

# AiSDR

## State of AI SDR Industry Report 2026

# FOREWORD

## *AI IS NOW A MUST IN SALES BUT TRUST AND RESULTS REMAIN THE DECIDING FACTORS*

### → AI SDRs moved from pilot to core strategy in 2025.

What started out as experiments and pilots has now become daily reality for sales and marketing teams across the globe. Adoption surged, investment grew, and the market crossed \$3 billion in size.

### → But scale brought with it new challenges.

Trust, accuracy, and execution haven't caught up with adoption. Many teams saw efficiency gains and faster ROI, while others struggled with tool sprawl, fragile deliverability, and disappointing outcomes. The gap between those who made the AI leap and those who didn't widened, and the difference came down to how well companies integrated people, data, and AI.

### → The AI SDR market is noisy, and clarity is overdue.

The goal of this report is simple: To provide clarity. While the AI SDR market has matured, it's still chaotic. Vendors promise quick wins (sometimes at the expense of honesty and contract engineering). Buyers navigate a maze of point solutions. And results vary widely. We believe sales leaders need a grounded view of what's really happening: Where AI delivers impact today, where risks remain, and what it takes to succeed now and beyond.

### → AI is a solution to unlocking peoples' potential.

At AiSDR, we don't see AI as a replacement for human sales talent. Used responsibly, it cuts through wasted effort, reduces costs, and creates new opportunities for growth. Used carelessly, it erodes trust and slows progress. The difference lies in execution, transparency, and focus on outcomes that matter.

**This report captures where the industry stands at a critical moment.** We hope it helps you make sense of the shifts underway and chart a confident course forward. The future of sales isn't human or AI. It's both, working together.

**Yuriy Zaremba**  
CEO, AiSDR



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# RECAP OF AI SDRS IN 2024/2025

## Market hit a tipping point

The AI SDR market reached **\$3.1 billion** in 2024. Software platforms used for lead scoring, automated email outreach, and conversational analytics dominated with a **71.5%** market share.<sup>1</sup>

## Adoption accelerated globally

After six years hovering near the 50% mark, AI adoption jumped to **72%** in 2024. At the same time, **65%** of organizations now use generative AI in at least one business area, and half use AI in two or more areas.<sup>2</sup>

### What counted as "AI" changed

Before 2024, many companies called basic data analysis and prediction tools "AI." In 2024, the focus shifted to **generative AI** – technology that actually creates emails, writes code, and produces content on its own.

This new form of AI works directly on daily tasks across different departments. That's why adoption jumped so much, with greatest adoption in areas like **marketing, sales, and product development**.<sup>2</sup>

## Economics fundamentally changed

According to McKinsey, generative AI lets organizations deploy technology in more business functions than before. This change is reshaping how teams operate. Examples include:<sup>1</sup>

- Automating lead scoring in marketing
- Enabling real-time personalization in sales outreach
- Optimizing customer service through intelligent routing

## Reality check on performance

Despite rapid adoption, many companies ran into three common problems:<sup>2</sup>

- They lacked the right skills to run AI safely and at scale (few teams had people trained in generative AI risk and controls)
- Their data was messy or hard to connect (governance, integration into models, not enough training data)
- Turning small pilots into live systems took longer than expected (most projects need 1–4 months, and customized models are 1.5x more likely to take 5+ months)

These growing pains set the stage for what unfolded in 2025.

**\$3.1B**

AI SDR market size reached in 2024<sup>1</sup>

**72%**

Organizations using AI (jumped from 50% historically)<sup>2</sup>

**72%**

of companies use AI in at least one business area (up from 50% before)<sup>1</sup>

**65%**

Organizations regularly using generative AI (doubled from 2023)<sup>2</sup>

# BIGGEST TAKEAWAYS

**Successful AI implementation requires integration, not isolated tools.** Teams with connected workflows show higher success rates, while 88% of fragmented pilots fail to reach production. The AI SDR market reflects this integration imperative.

## AI SDR adoption drives organizational changes

- **32%** plan to hire AI agent specialists as AI SDR deployments scale beyond pilots
- **28%** consider using AI workforce managers to oversee AI SDR operations
- **81%** of sales teams experiment with AI SDRs and sales automation
- **91%** of marketing leaders use AI for lead generation feeding SDR workflows
- **More than half** still face trust and execution challenges in AI SDR rollouts

## Trust gaps affect AI SDR buyer acceptance

- Only **46%** globally trust AI, creating resistance to AI SDR outreach
- **2 in 3** rely on AI outputs without verification, risking AI SDR message quality
- **35%** of sales reps trust their data feeding AI SDR models

## AI SDR business impact delivers measurable results

- **83%** of AI-enabled sales teams hit revenue growth vs 66% of non-AI teams
- **75%** of sales leaders report positive ROI from AI investment
- Only **4%** report negative returns

## Operational challenges highlight integration needs

- Teams spend only **28%** of their week actually selling
- **88%** of AI pilots stall before production
- Just **4 of 33** proofs-of-concept scale to production
- **1 in 6** emails never reach their destination
- Reply rates fell from **6.8% to 5.8%**
- Human SDRs cost **\$139K per year** fully loaded, taking **120 days** to produce pipeline

# SECTION 1:

## STATE OF THE AI SDR INDUSTRY

The AI SDR market is rapidly accelerating, and “first-generation” AI SDRs are pivoting from *outbound at scale to intent-triggered outreach*. Adoption is racing ahead. Investment is growing. And measurable performance gains are appearing. But the pace of change is uneven. While AI use is surging in sales and marketing, **trust, accuracy, and predictability remain fragile**.

