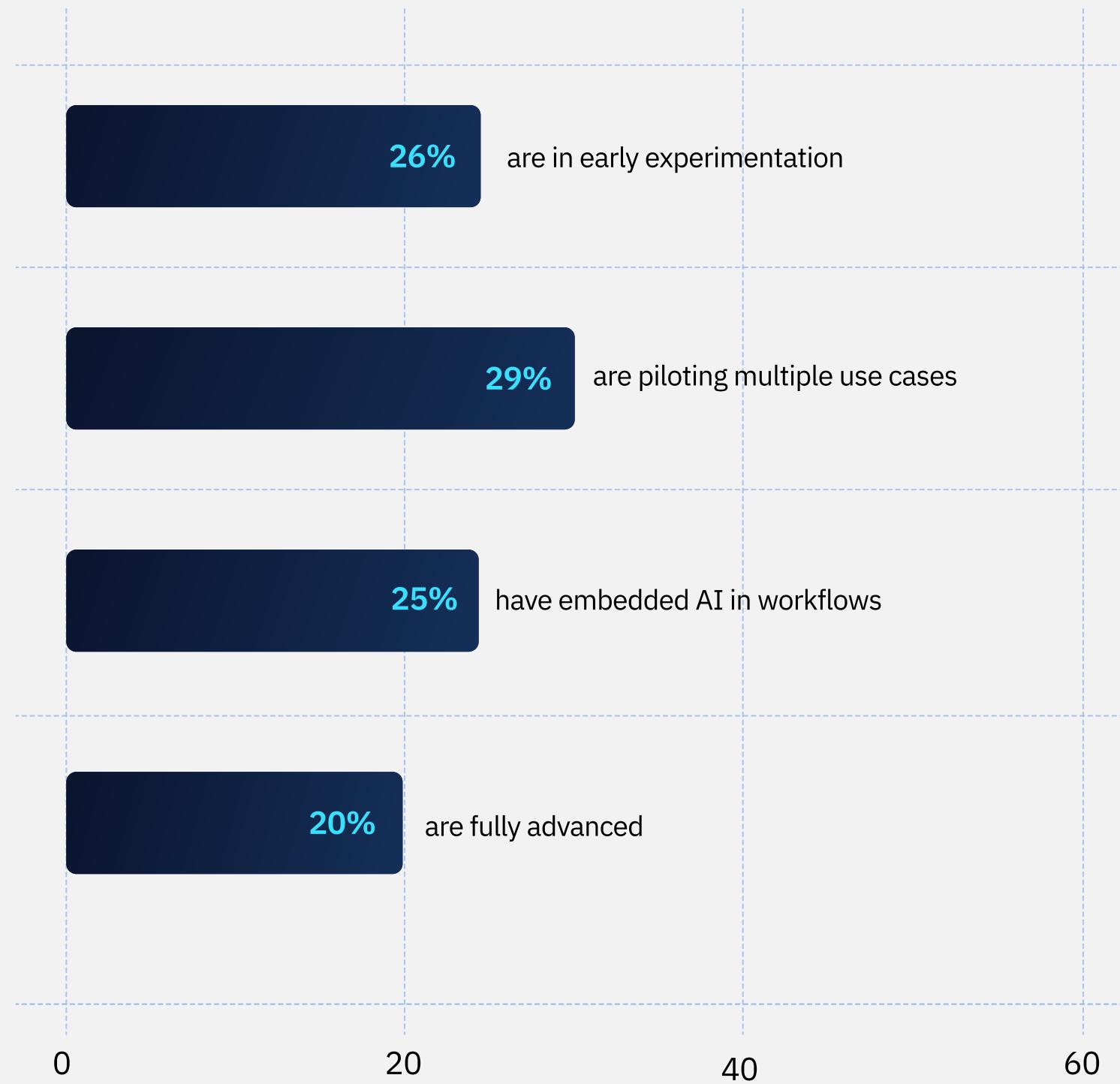


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# AI Adoption Is Surging, But True Autonomy Still Lives on the Horizon

Organizations report rapid progress along the AI maturity curve.

Agentic AI specifically shows even greater momentum: **41%** of leaders have implemented it, and **35%** are rolling it out. Yet many acknowledge that these deployments remain confined to individual workflows rather than orchestrated across the funnel.



# Comfort with Autonomy Is Growing

A notable **40%** of leaders would offload **25–50%** of routine tasks to AI if governance structures were clearly defined. This signals a willingness to embrace autonomy, but only once trust is established and auditability is guaranteed.

