



Turn Disruption into Opportunity

CREATE WINNING
STRATEGIES AND EXPAND
MARKET SHARE IN AN AI
TECH SHIFT

Create Winning Strategies and Expand Market Share in an AI Tech Shift

AI is everywhere. Your competitors know it, you know it, and your C-suite knows it. Your role is changing, C-suite expectations are more demanding, customer behaviors are different, and you're being tasked with differentiating your brand in an increasingly noisy market while proving ROI and meeting business goals.

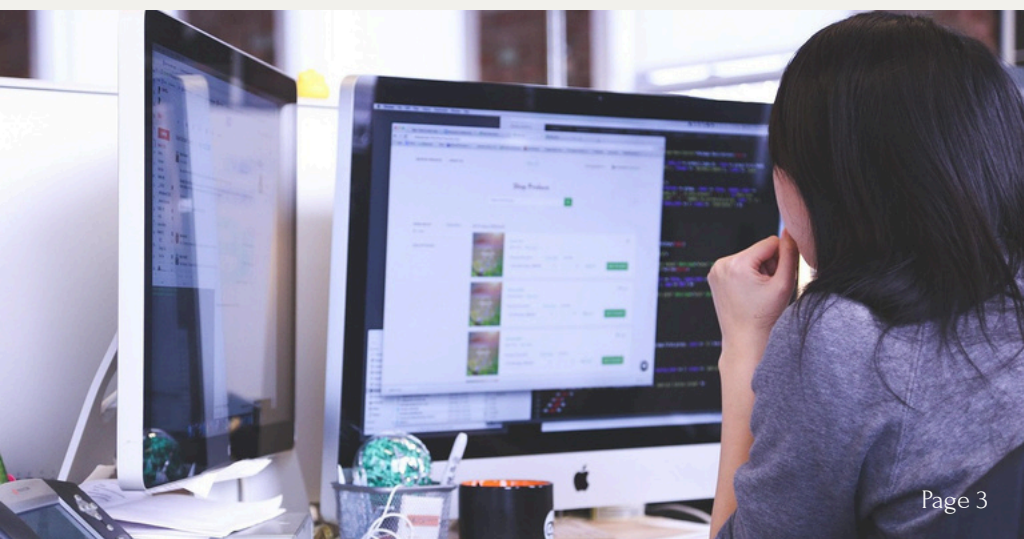
Your product is infused with AI – because that's what buyers expect - but so is your competitor's. To be a leader in the market – and to turn disruption into opportunity - knowledge is power. Embrace the changes that come with a tech shift by immersing yourself in the right data, competitive intelligence and thought leadership.



Don't get lost in the noise. Stand out with data-backed strategies that you can execute with confidence. Capitalize on the complexities of an AI-fueled digital transformation with an innovative, targeted, go-to-market (GTM) strategy grounded in credible, trusted insights that will set your brand a step ahead of where buyers – and competitors – are headed.

\$376b

AI-related spending is set to reach \$371.6b by 2027 as businesses shift from experimentation to targeted AI investments.



Tech buyers are demanding more clarity, proof, and measurable business value. They aren't just looking for AI—they're looking for data-backed proof of AI's ROI and competitive advantage.

Self-evaluation: Strategizing or Executing?

The pressure is on you to develop the right strategy and execution plan to sell your AI-infused solution. It's important to align with C-suite expectations while being realistic about where you are in the process. Are you still strategizing? Or are you ready to execute? This table will help you self-assess your GTM readiness:



Who Are You?	Strategy Seeker	Execution Seeker
Where Are You?	<p>You are under pressure from your C-suite to recalibrate GTM strategy and capitalize on AI. You must show measurable ROI but lack reliable data, competitive intelligence and clear customer expectations. You must define an AI-informed strategy that sets your business apart.</p>	<p>You have a recalibrated GTM strategy but showing measurable results is tough. The framework is there but gaps in data activation, campaign execution and sales enablement are stalled. You face C-suite pressure to prove ROI and need support to boost outcomes.</p>
What Are Your Pain Points?	<p>AI is here but there's little guidance on how to build a strategy. Marketers are supposed to lead but aren't sure where to begin. You want intelligence and insights but need to know how to use them well.</p>	<p>You have a strategy but are struggling to fully execute. The messages aren't standing out, reaching buyers is hard and sales isn't quite aligned. You know where you want to go but need more resources and guidance to win.</p>