Here are four key forces currently shaping today’s AI SDR landscape:

- Adoption
- Trust
- Performance
- Outcome uncertainty

### AI ADOPTION

#### Adoption is racing ahead of enablement

AI in sales has crossed from “early experimentation” to mainstream usage in certain industries. Since late 2022, generative AI has moved from a novelty to a daily workflow enabler across marketing and sales workflows.

From 2018–2023, ~50% of companies reported some form of AI adoption, before surging to **72%** in 2024.<sup>3</sup>



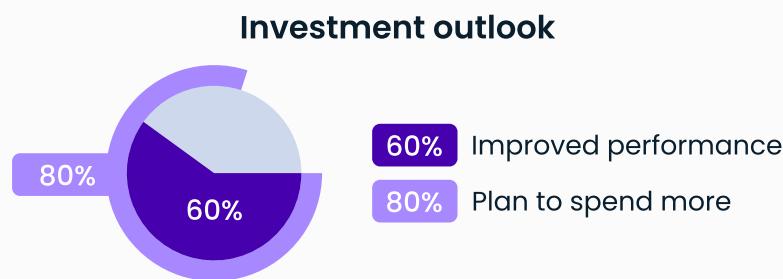
**65%** of firms use AI in at least one function (usually sales or marketing). **81%** of sales teams worldwide are experimenting with or rolling out AI in their daily<sup>4</sup> workflows. **91%** of marketing leaders report their teams are using AI to assist<sup>6</sup> daily tasks.

Email is the top channel for AI automation, with **1 in 2** using AI to run campaigns.<sup>7</sup>

**75%** of knowledge workers now use AI at work, with nearly half (**46%**) starting in just the past six months.<sup>8</sup>

75% of top-performing “deep sellers” on LinkedIn use AI, while 60% use AI-powered Sales Navigator.<sup>9</sup>

60% of sales teams say AI improved term performance. As a result, 80% of teams plan to spend more on AI.<sup>10</sup>

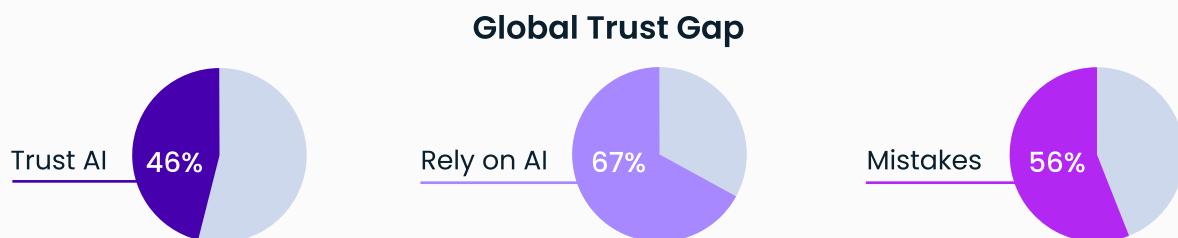


## TRUST

### Trust is lagging behind usage

If adoption is racing ahead, trust is lagging behind. AI has quickly and clearly embedded itself into sales and marketing workflows, but confidence in AI’s accuracy and reliability hasn’t caught up.

Despite widespread mistrust, people still gamble on AI. Although only 46% of people globally say they’re willing to trust AI, **2 in 3** rely on AI outputs without checking accuracy. Consequently, **56%** report making mistakes at work because of AI.<sup>11</sup>



Public perception is no different as just **44%** of people say they’re comfortable with companies using AI. This reflects broad unease around transparency and misuse.<sup>12</sup>

There’s also significant “**hype fatigue**”. Social chatter across LinkedIn and Reddit claim that AI SDRs don’t meet expectations and deliver low-quality, generic outreach, leading to disappointment and AI burnout.

←
r/SaaS
• 8 mo. ago
[deleted]

**The AI SDR is dying.**

Build In Public

I've spoken to dozens of companies who have used AI SDR tools, and every single one of them has churned or plans to churn.

Why?

Companies who use them book \$0 in pipeline. AI SDR Tools:



**2legited2** • 10mo ago

LLMs suck at writing compelling messages. It's better to apply AI as an assistant to summarize, analyze etc.

↑ 1 ↓ ...



**spcman13** • 5d ago  
Top 1% Commenter

Waste of money... the talent behind them is lacking which makes them an even bigger waste of money.

↑ 1 ↓ Reply ...



**Mysterious-Base-5847** • 5d ago

They are not at all. They all personalize in the same pattern so does feel like, I can use it.

↑ 1 ↓ Reply ...



**SynthDude555** • 5d ago

Horrible. It's a good way to throw away money and sales.

↑ 1 ↓ Reply ...