Agentic AI adoption accelerates when **transparency meets action**. Enterprises do not fear delegation; **they fear opacity**. Systems that can act autonomously and explain their reasoning will scale the fastest.

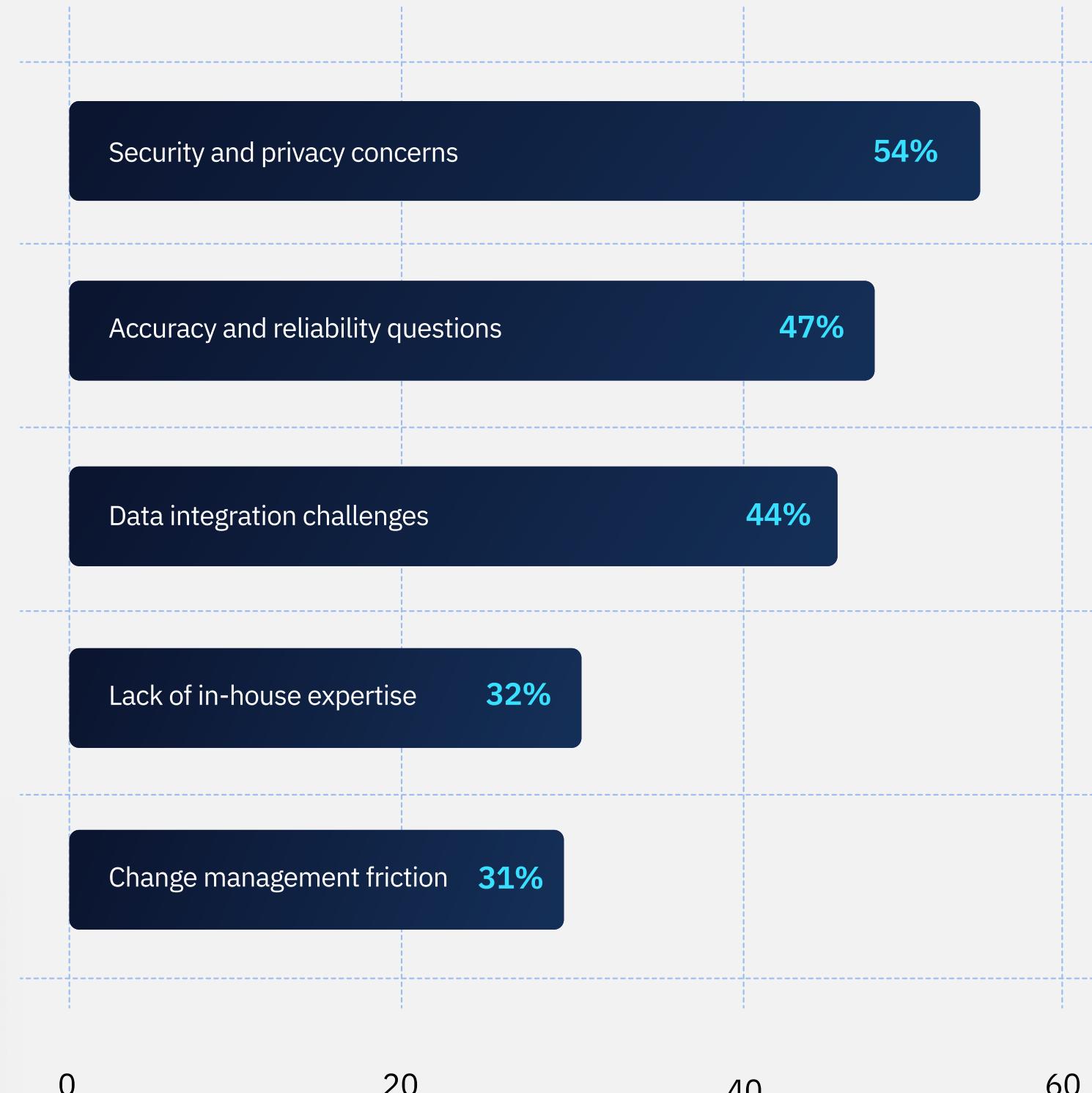


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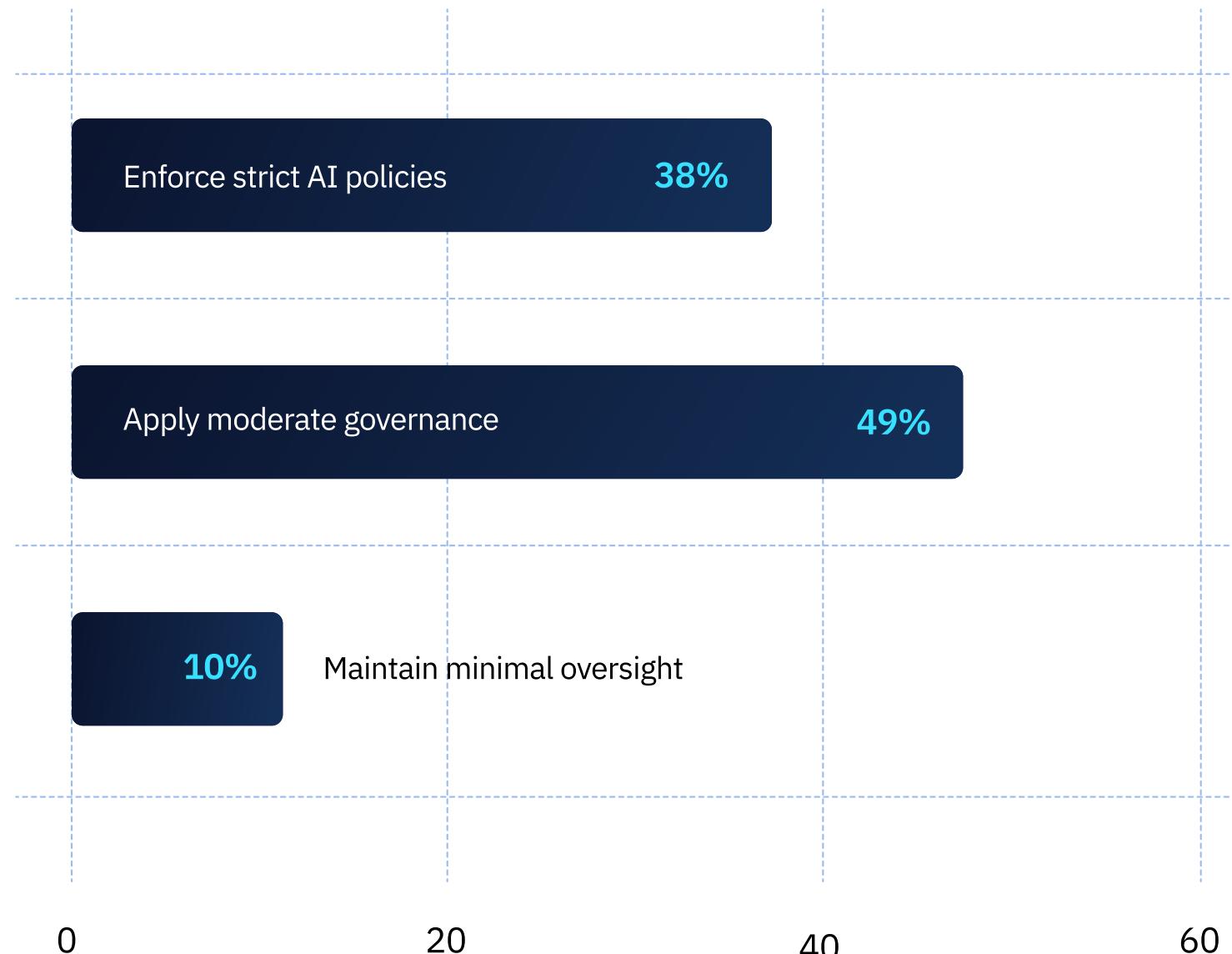
# Governance Is No Longer the Brake. It's the Permission to Accelerate.

The barriers preventing broader Agentic AI adoption have less to do with whether AI works and more to do with whether it can be controlled. Leaders identify:

**77%** also fear that without alignment, Agentic AI could become another strategic silo, a risk that reflects broader concerns about how new systems integrate into existing GTM structures.



# Governance Maturity Is Increasing



Monitoring methods now include **security audits, human review loops, and increasing involvement from RevOps** as AI governance stewards.

Governance is becoming a competitive advantage. The organizations that scale AI responsibly, with audit trails, permissions, and transparency, will be the ones able to move quickly without losing control.

4.0

## Integration Is the Missing Middle Between Insight and Action

Confidence in tech-stack readiness is high: **95%** believe their systems can support Agentic AI, yet only **64%** express strong confidence. This discrepancy underscores the persistent gaps in how CRM systems, data warehouses, sales engagement tools, marketing automation platforms, and customer success systems communicate with one another.

These integration weaknesses **restrict the depth of context accessible to AI agents**, limiting the quality of recommendations and the reliability of autonomous actions.

