How is AI Transforming Marketing & Sales for the Next Decade

By

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amura & Kylas

The Macro Shift: **Why AI Now?**

We have moved from digital marketing to digital execution, where AI doesn't assist, **it operates.**

Internet Era (2000s)

Information Access

Social Media Era (2010s)

Influence Shift

Marketing Automation Era (2015–2023)

Efficiency

**AI & Agentic Era (2023–Now)**

Decision & Execution

Predictable, data-driven decision making
Autonomous marketing & sales machine

40–60% reduction in manual workload
20–30% improvement in conversion rates

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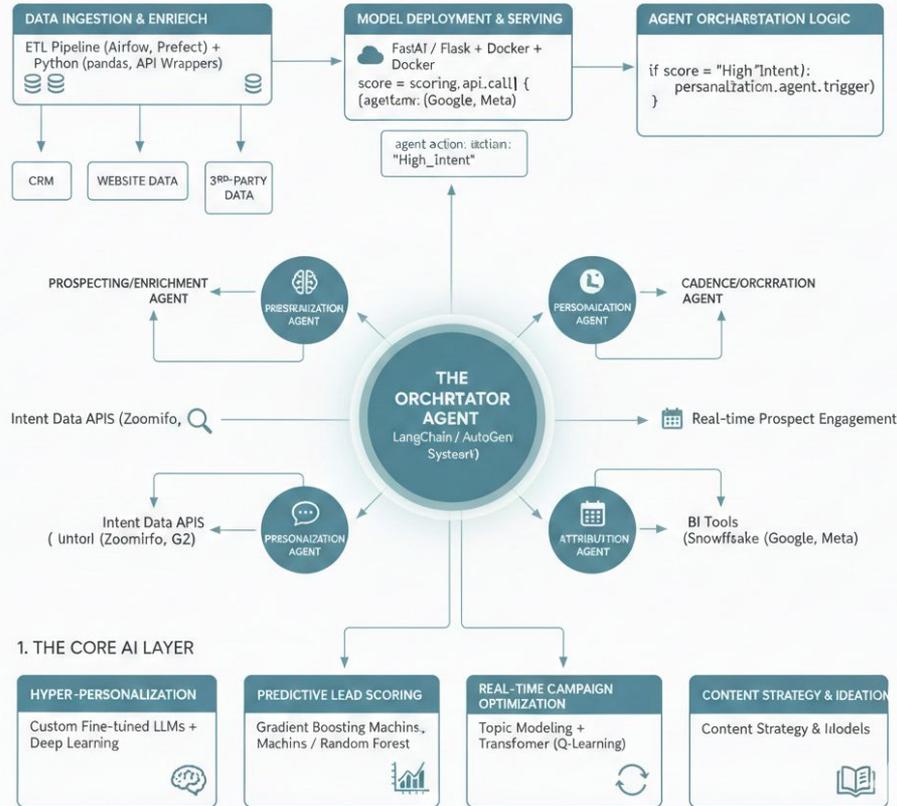
The Real Problem with **Current GTM Systems**

- Fragmented tools
- Slow decision-making
- Data silos
- Manual follow-ups
- Poor forecasting
- No personalization
- Unscalable sales processes
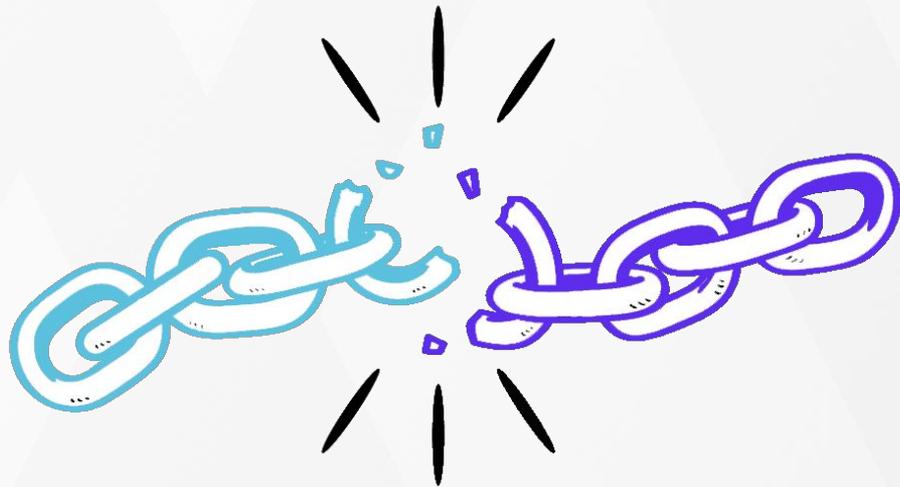
Most companies don't need more leads - they need a revenue system that converts with precision.