**subpar-life-attempt** • 4d ago

Absolute garbage. Relationships sell not programs.

↑ 1 ↓ Reply ...



## Negative sentiments about AI SDRs

Generic/robotic messages	Outdated info	Can't handle nuances
Deliverability/domain issues	Poor relevance	High cost for low ROI
No cultural sensitivity	Overhyped capabilities	Data concerns

Inside sales organizations, only **35%** of sales representatives completely trust the accuracy of their own data feeding AI models.<sup>13</sup> This lack of confidence undermines adoption: If the inputs aren't trusted, neither are the outputs.

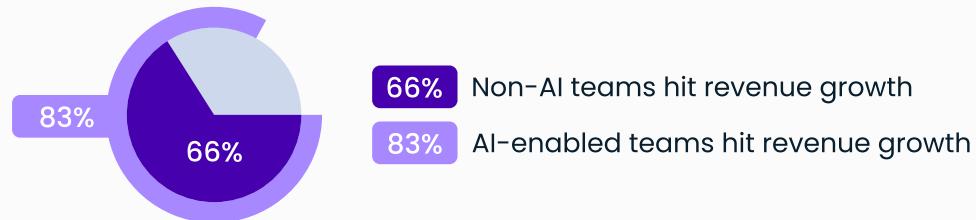
# PERFORMANCE

## Performance gap widens on two fronts

Adoption is up, but performance is splitting into two very different stories. On one side, teams running legacy flows are being squeezed by tighter budgets and rising customer acquisition costs. On the other, AI-enabled sales teams are pulling ahead thanks to efficiency gains and faster ROI.

83% of AI-enabled sales teams hit revenue growth. Only 66% of teams not using AI achieved the same.<sup>14</sup>

### Revenue outcomes diverge



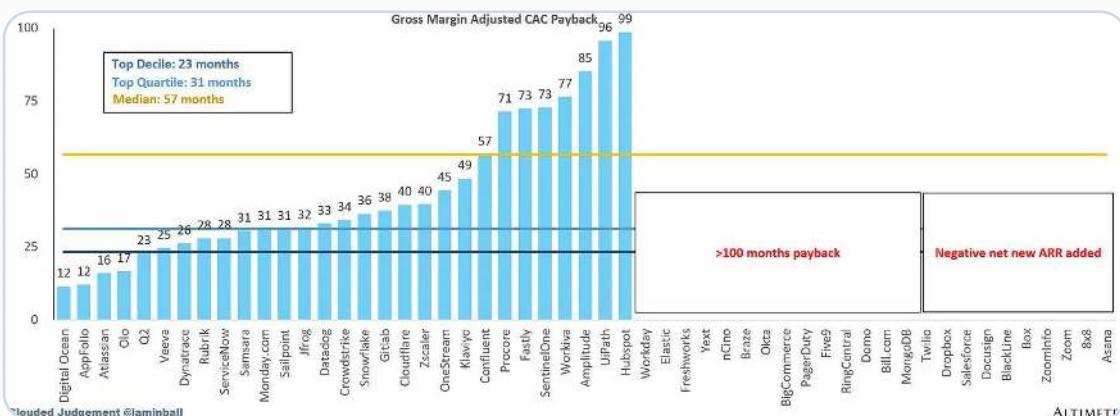
75% of sales leaders who received budget to invest in AI report a positive ROI. Only 4% report negative returns.<sup>15</sup>

Paid media competition is up ~15% YoY across industries.

### Rising CAC



This might be just the tip of a worsening situation. Public SaaS companies currently need on average **57 months** to recover their sales & marketing spend. In other words, it will take them almost 5 years to turn a profit. Only 5 companies need less than 2 years, and 14 need more than 8 years (100 months). 10 companies won't even profit on new customers.



Teams using AI often reclaim **2 hours per day** from administrative work. Over the course of a week, this effectively adds an extra day for sales.<sup>16</sup>

# OUTCOME UNCERTAINTY

## The new revenue risk

While AI adoption surges, outcomes remain unpredictable. Sales leaders are discovering that without trust, high-quality data, and reliable delivery, even the best AI tools can't guarantee results.

**63%** of CROs report declining forecast accuracy YoY.<sup>17</sup> The more AI becomes embedded, the more likely bad data can multiply errors.

Teams with **<50%** inbox placement experience 2x swings in win rate from quarter to quarter.<sup>18</sup> Without reliable deliverability, even the best AI or human outreach won't convert.

Only **34%** of RevOps leaders fully trust the data powering AI deal-scoring models.<sup>19</sup>

**Inaccurate inputs → wrong predictions → missed revenue.**

Sales teams spend **4 hours** per week updating spreadsheets because engagement data remains scattered.<sup>20</sup> That's nearly **three full workweeks lost each year per rep.**



Beyond wasted time, this manual process increases the risk of errors, slows down decision-making, and takes teams' focus away from selling. By automating data capture and centralizing insights, teams win back valuable selling time while giving leads visibility into pipeline health.

AI adoption is accelerating and early results show promise. But beneath the surface, cracks are showing. The next section takes a look at some of the headwinds facing the AI SDR industry.