### ROI Expectations Are Intensifying



**The mandate is clear:** AI must deliver measurable, revenue-adjacent value, and it must deliver it quickly.

AI will not earn credibility through dashboards. It will earn it through **measurable improvements in pipeline velocity, conversion lift, and cost-to-pipeline efficiency**.

5.0

## The GTM Engine Is Becoming Agentic, With or Without Organizational Readiness

Optimism about Agentic AI is nearly universal.

**97%** agree that the benefits outweigh the risks

**90%** believe Agentic AI will be essential within two years

Teams expect it to transform cross-functional collaboration, resource allocation, signal interpretation, and scalable engagement.

### A Shift From Automation to Orchestration

Traditional automation focuses on tasks. Agentic AI focuses on outcomes. The leap from automated workflows to orchestrated intelligence represents not an incremental upgrade but a fundamental redefinition of how GTM organizations operate.

Agentic AI is well on its way to becoming the **operating system of the modern GTM engine**, predictive in insight, autonomous in action, transparent in governance.

6.0

# The Real Barrier Isn't AI! It's the Operating Model Surrounding It.

Most GTM teams understand the promise of Agentic AI, but the journey from experimentation to impact requires more than technology. It requires unified data foundations, shared performance metrics, clear governance paths, and structured autonomy models.

**Organizations progress in three stages:**

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**Data readiness** - unified, governed, trustworthy

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**Embedded AI workflows** - lead scoring, spend optimization, forecasting

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**Cross-system orchestration** - multi-agent coordination and continuous learning



7.0

# Coordination Becomes the New Currency of High-Performing Teams

Agentic AI is redefining what effectiveness means across every GTM function, shifting expectations away from isolated excellence and toward unified execution.



**CMOs** are moving beyond channel-level optimization and into true revenue accountability, supported by forward-looking visibility into pipeline health, campaign impact, and spend efficiency.



**RevOps** evolves into the governance and orchestration backbone, responsible not only for data hygiene and system alignment, but for establishing the guardrails that allow autonomous actions to occur safely and consistently.



For **Sales and SDR teams**, Agentic AI surfaces clearer conversion signals and opportunity-readiness cues, reducing guesswork and enabling more precise account and action prioritization.