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GTM Engineering - Framework

3. PRACTICAL GTM IMPLEMENTATION (CODE & INFRASTRECTURE)

DATA INGESTION & ENRIEICH
ETL Pipeline (Airfow, Prefect) + Python (pandas, API Wrappers)

- CRM
- WEBSITE DATA
- 3RD-PARTY DATA

MODEL DEPLOYMENT & SERVING
FastAI / Flask + Docker + Docker
score = scoring.api.call {
(ageltamr: (Google, Meta)

agent action: action: "High_intent"

AGENT ORCHARSTATION LOGIC
if score = "High"Intent):
    persanalization.agent.trigger)
}

PROSPECTING/ENRICHMENT AGENT
PRESTRAIIZATION AGENT

CADENCE/ORCRRATION AGENT
PERSONAICATION AGENT

Intent Data APIS (Zoomifo,

THE ORCHRTATOR AGENT
LangChain / AutoGen Systeori)

Real-time Prospect Engagement

Intent Data APIS (untorl (Zoomifo, G2)
PERSONAICATION AGENT

ATTRIBUTION AGENT
BI Tools (Snowffsake (Google, Meta)

1. THE CORE AI LAYER

HYPER-PERSONALIZATION	PREDICTIVE LEAD SCORING	REAL-TIME CAMPAIGN OPTIMIZATION	CONTENT STRATEGY & IDEATION
Custom Fine-tuned LLMs + Deep Learning	Gradient Boosting Machins, Machins / Random Forest	Topic Modeling + Transfomer (Q-Learning)	Content Strategy & Iriodels

What **Agentic AI** Means for **GTM**

Agentic AI transforms your GTM system into a self-operating engine.

1 Senses buyer signals across channels

2 Interprets intent and probability

3 Acts through automated workflows

4 Optimizes journey in real time

5 Scales personalised execution

Types Of Businesses

Kylas

B2B

Long sales cycles, multi-stakeholder deals

B2C

Content-heavy, high-volume funnels

eCommerce

Data-rich, SKU-driven, rapid optimisation

GTM Engineering Across Business Models

Earlier -

- Manual qualification
- Pipeline blind-spots
- Slow velocity
- Inconsistent follow-ups
- Gut-driven forecasting
- Leads age out quickly
- Delayed responses
- Static messaging

Now -

- Automated top-of-funnel sourcing
- Intelligent qualification workflows
- Precision mid-funnel nurturing
- Deal health prediction
- AI-driven forecast accuracy
- Next-best-action recommendations

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GTM Engineering - Tool Stack
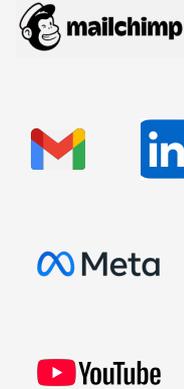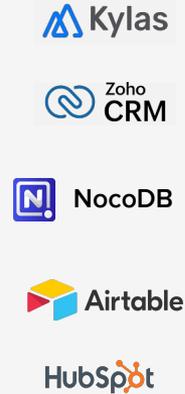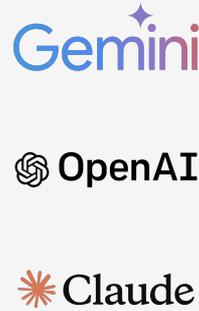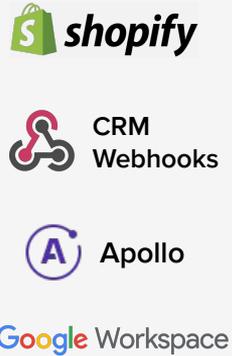
Data Capture	Validation + Enrichment	AmuraFlow™	AmuraIQ™ AI Layer	Data Stores & Sync	Engagement Channels	Analytics & Feedback
Pulls raw leads, intent signals & customer interactions in real time	De-dupes, enriches and standardises every record before routing	Central brain: triggers, branches and logs every step of the funnel	Generates personalised content, answers, and predictive lead scores	Single source of truth; bi-directional sync keeps data fresh	Omnichannel outreach triggered by Orchestrator & personalised by AI	Feeds performance data back to the AI layer to refine ICP & messaging