# SECTION 2: CHALLENGES

AI adoption has been high, but execution has been messy. There are many factors dragging down execution:

- **Fragile deliverability**
- **Sliding trust**
- **Poor/generic messaging & differentiation**
- **Bloated tech stacks**
- **Slow deployments**
- **Cost of waiting**

However, every challenge has a solution. In this section, we'll briefly highlight what they may be, before taking a closer look in Section 3.

## Reply & deliverability issues

AI will never create value if messages don't reach the buyer or get a reply. Deliverability and reply rates are both under significant pressure, not only from poor AI and human messaging, but even from recent policy changes by email service providers.

New Gmail and Yahoo rules in February 2024 force senders to keep spam complaints **below .3%**, and non-compliance triggers hard blocks.

1 in 6 emails never arrive to their destination. Global inbox placement is hovering **at 83.5%**.<sup>21</sup>



Microsoft lets **only 75.6%** of emails through to the recipient.

Reply rates fell 14.7%, from a **6.8%** reply rate to a **5.8%** reply rate in 2024.<sup>22</sup>

Burned domains mean downtime. Repairing bad sender reputations requires **2-4 weeks** of warm-up, freezing sales outreach in the meantime.<sup>23</sup>

### **Solution:**

AI can optimize deliverability by dynamically adjusting sending volumes, monitoring domain health, and tailoring subject lines and timing to reduce spam complaints. When paired with strong human oversight, it keeps campaigns running instead of stalling.

## Trust & perception

AI adoption may be climbing quickly, but public trust in AI is sliding. Among the top culprits fueling buyer skepticism are missteps and hallucinations.

The share who consider AI systems trustworthy fell from **63% in 2022 to 56% in 2024**. More than half (52-55%) have personally suffered inaccurate outputs, misinformation, or lost human touch because of AI tools.<sup>24</sup>



Only 33% of CEOs have a high degree of trust in embedding AI into critical processes, despite revenue optimism.<sup>25</sup>

Jason Lemkin · 23h

95% of human SDRs do not really know the product they are 'selling'.

95% of human SDRs can't answer a tough question from a VP Eng, a CPO, a CIO, etc.

95% of human SDRs have to wait until they can grab some human to help you.

This is why AI SDRs will rapidly win.

The productivity benefits are real, too. Huge. But the truth is, an AI SDRs is much, much better than a human one.

Almost always.

Hallucination risk is rising as newer models tend to hallucinate more, causing credibility concerns.<sup>26</sup> Misinformation anxiety is also sky high as **~84%** of consumers in the US, UK, France, and Germany fear manipulated online content, while **70-76%** struggle to verify information authenticity.<sup>27</sup>

20-25% say a brand looks "untrustworthy" or "impersonal" when its social posts feel AI-generated.<sup>28</sup>

### Solution:

Businesses that combine AI with human QA (e.g. fact-checking, brand voice control, and transparent disclosure) win trust back. AI accelerates workflows, but human validation ensures credibility and authenticity.

# Message-quality gap

One of AI's most alluring promises in sales and marketing is "personalization at scale". However, many are becoming 'allergic' to this claim. And at the end of the day, email quality is what makes or breaks email performance.

With lead generation being the primary use case for **20.7%** of AI SDR implementations<sup>1</sup>, the focus often shifts to volume over quality. This creates a fundamental tension: teams want more leads faster, but recipients demand genuine personalization.

Quality doesn't equal quantity. AI converts **14.2% vs 3%** by humans, **only when fully personalized**. Otherwise, generic AI underperforms humans.<sup>29</sup>

## PERSONALIZATION: PROMISE VS EXPECTATION

What most AI SDRs sell	What users expect
"Personalization at scale" that swaps names, titles, company fields, or references to random posts and profile facts that are disconnected from the subject matter	Researched, buyer-specific insights about intent signals and context, filtered through numerous data points to find signals that matter
Automated, polished copy that sounds professional but feels hollow and interchangeable	Authentic messages that adjust to each lead, sound human, reflect brand voice, and build trust
High-volume sequences with minor variable inserts	Fewer, higher-quality touches that show the sender understands the buyer's situation
CRM integrations that surface incomplete, fragmented data and don't feed back activity updates	Reliance on static CRM data for context, paired with dynamic enrichment from multiple data sources (intent, funding events, job changes, tech stack, etc.)
Promises of faster and broader outreach	Proof that outreach actually converts: higher reply rates, meaningful conversations, and qualified pipeline

**AiSDR does it differently**

Here are some examples of leads praising AiSDR-generated emails.

Hi [REDACTED]

While we currently don't have a need for your offering, I must say I'm impressed by the web scraping capabilities of the OSINT sales intelligence product you're using to generate leads.

I'd be interested to know the name of the tool you're leveraging to build such targeted cold outreach. Either way, I'll keep your details on file for future reference.

Good day!

Director of IT

P'

Type: Incoming

Subject: Re: messaging handoff

I usually do not reply to emails but this one is very good. You did your homework!