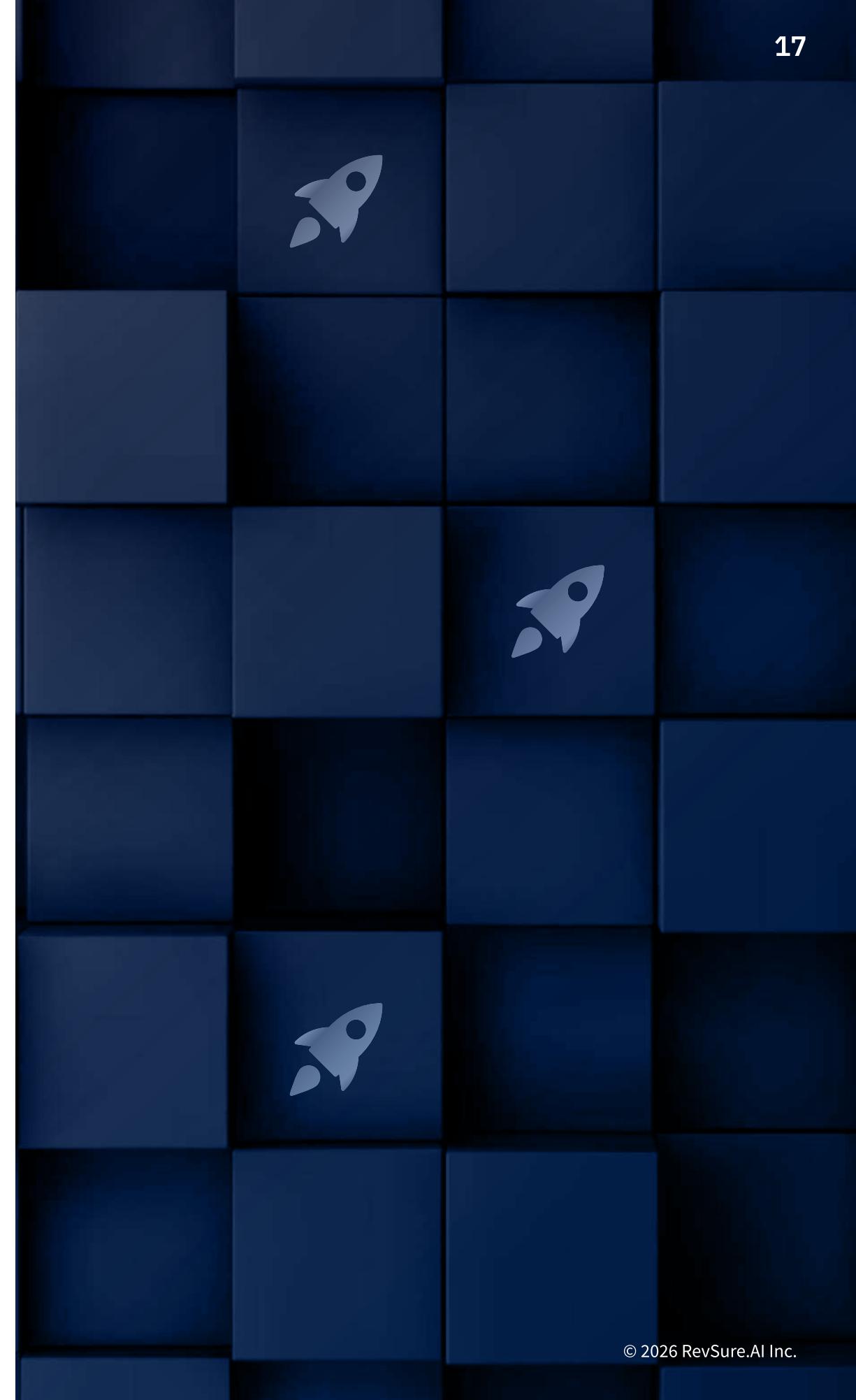


**Customer success teams** gain earlier, more accurate views into churn risk and expansion potential, enabling them to intervene proactively rather than reactively.



What emerges is a GTM organization that no longer operates as a collection of specialized units, but as a coordinated network where insights, actions, and outcomes flow through a shared system of intelligence. In this model, the competitive advantage does not come from moving the fastest in any single function; it comes from moving together with clarity, consistency, and context.

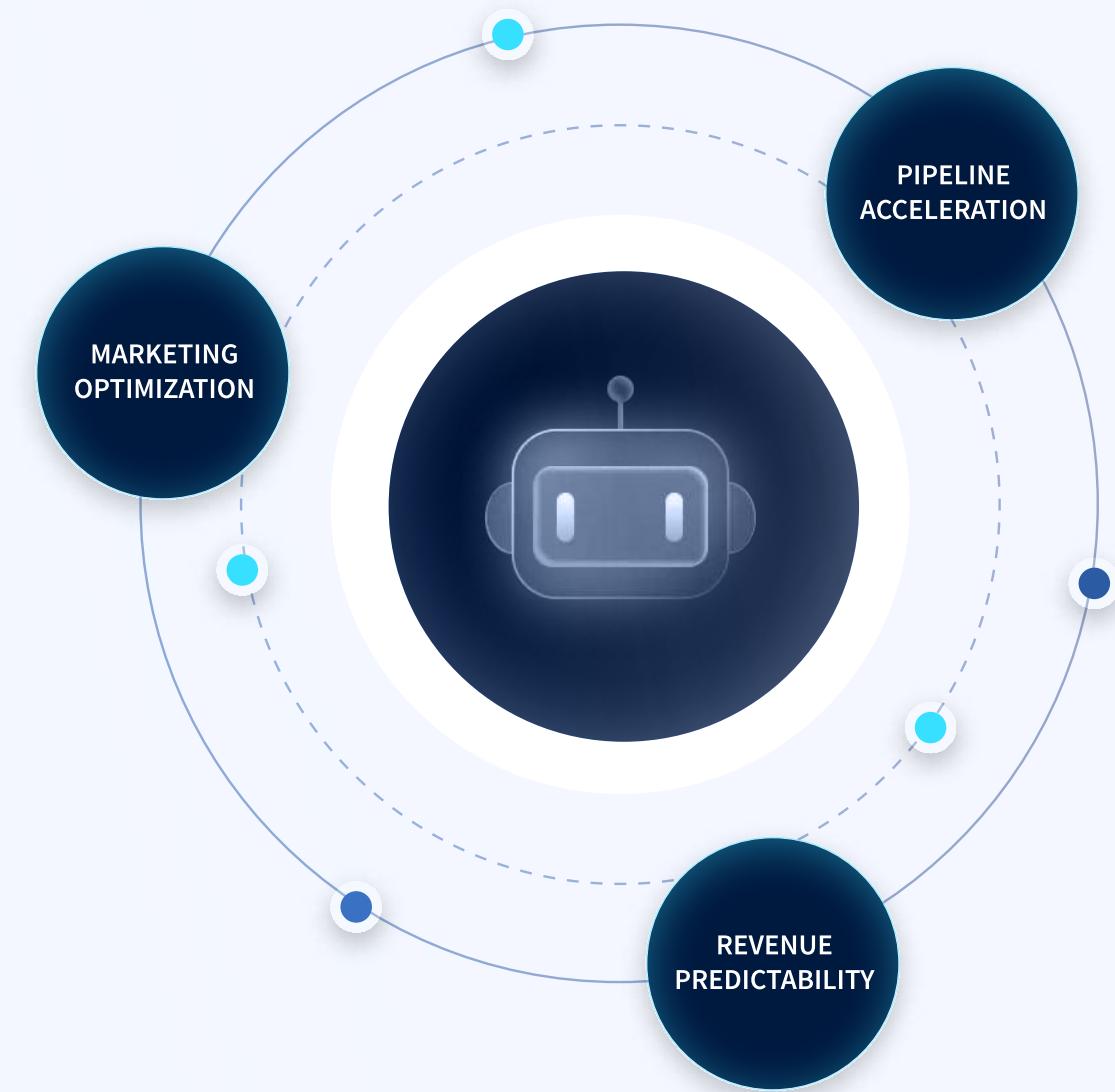
Speed still matters, but speed without alignment creates noise. In the Agentic GTM era, **efficiency stops being a differentiator. Cohesion becomes the operating advantage.**