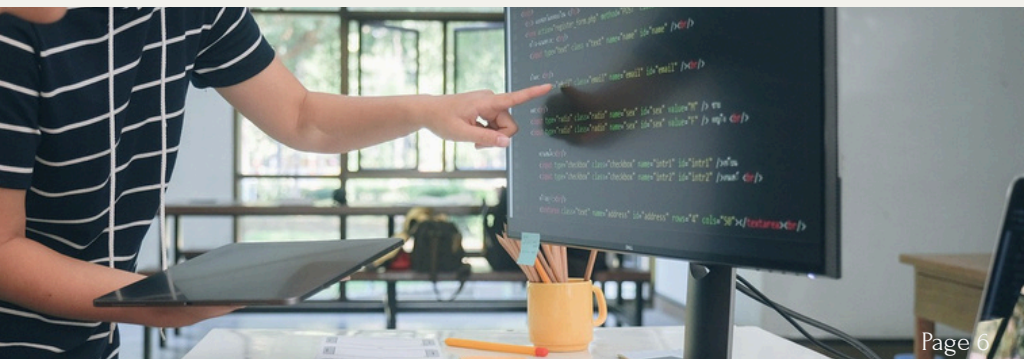
Kick off a Winning Strategy and Execution Plan

Now that you know where you stand in your GTM readiness, you must capitalize. It's essential to reach active buyers where they are and with what they need with a differentiated message that stands out.

By connecting market intelligence with strategic decision-making, the right research and thought leadership will empower you to fine-tune messaging, sharpen GTM approach, and engage buyers with confidence—ultimately leading to stronger customer alignment and increased conversions.

This requires a full and robust understanding of the tech shift, C-suite expectations, the changing buyer journey and how your competitors are using market research to get ahead of you. How do you do that?

Choose your path.



	Strategy Seeker	Execution Seeker
Steps to Success	With access to tailored analytics, competitive insights and customer journey guidance, you'll be able to create a focused, data-backed plan that aligns with business goals and inspires C-suite confidence.	Unlock the full value of your strategy with the right resources and insights to refine messaging, reach the right buyers and activate sales and partners. With trusted data, AI will become a source of growth and a competitive advantage.
Real-World Test	A global software company wanted to launch a year-long marketing campaign to position itself as a thought leader in AI and digital transformation.	Amid rapid digital transformation, a top cybersecurity vendor sought industry-specific insights to better engage non-IT decision-makers and activate growth in the financial services sector.
Get the Win	Strategic insights helped the firm highlight growth areas, tackle missed opportunities, and enhance stakeholder engagement strengthening the company's messaging and earning C-suite buy-in.	The vendor needed market clarity to refine strategy and messaging. Industry insights provided the intelligence to decode market shifts, enabling the vendor and its partners to align their approach with the industry's changing needs.

A Customer Success Story

A leading real-time data analytics provider recognized a need for a refined GTM strategy to initiate growth within a competitive and evolving market. To succeed, the company needed to refine its messaging and positioning to better resonate with tech buyers. Acknowledging the changing market dynamics, the company collaborated with a leading research firm to gain expert insights on emerging trends and buyer priorities. The company was able to:

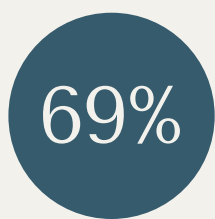
- Differentiate value proposition in a crowded market.
- Align messaging with industry trends and the needs of customers.
- Strengthen partnerships with major technology providers, increasing credibility.

With fresh market intelligence, the company implemented a refined GTM strategy which resonated with active buyers using compelling, informed narratives. The outcome was improved market traction, a stronger competitive position, and an AI-powered data solution well-aligned for sustained success.

“The insights have been incredibly helpful in how we think about communicating with partner organizations like Microsoft. Our message is aligned with the market’s needs.”

What Do Your Customers Want?

It's time to get smart about how you talk to buyers: when, where and how. You may have good messaging, but if you aren't reaching buyers in the right channels with the right format, it's not working. Buyers don't need your opinions, or marketing jargon, they want data-backed guidance that speaks to them and their needs.



Most buyers – 69% - say that their decision on whether to read something is influenced by whether it's personalized.

Marketing is taking on a stronger role, while salespeople are becoming less about owning the sales journey and more about human touches at the right point to build relationships, solve problems and guide customers to success. Buyers expect a seamless, AI-assisted journey before they reach a salesperson – and that's where marketing roles are changing.

Marketers that adapt now—by refining their messaging and orchestrating a seamless, intelligence-driven omnichannel customer experience—will win market share. Marketing leaders are now the orchestrators of a unified buyer journey.