Hi [REDACTED] – That's the best cold call email I think I've ever received – bravo! Actually, we're just a small team in [REDACTED] and remote and most IT limited to a trading platform, so all good! Have a great rest of your week. Best,

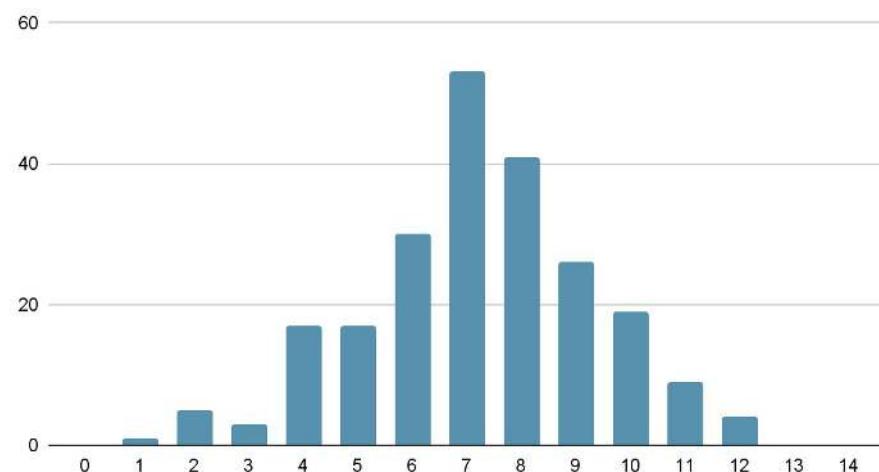
[REDACTED]  
Managing Director

**81%** of consumers immediately delete irrelevant messages, while **96%** are more likely to buy from brands that personalize.<sup>30</sup>

**65%** of sales teams list personalization as a top-three priority, yet only **25%** of buyers feel vendors meet personalization expectations.<sup>31</sup>

According to our own survey, most people **can't reliably tell AI vs human emails apart**. Accuracy was no better than a coin flip. And across 14 email samples, no participant identified all of them correctly (the top score was 12).

Score Breakdown: "Who Wrote the Email: Human or AI?"

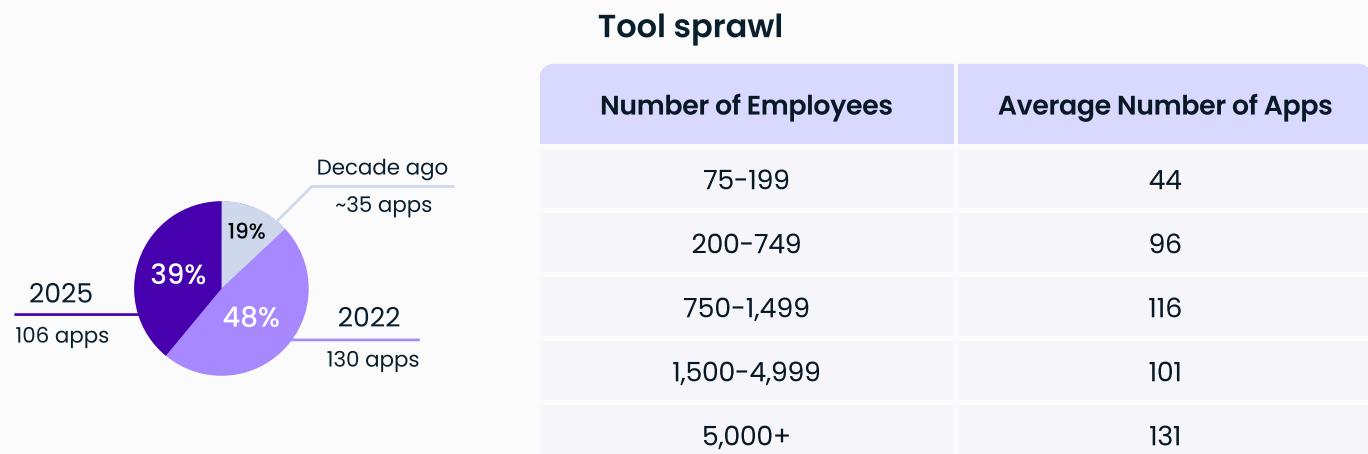
**Solution:**

Just like any human salesperson, AI needs high-quality, enriched data to succeed. Pairing CRM signals, intent data, AI's speed at engaging based on fresh intent, and human overview allows AI to scale personalization that feels personal and drives revenue lifts without overworking teams.

## Tool sprawl & skills drag

Modern sales stacks are extremely powerful, but also extremely bloated. **63%** of sales leaders report that their tech stacks have **more than 10 tools**, which has led to **70%** of salespeople feeling overwhelmed by stack size.<sup>32</sup> Since at least 2023, this means that sales teams only spend **28%** of their week on actual selling.<sup>33</sup>

The average company in 2025 is running 106 cloud apps. While this is down from 2022's peak of 130 apps, it's still triple the size compared to a decade ago.<sup>34</sup>



Scaling AI faces several internal blockers:<sup>35</sup>

- **49%** cite a skills gap
- **36%** have tools and platforms incompatible with AI
- **37%** lack real-time data integration

### Solution:

Consolidation is key. The future isn't just about fewer tools. It's about smarter ones. Multi-functional, agentic AI platforms replace patchwork stacks by uniting every stage of outreach under one roof, from enrichment and sequencing to deliverability and performance monitoring. Instead of juggling disconnected systems, teams get a single workflow where data, actions, and insights flow seamlessly. That means less fatigue, fewer log-ins, and more time spent selling and not managing software.