B2B Funnel: **Autonomous GTM Loop**
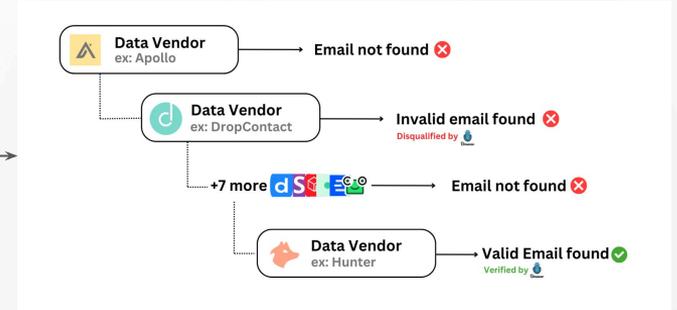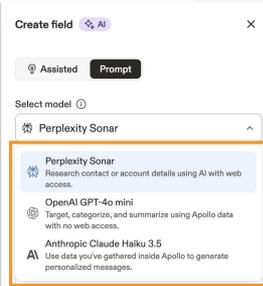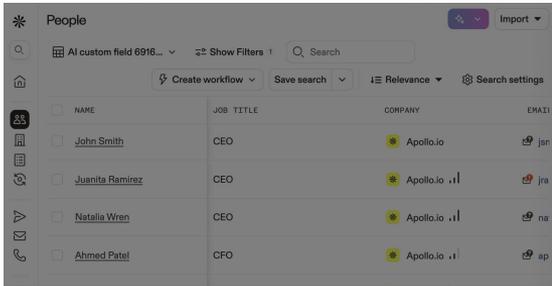
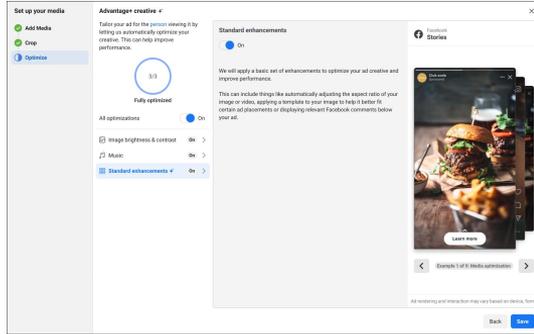1. Signal Ingestion

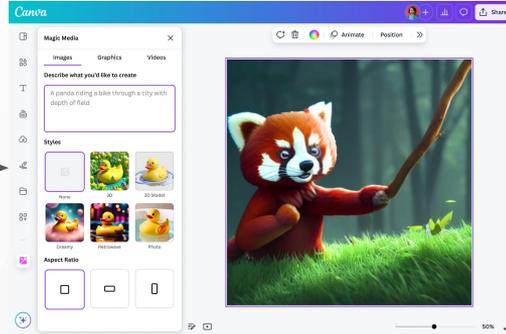2. Decision Layer - Waterfall Enrichment
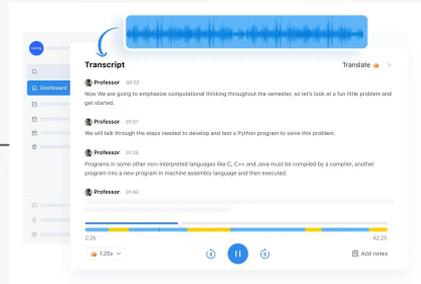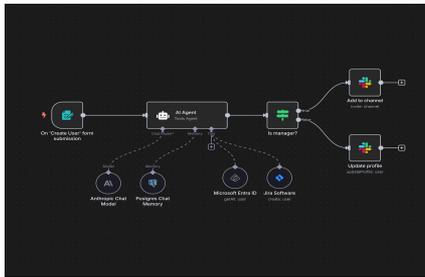
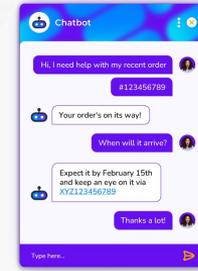2. Scale Layer