# RevSure's Team of Agents: Coordination Made Operational

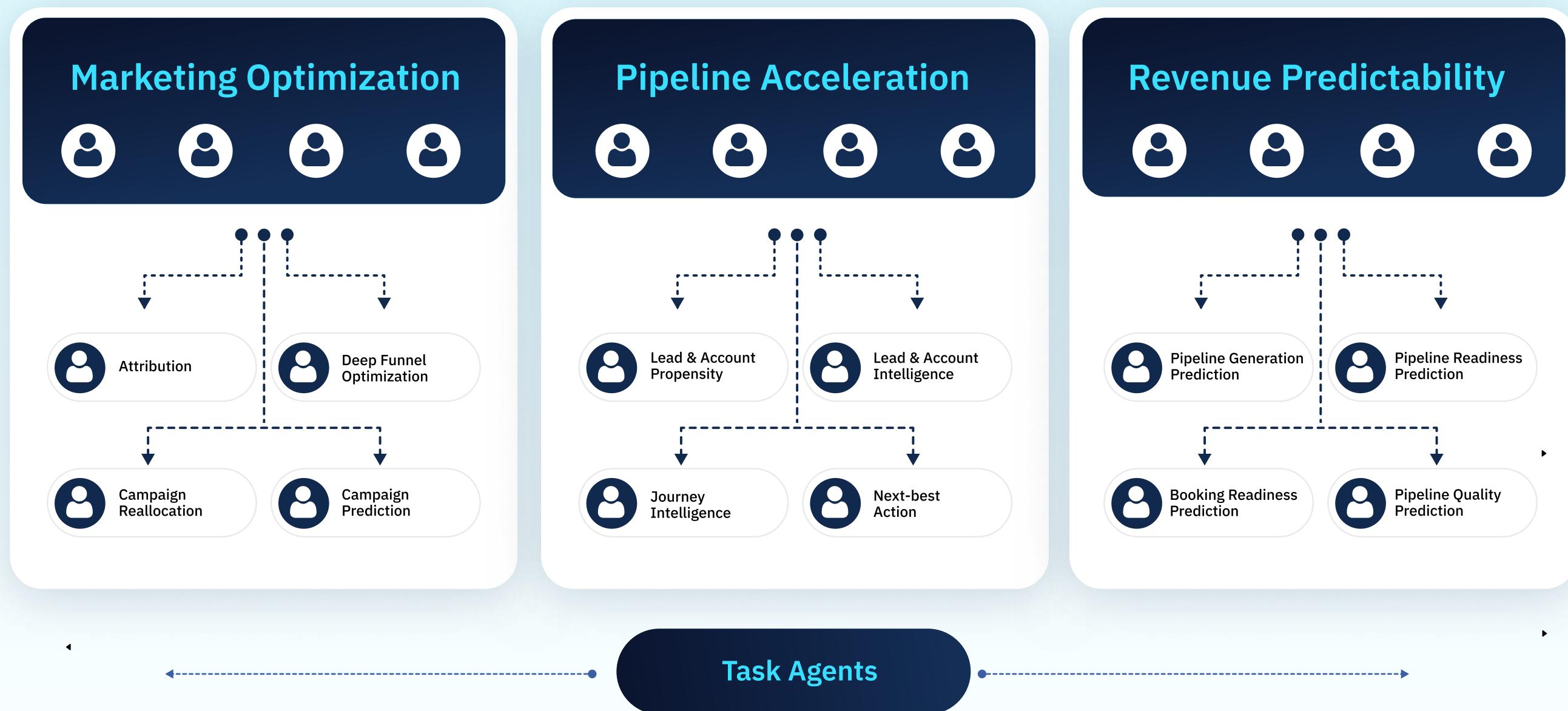
This shift toward coordinated performance is not theoretical; Agentic AI makes it operational. RevSure's **network of agents works across the full funnel**, each designed to optimize a specific dimension of GTM execution while sharing a common intelligence layer. **Marketing Optimization** agents continuously tune attribution, channel allocation, and deep-funnel performance. **Pipeline Acceleration** agents surface propensity, journey intelligence, and next-best actions to keep deals moving. **Revenue Predictability** agents forecast pipeline creation, readiness, quality, and booking likelihood with increasing accuracy.