## Deployment & slow time-to-value

Turning AI into value is a slow and uncertain process.

**88% of AI pilots** stall before production. Just **4 of 33** proofs-of-concept scale.<sup>36</sup> Successful rollouts average **~8** months to deploy and **13** months to realize an ROI.<sup>37</sup>

Data quality is the #1 hurdle for **42%** of leaders who are adopting or plan to adopt AI. Data complexity and fragmentation force many of them to balance 1,000+ data sources, and this number is expected to grow within the next year.<sup>38</sup>

Fewer than **33%** of companies have an end-to-end AI governance policy.<sup>39</sup> For large companies, the sticking point is the lack of governance. For startups, data security is the bigger issue. As a result, many AI projects now take twice as long to move from planning to full launch.<sup>40</sup>

### Solution:

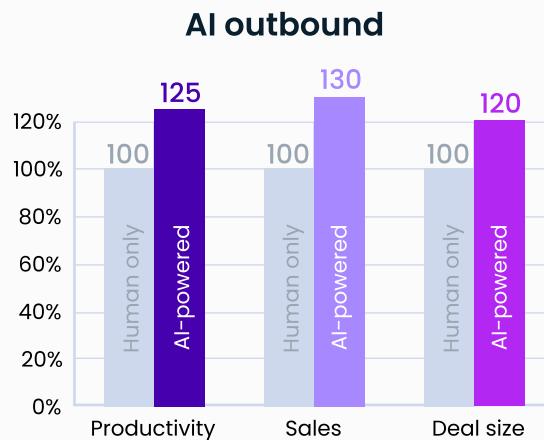
Companies that start with automating specific, revenue-driving use cases that have seen a history of success see faster wins. Embedding governance and data quality practices upfront also reduces legal slowdowns and accelerates time-to-value. For brands, this means emphasizing compliance and making certifications like SOC 2 and data policies easy for clients to review. This will remove friction and build confidence, shortening the path from pilot to production.

# Cost of inaction

Implementing AI in sales has been messy, time-consuming, and far from flawless. But the greater risk lies in doing nothing. Companies that hesitate face a mounting productivity tax, ballooning costs, and missed revenue opportunities that competitors are capitalizing on, while also stretching their tech stacks with redundant, isolated tools that frequently conflict across departments.

Companies using AI in sales see more than a **5% revenue lift**.<sup>41</sup>

AI-powered outbound has delivered **25%** more productivity, **30%** shorter sales, and **20%** bigger deals vs human-only outbound.<sup>42</sup>



*I've been running some tests with my team and had them time how long it takes from identifying a company to sending a custom email – contact lookup, research, etc. On average, it's about 20 minutes of manual work per email. Looking at 345 contacts engaged within the first four days, that adds up to 6,900 minutes – about 115 hours. We're big fans of quantifying things over here!*

Productivity tax is another big cost incurred by doing nothing. Workers lose **4-6 hours a week** to context-switching, which carries a **40% efficiency penalty** that inflates CAC.<sup>43</sup>

## Human SDR economic

Human SDRs represent a large cost drag:

**\$**  
Fully-employed SDR = \$139K/year after accounting for base, OTE, taxes, benefits, recruiting, and fees

**⌚**  
Human SDRs take ~120 days (hiring + ramp) to produce pipeline. This means over a full financial quarter is lost before revenue is generated.

**⟳**  
SDR churn is strong and fast. SDR tenure is on average ~22 months, which means only 18 months of full productivity. Some SDRs work for just 12-14 months.

**↗**  
Companies spend \$75K on onboarding and training before ROI turns positive.

**⚠**  
Every month of vacancy or ramp erases \$250K in pipeline.<sup>44</sup>

**⌚**  
10-rep teams miss its targets by 11% purely from churn and ramp gaps.<sup>45</sup>

Every 10% drop in inbox placement means **\$20k lost revenue per 100k sends** at a 2% CVR.<sup>46</sup>

## Takeaway:

These aren't just line items. They add up to a structural disadvantage. Competitors that adopt AI are accelerating pipeline, lowering costs, and compounding efficiency. The companies that delay are burning budget and falling behind quarter after quarter.

Human-only outreach is increasingly unsustainable. The economics no longer add up, and companies that hesitate on AI adoption risk being leapfrogged by competitors.



## The reality:

SDR programs are expensive to build and fragile to maintain. High ramp times, fast churn, and constant vacancies erode productivity while inflating CAC. Missed quarters pile up, and each gap in headcount or deliverability translates directly into lost pipeline.

In contrast, AI-enabled teams reclaim hours of selling time, deploy in weeks instead of months, and deliver more consistent results: higher reply rates, bigger deal sizes, and shorter cycles.

The companies blending human judgment with AI precision aren't just cutting costs. They're accelerating revenue growth and insulating themselves against churn.

Because at the end of the day, doing nothing doesn't mean standing still. It means falling behind.

