The B2B GTM AI Prioritization Matrix

Not all AI investments are equal. Prioritize workflows that improve pipeline quality, speed-to-market, buyer visibility, conversion, and retention.

High Impact

LOW-HANGING FRUIT

Build This Quarter

- Account research briefs
- Buying committee mapping
- Sales call theme mining
- Social caption generation
- Competitive battlecard refreshes
- Meeting notes → CRM updates
- Customer proof-point extraction
- Persona-specific sales enablement drafts
- Ad and email variant generation
- Landing page experiment drafts
- RFP and security questionnaire drafts

STRATEGIC BETS

Plan, Resource & Govern

- Agentic ABM orchestration
- GTM knowledge graph
- AI search / GEO operating system
- Multi-touch attribution + budget optimization
- End-to-end campaign workflow agents
- Full-funnel personalization engine
- Partner / influencer ecosystem intelligence
- Lifecycle expansion and churn signal agents

Low Effort

High Effort

CLEAR THE PATH

Automate the Busywork

- Internal FAQ drafts
- Basic meeting summaries
- Report formatting
- Slack message drafts
- Template generation
- Basic transcript cleanup
- Simple localization first drafts
- UTM naming QA
- Campaign checklist automation
- Image resizing briefs
- Slide cleanup
- Asset tagging and DAM cleanup

DEPRIORITIZE

Avoid the AI Theater

- Generic chatbot disconnected from CRM
- Attribution AI without source-of-truth alignment
- Mass AI SEO content generation without human in the loop
- AI SDRs sending unsupervised outbound
- Predictive scoring on dirty CRM data
- AR/VR content for standard B2B demand gen
- Autonomous agents that don't actually produce anything

Low Impact

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