Individually, these agents solve specialized problems; collectively, they create a **synchronized operating system**. By acting on shared data and governed logic, they eliminate the fragmentation that typically forces teams to re-interpret insights function by function. This is what coordinated GTM looks like in practice: **autonomous agents working in parallel**, aligned by a **unified system of intelligence**, driving outcomes no single function could achieve alone.



# RevSure Team of Agents

Powering autonomous and coordinated gtm actions



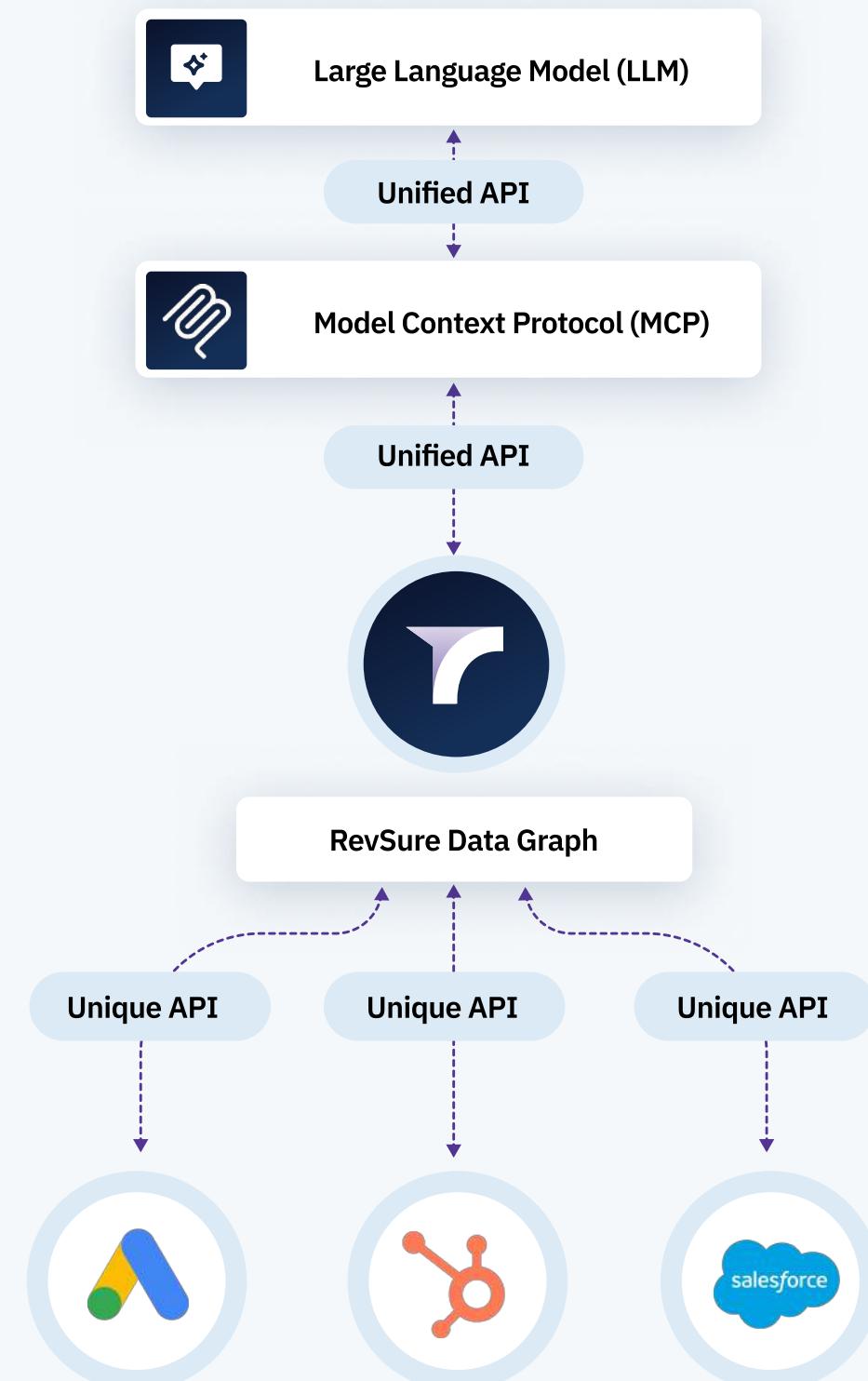
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# Governed Autonomy Is the Bridge Between Understanding and Improvement