# Reality gap: What clients discover after deployment

Deployment is one challenge, but what happens after going live is another.

Teams often discover gaps between what they expected and what AI SDRs deliver in practice. These aren't technical failures. They're misalignments between how AI works and how buyers assume it works.

## The invisible context problem

Many teams expect AI to "just know" their business after minimal setup. They assume two clicks and a website URL will be enough.

That's when reality sets in.

AI can only **work with the data it has access to**. Product positioning that lives in your head, ICP nuances discussed in internal Slack channels, unpublished case studies, and outdated website copy all create blind spots.

Teams discover that AI needs extensive context from internal resources, not just public information. The better the input, the better the output. But gathering and organizing that context takes work many teams don't anticipate.

## Signals that don't exist online

Some valuable buying signals simply aren't searchable. A company planning to expand into Singapore rarely announces it publicly before starting the actual expansion process. And prospects who "just need" your solution often don't write about why they need it.

AI SDRs struggle to find implicit signals or intentions that prospects don't broadcast. This creates a gap between **what teams want to target** and **what's detectable**.

Intent data providers help, but they can't surface everything. The most valuable signals sometimes require human research or relationship intelligence that no database captures.

## The perfection trap

Teams often focus on making everything perfect: perfect leads, perfect messaging, perfect timing. They iterate endlessly before launching.

This backfires.

What feels perfect internally often doesn't resonate with prospects. **Market feedback** matters more than **internal consensus**. The longer teams wait to launch, the longer they delay learning what works.

Some of the best-performing campaigns started rough and improved through real responses, not pre-launch polish.

## Lead quality blindspots

Clients frequently bring existing lead lists and expect AI SDRs to convert them. When response rates stay at zero, the tool gets blamed.

But **AI can't fix bad lead quality** or unknown lead data. If those leads were purchased, scraped, or aged out, no messaging will revive them. If they've been burned by previous outreach, they won't engage regardless of personalization quality.

The tool can only work with viable prospects. When teams provide leads without knowing their source, history, or quality, they set up AI SDRs to fail.



## What exceeds expectations

Not everything disappoints.

The positive surprise clients consistently mention is **personalization quality**. When AI SDRs have good data and clear context, the output often sounds more human and relevant than expected.

Teams who invest in setup, provide rich context, and let AI iterate with real market feedback see results that justify the effort.

## Measuring what matters

Many teams initially focus on metrics like open rates and click rates. These are easy to track but don't predict revenue.

What matters are **response rates** and **meetings booked**. These metrics show whether prospects engage meaningfully, not just whether they opened an email.

The shift from vanity metrics to business outcomes takes discipline. But teams that make it see clearer ROI and better optimization decisions.

### Solution:

Success requires realistic expectations upfront, investment in proper context and data, willingness to launch before perfection, and focus on metrics that tie directly to pipeline. The teams that understand this from day one avoid most post-purchase disappointment.

# SECTION 3:

## TOOLS, PROCESSES, & HOW TEAMS FIX THINGS TODAY

### TEAMS SUPPLEMENT CORE STACKS WITH POINT SOLUTIONS

AI SDRs hit a major turning point heading into 2026. The category exploded fast, with big wins in solid pilots, but results are all over the map. Studies show **95% of AI pilots fail to scale** properly.<sup>47</sup> At the same time, **over 40% of AI agent projects are expected to be abandoned by 2027**, highlighting widespread implementation challenges.<sup>48</sup>

Still, AI is not what separates success from failure. The hard truth is your tech is only as good as the processes running it.

What breaks in practice is routine and predictable. Data rot, deliverability failures, tool sprawl, and slow, compliance-heavy setups turn promising pilots into firefighting exercises.

Typical enterprise rollouts still require **2-4 weeks**<sup>49</sup> for API configuration, data mapping, and permission management. Early weeks demand daily hands-on work for message architecture, output review, and inbox monitoring. Teams that treat AI SDRs like a short experiment fail to scale.<sup>50 51 52</sup>



