

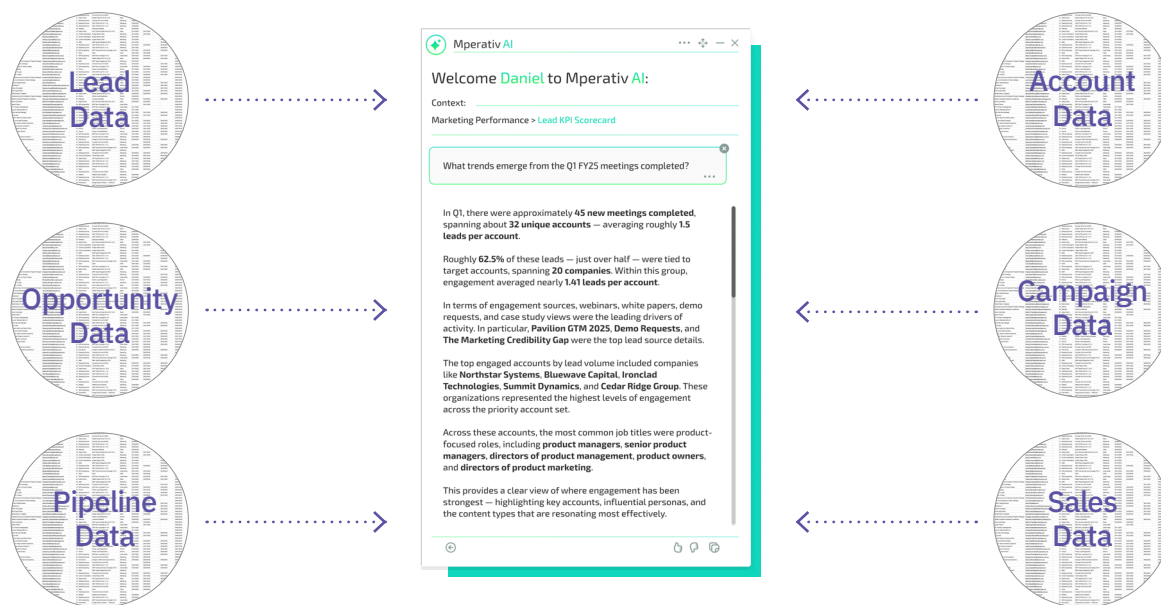
Agentic AI in Action: Turning GTM Data into Executive-Ready Narratives

From Dashboards to Decisions

Dashboards show metrics—but not meaning. Most GTM data is fragmented, underused, or misinterpreted, leaving leaders guessing about what’s working and why. Agentic AI changes that.

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.

In a recent survey of 500 marketing leaders at U.S. B2B companies, AI-written executive narratives ranked as the top GTM use case—because leaders don’t just want metrics, they want clarity. Imagine adding a Marketing Analyst to your team—one that instantly transforms your GTM data into clear, executive-ready narratives that explain what’s working, why, and what to do next.



Agentic AI in Action: Answering Key GTM Questions

Agentic AI generates analysis-ready narratives that explain:

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

This turns CRM data into actionable guidance and helps leaders move from static reports to dynamic decision-making.

Proving ABM ROI with Executive Narratives

As marketing teams are pushed to do more with less, ABM is essential for prioritizing high-value targets. But the big question remains: Is it working?

Agentic AI validates ABM strategies by:

- Comparing target accounts to control groups
- Analyzing conversion efficiency, pipeline momentum, and deal quality
- Writing clear, contextual briefs on what’s working and why

No new KPIs needed. Agentic AI automates the evaluation of these known metrics:

| Metric | Category | Why It Matters |
|---------------------|-----------------------|---------------------------------------|
| Wins | Outcome Metric | Core indicator of pipeline conversion |
| Win Rate | Conversion Efficiency | Measures sales effectiveness |
| Average Sales Cycle | Sales Efficiency | Highlights process bottlenecks |
| Sales Velocity | Revenue Acceleration | Gauges GTM momentum |
| ASP | Deal Economics | Assesses pricing and segmentation |
| CAC | Cost Efficiency | Informs GTM scalability |
| CAC Payback Period | Capital Efficiency | Measures time to ROI |

Built for GTM and Marketing Leaders

Mperativ’s Agentic AI gives CMOs and GTM leaders instant executive narratives by pairing large language models with AI data agents that analyze what’s really happening across your GTM engine—no manual digging required.

What it delivers:

- Executive-ready summaries that clarify performance
- Attribution that cuts through noise
- A faster, smarter way to understand and improve your GTM strategy



Move beyond dashboards—let AI tell the story behind your GTM data.
Learn more at www.mperativ.io