The organizations that scale Agentic AI most effectively are not the ones with the most sophisticated algorithms; they are the ones with the most disciplined operating principles.

**Governance, auditability, and shared definitions** of performance form the scaffolding that allows autonomy to flourish.

Before AI can act, teams must agree on what “good” looks like, who owns oversight, and which decisions can be delegated without risk. This foundation transforms AI from an **analytical layer into an execution engine**, shifting GTM teams from reactive pipeline management to continuous, proactive optimization.



**Governed autonomy** only works when AI is connected to a foundation capable of supplying clean, contextual, and controllable data. RevSure's architecture replaces the traditional patchwork of point-to-point integrations with a unified data graph that sits at the center of every GTM decision. Through the **Model Context Protocol (MCP)** and a **unified API layer**, large language models can access structured GTM intelligence, securely, consistently, and with full auditability. Downstream, RevSure normalizes and governs inputs from Salesforce, HubSpot, Google Ads, and every other operational system through unique APIs that preserve fidelity while enforcing governance.

This integrated structure ensures that **autonomy never becomes a black box**. Every model operates on the same governed truth, every action is traceable, and every recommendation is grounded in a comprehensive, **cross-system context**. It is the technical underpinning that converts Agentic AI from an advisory capability into a reliable, repeatable execution system.

**Insight creates clarity. Governance creates trust. Agentic execution creates outcomes.**



9.0

# The Agentic Era Begins With Connected Systems and Ends With Connected Decisions

The next stage of Agentic AI adoption will not be defined by how many organizations use AI, but by how deeply AI becomes embedded into the fabric of GTM execution. The real transformation occurs when AI moves from analyzing isolated signals to reasoning across the entire funnel, connecting events, context, and outcomes into a continuous decision system. The progression from scattered pilots to orchestrated agent networks marks the beginning of a fundamentally new operating paradigm: one where GTM performance improves not through manual intervention but through autonomous, compounding intelligence.



RevSure's AI Reasoning Engine sits at the center of this transformation. It unifies more than a billion GTM interactions, from page visits and campaigns to product usage, meeting transcripts, and third-party buying signals, and fuses them with deep contextual understanding: ICP definitions, buying groups, persona behavior, segmentation, channel dynamics, and opportunity patterns across millions of visitors and accounts.

This blend of events + context allows the reasoning engine to interpret what is happening in the funnel and why it is happening, generating the decision intelligence required for agentic actions. From attribution and propensity scoring to next-best actions and pipeline readiness, every agent operates from a shared, governed source of truth. This is how organizations shift from disconnected actions to coordinated, revenue-driving decisions at scale.

**In the Agentic Era, systems don't just record what GTM teams do; they decide what GTM teams should do next.**





## About RevSure.ai

RevSure is the only enterprise-grade Revenue System of Action designed for complex B2B go-to-market operations. It unifies fragmented marketing, sales, and GTM operations data into coordinated, AI-driven actions that convert prospects into predictable revenue. Powered by Full-Funnel Agentic AI, RevSure connects data, workflows, and intelligence across the entire funnel, eliminating silos, streamlining execution, and deploying AI agents to maximize marketing impact, accelerate pipeline, and improve forecast confidence. Beyond insights, RevSure delivers automated next-best actions, enabling GTM teams to focus on high-impact execution. Customers have achieved up to 50% higher pipeline ROI and a 20% increase in conversion rate.

Learn more at [www.revsure.ai](http://www.revsure.ai)