## From Data to Decisions:
Agentic AI Storytelling for GTM Leaders

Imagine adding a Marketing Analyst to your team—one that instantly turns your GTM data into clear, executive-ready narratives.

Dashboards show metrics, but not meaning. Most GTM data is underused or misinterpreted, leaving leaders unsure of what's working and why.

Agentic AI looks beyond surface metrics—connecting to your CRM, analyzing the data behind your KPIs, and generating executive narratives that explain what's really going on. It pairs large language models with a connected data agent to deliver context-rich analysis with no manual effort.

In a recent poll, *executive narratives* ranked as the top AI use case in GTM.
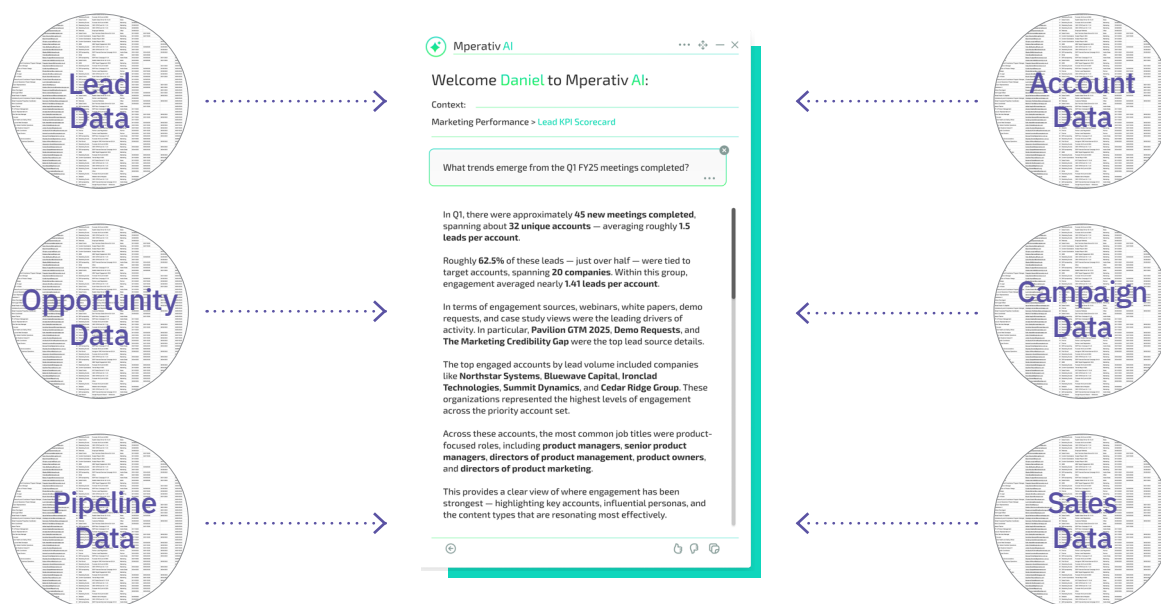
AI agents can write executive updates that answer questions like:

- Which channels generate real revenue?
- Which campaigns move buyers through the journey?
- Which personas are actively engaging?

For teams ready to take that step, Mperativ makes it easy to get started. It connects directly to your CRM to uncover the stories behind your data. Built for CMOs and GTM leaders, Mperativ's AI Revenue Marketing Platform turns disconnected GTM data into strategic narratives, clear attribution, and actionable direction. Learn more at www.mperativ.io