

Win With AI-Powered Go-to-Market Strategy

Power go-to-market strategies with AI innovation.

Power go-to-market strategies with AI innovation

AI is a next-generation go-to-market (GTM) paradigm — rewriting the rules for how tech CEOs market, sell and support customers with far greater capital efficiency.

64% of tech CEOs say they have already deployed AI agents in marketing.

To power GTM strategies with AI, tech CEOs must prioritize opportunities via data integration and automate engagement while orchestrating agents for continuous optimization.

Master AI-native economics and achieve capital efficiency:

- Map workflows for agentic inputs and unify customer data to identify AI GTM opportunities.
- Automate personalized outreach and predictive forecasting to predict unique customer needs.
- Orchestrate AI agents across sales operations and measure results for continuous learning.

Mass AI adoption will shatter playbooks. Act fast to build autonomous operations and win with an AI-powered GTM strategy.



Raymond Paquet
Distinguished
Vice President Analyst

Your roadmap to success

Tech CEOs are currently at an AI-led inflection point. From GenAI rapidly developing new content to agentic SDRs to predictive pipeline capabilities, AI is impacting every aspect of GTM capabilities.

Gartner equips tech CEOs by providing analyst engagements to identify and refine AI GTM strategies, alongside critical insights, tools and benchmarks to assess current AI readiness. With Gartner, tech CEOs achieve this priority by establishing capital-efficient autonomous operations, replacing traditional GTM with agentic models and scaling sales engagement to drive exponential revenue efficiency.

1. AI-enabled customer segmentation and targeting

2. Personalized engagement and content automation
3. Predictive pipeline management and forecasting
4. Unlock GTM success using GenAI
5. Continuous learning and GTM optimization

4 key outcomes to consider in Step 1

Map workflows focusing on essential agentic inputs.

Integrate and unify customer and sales data.

Define workflow requirements for various agentic solutions.

Identify necessary outputs for successful GTM workflows.

Key questions to ask

Gartner clients can ask questions like these directly on [AskGartner](#).

What are the GTM workflows that agentic solutions provide the best value to address?

[Explore Answer ↗](#)

How do tech CEOs identify and prioritize GTM AI opportunities and investment requirements?

[Explore Answer ↗](#)

What are the top practices for implementing AI GTM throughout the workflows?

[Explore Answer ↗](#)

What are the steps necessary to integrate workflows across AI capabilities (generative, agentic, conversational, etc.)?

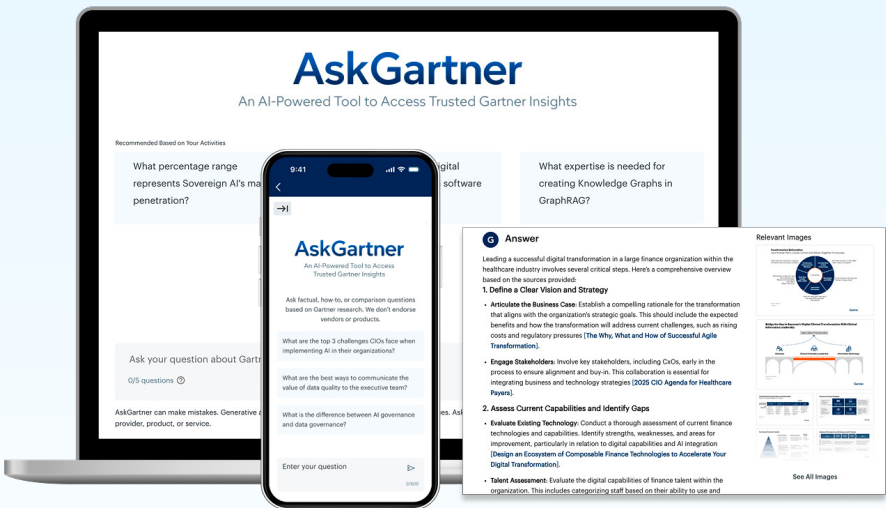
[Explore Answer ↗](#)

What metrics should tech CEOs use in an AI-centric GTM workflow and how should they expect these metrics to evolve?

[Explore Answer ↗](#)

Gartner clients can click to explore answers.

Your peers use AskGartner to answer these questions in minutes.



[Learn More](#)

Gartner resources turn your priorities into plans and actions

AI-enabled customer segmentation and targeting



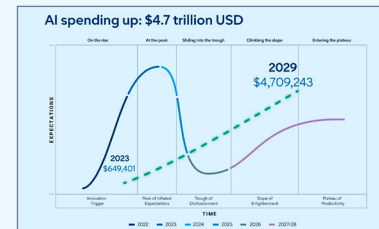
eBook: 2026 Leadership Vision for Tech CEOs ↗

Personalized engagement and content automation



eBook: New Capabilities for Digital Product Management ↗

Predictive pipeline management and forecasting



Tool: Race Ahead With AI ↗

Unlock GTM success using GenAI



Infographic: Enhance GTM Strategies With GenAI for Productivity Gains ↗

Continuous learning and GTM optimization



Tool: Gartner Executive FastStart™ for Tech CEOs ↗

Engage with Gartner

- Connect with an analyst to identify, review and refine your GTM AI strategy.
- Utilize Gartner tools, diagnostics and benchmarks to assess current AI readiness.

Expected outcomes

- Differentiating beyond technical features using four pillars
- Replacing traditional GTM with autonomous agentic models
- Establishing capital-efficient autonomous operations and lean teams

Client Story

Druid AI Empowers AI Adoption With Actionable Insights

Mission-critical priority

For Druid AI, a critical priority was navigating market expansion into the U.S. while seamlessly embedding AI pipeline insights into their product strategy and roadmap.

To successfully lead the shift to AI-native economics, their leadership needed to position the company effectively to accelerate execution and drive impactful enterprise workflow automation.

This strategic alignment was essential for capturing new market share and integrating advanced AI capabilities into their core offerings.



How Druid leveraged Gartner resources

The organization utilized Gartner insights to directly inform and validate their product strategy and overarching roadmap.

They also leveraged the Gartner Peer Insights™ platform to gain real-world perspectives, helping them orchestrate and drive the adoption of their solutions.

Furthermore, they used the AskGartner tool to rapidly summarize content and insights, which streamlined decision making and reduced the time spent searching for information.



Mission accomplished

With Gartner support, Druid AI successfully enhanced their roadmap execution, enabling them to move faster and with significantly more confidence. They accelerated their market expansion and positioning, laying a strong foundation for disruptive, AI-driven growth. Ultimately, by streamlining their research efforts, they empowered their organization to maintain high focus and successfully deliver on vital enterprise workflow automation outcomes.

[Watch the full story ↗](#)



Address your other mission-critical priorities



Drive next-gen business models through AI.

82% of tech CEOs are concerned about AI enabling competitors to replicate their capabilities.



Lead in the shift to AI-native economics.

48% of tech CEOs rely on internal AI experimentation to stay current.



Power GTM strategies with AI innovation.

87% of tech CEOs don't believe their GTM leaders are truly AI-savvy.

Connect with us

Get actionable, objective business and technology insights that drive smarter decisions and stronger performance on your mission-critical priorities.

U.S.: 1 855 322 5484

International: +44 (0) 3300 296 946

Become a Client

Interested in becoming a client?

Learn more about Gartner for Tech CEOs
gartner.com/en/tech-ceo

Stay connected to the latest insights