4. Optimize Layer

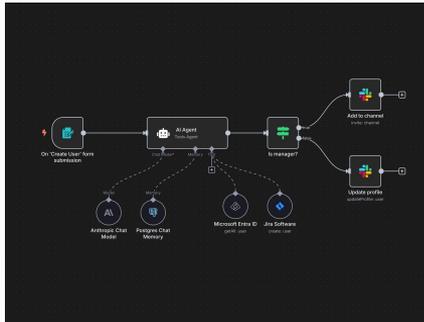3. Action Layer

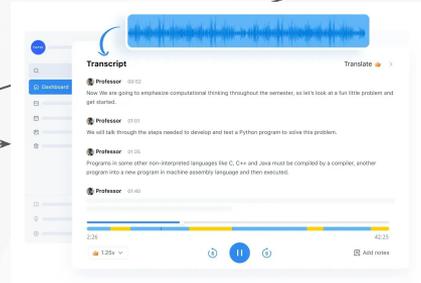# B2C Funnel: Speed → Engagement → Personalization

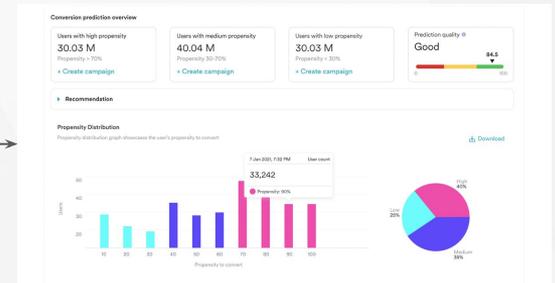1. Speed

2. Modification

3. Personalization
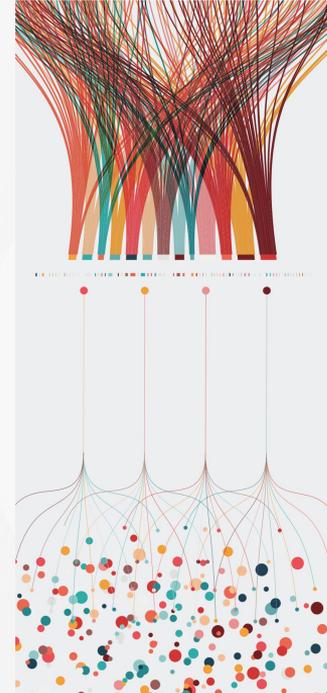
4. Automate

5. Repeat

6. Track

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The Agent Architecture - How to Prepare Your Business

AI can only optimise what is structured.
Pipeline clarity is non-negotiable.
- Clear, unambiguous stages
- Same Nomenclature and defined campaign structure across platforms
- Defined SLAs at every stage
- Ownership for each action
- Consistent data hygiene
- Predictable conversion benchmarks

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Automating What **Should Be Automated**

Automate

- Follow-ups
- Signals and Sentiment Analysis
- Routing
- Scoring
- Reminders
- Updates
- Sequence messaging
- Escalations

Do Not Automate

- Objection handling
- Negotiation
- Strategic conversations

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The **Sales Team of 2028**

Human Rep:
- Conversations,
- Relationships,
- Negotiation

Manager
- Coaching
- Pipeline strategy
- GTM oversight

AI Agent
- Execution
- Speed,
- Follow-ups,
- Qualification

Agentic CRM
- Prediction,
- Orchestration
- Intelligence

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"Businesses that adopt Agentic AI early will build revenue engines that are faster, more predictable, and structurally superior.
This is not optional.
This is the next operating model."

Thank **you**