An Omnichannel Journey

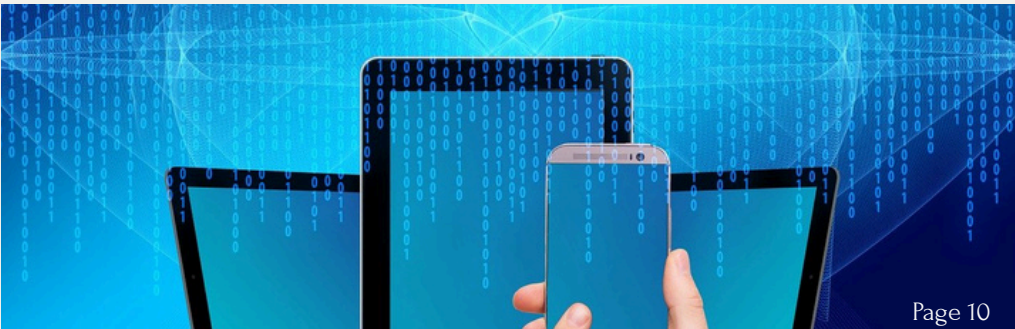
The imperative for marketers now is to figure out how to build human-like experiences and blend this omnichannel world across channels for B2B buyers. Digital is replacing more and more use cases that were once reserved for human engagement.

71%

71% of buyers have said they will use digital interactions for larger ticket purchases, and 73% will use them for more complex buying decisions.

73%

A true omnichannel experience will guide buyers through a journey with a mix of human interaction like events, webinars or sales calls and AI-infused interactive tools, like self-assessments, chatbots or interactive webpages. Buyers want events to discover the latest industry trends but will engage with a chatbot for technical information. They want a blend of human interaction, digital sales and self-service information.



AI is Reshaping Marketing Strategies



Research has found that the #1 thing influencing marketing strategy over the next 18 months is creating a unified omnichannel customer experience. The increased use of AI came in second.

Marketing is changing. Marketers must understand the market, the customers and how to blend all these touchpoints into an omnichannel customer experience that delivers business and revenue growth.

Strategy in the Face of an Expanding Role

The AI-fueled tech shift is the number one factor driving C-suite expectations for marketing leaders. Not only is the market shifting, but your role is, too. Marketers, specifically Chief Market Officers (CMO) must now have a broader perspective of the markets. CMOs must know the customer base, what they need and want, how to drive awareness, and how to guarantee loyalty and repeat business. Get aligned with your C-suite with targeted conversations that drive strategy to meet business goals.

Your CEO wants you to drive innovation.

As your CMO, I need to transform digitally and become an AI-fueled digital experience leader. With personalized thought leadership and market intelligence from trusted partners, I will know more about the customers, the market and our competition so I can design a GTM strategy that supports revenue growth for our AI-infused product. The digitization of the business, paired with advancements in the technology space, and reliable data and analytics, means I'm ready to lead the transition and align with your goals.

Your CFO wants to justify AI-related tech investments.

Budgeting and finance are essential to my planning process. I want to align with the investment portfolio so together we can produce the outcomes you expect. It's essential that we invest in smart AI solutions that drive our business, but I know you need to see results. The more I understand the market through trusted data and intelligence, the better ROI we will get.

Your CIO/CTO wants to align with you on the tech adoption narrative.

Technology is complex and so is integration back into our environment. I want to recalibrate our relationship so we can connect data across the enterprise to ensure new AI tools are integrated in a thoughtful, purposeful manner. We don't need a lot of tools, just good ones, and I'm relying on your expertise to help me integrate them so I can influence buyers, create immersive content and automate tasks to release my own creativity. To create a differentiated message for our buyers, I need an AI-powered customer journey that inspires trust.

The Rise of the CMO

Expectations from the C-suite are more than just traditional marketing; you're expected to show value toward your bottom line and justify your expanding role. Your C-suite has expectations and goals of their own. They are looking to you to be a revenue driver, a customer liaison, a tech leader and a market analyst.

Strengthen your strategy and align with your C-suite with real market data and competitive analysis so you can successfully integrate across marketing and sales, from strategy to GTM.

Your messaging needs to reflect what your buyers care about right now and how you help them meet their goals...which helps meet C-suite goals. The right brand and product marketing can articulate a differentiated future-forward narrative that proves you're ahead of the curve and drives revenue.

Understand the market with thought leadership, buyer and market intelligence and custom insights that shape your campaign strategy.

39% of C-suite executives believe that customer acquisition is the top priority for marketing leaders. You are no longer just a content creator; you are now a revenue driver.

Moving Forward With Confidence

AI is disrupting the market so staying current with tailored data and intelligence will allow you to spot growth areas before competitors, understand your buyers and their journey, get ahead of your competition and differentiate your messaging to become a clear front runner.

If you're a strategy seeker, define a clear GTM strategy by:

- Using tailored analytics and competitive insights to build a data-backed strategy.
- Leveraging market intelligence to clarify customer needs and create omnichannel journeys.
- Using market insights to highlight growth areas, tackle missed opportunities and enhance stakeholder engagement.

If you're an execution seeker, shift your focus from planning to performance by:

- Refining your messaging with trusted data to better resonate with target buyers.
- Enabling sales and partners with clear, actionable insights to drive activation and ROI.
- Using industry-specific intelligence to adapt quickly to market shifts and accelerate execution impact.