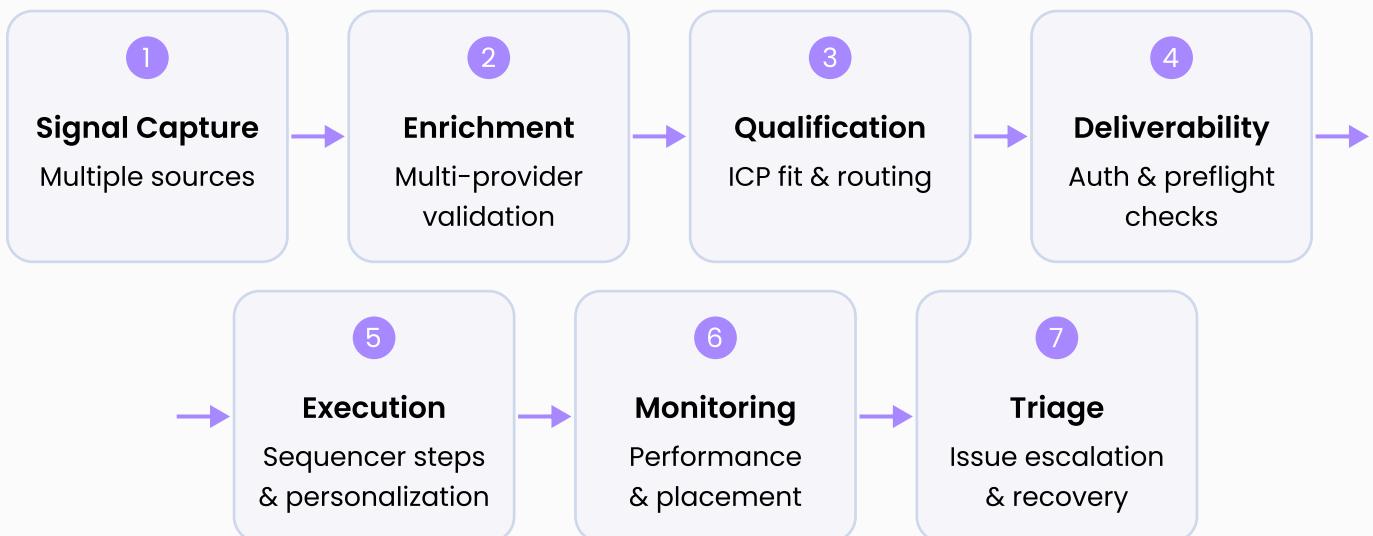
Most AI SDR platforms bundle the basics (prospecting, enrichment, CRM sync, sequencing, delivery tracking), but feature depth varies wildly. Many include basic deliverability monitoring, but advanced stuff like warmup, inbox placement testing, and detailed delivery analytics often come as add-ons or need specialized services. Teams end up stacking point solutions and adding extra human oversight wherever gaps show up.

**This creates a stark difference across company types.** In smaller AI-native startups, automation is often deeper and more end-to-end. Enterprise deployments mean more customization, specialized add-ons, and heavier human oversight.<sup>53 54</sup>

The traditional SDR workflow sits right in the middle of this chaos. It has seven core steps:

- 1 Find prospects
- 2 Check data quality
- 3 Qualify leads
- 4 Verify email setup
- 5 Send sequences
- 6 Track results
- 7 Fix problems when they happen

## Typical SDR Workflow Journey



Most work happens in everyday tools like email, CRM, and messaging platforms, but no single tool does everything. Email needs separate setup systems, plus CRM integration, data sources, security tools, and LinkedIn and phone channels. Multiple systems need constant coordination, which creates extra work.

**Teams run on stacked workarounds, not unified systems:**

- They take email tools and add monitoring services and warmup tools
- They buy contact data and connect it through automation tools
- They use messaging tools and add video services and social tools
- They connect everything through integrations and access systems

These hybrid stacks deliver better results than pure point solutions, but still create operational complexity.

Every additional tool needs care, training, and integration management. The platform handles scale and basic personalization, but teams must work in specialized tools and operational discipline to guarantee deliverability, data quality and compliance.

55 56 57 58

**100+**  
apps

**~275**  
SaaS tools

**21**  
touches per contact

**~275**  
interruptions/day

Day 1

BDR Outreach Process

Day 53

**3**

Channels  
(Email / Calls / Social)

**53**

Days Duration

**21**

Total Touches

### Knowledge Worker Interruptions

2 min work



2 min work



2 min work

59 60

Every ~2 minutes = 275 interruptions per day

## What the community is saying:

Brendan Falk   
@BrendanFalk

1) It takes \*way\* longer than anticipated to actually build/deploy custom AI agents for large enterprises.

AI makes the engineering fast. But sales, product, system integration, and implementation are \*incredibly\* slow.

Customers don't know what they want, getting stakeholders aligned on new initiatives takes time, product requirements change, underlying data is missing / wrong, legal needs to approve everything, internal APIs aren't documented correctly. I feel very confident that AI will not be able to automate a lot of this.

Mamadou Kwidjim Toure   
@KwidjimToure

AI was supposed to replace human labor.  
Instead it is outsourcing back to humans the cost of its mistakes.

In 2025 MIT reports 95% of corporate GenAI pilots generated zero ROI.  
Most systems lack feedback loops. They do not adapt. They repeat errors.

The fallout is visible.  
a) Designers now redraw logos that collapse when scaled.  
b) Writers rewrite "AI slop" that overuses clichés and misses nuance.  
c) Developers rebuild vibe-coded apps that leak user data.

Freelance platforms confirm the paradox.  
Upwork demand for creative art direction is up.  
Fiverr reports a 250% surge in niche briefs like children's book illustration. Freelancer shows spikes in requests for "heartfelt speeches" and bespoke storytelling.

The truth is simple. AI can draft but it cannot discern.  
The human layer is no longer optional and it is the difference between noise and trust.

Jason   
SaaStr.AI   
Lemkin   
@jasonlk

One thing I'm seeing too much of in B2B and SaaS: folks taking their time in AI. The AI Slow Roll.

VPs of Eng saying they're "still looking at new tools like Windsurf and Cursor" ... but they're not sure yet

Product leaders saying AI isn't ready yet for prime time "due to hallucinations"

Revenue leaders saying customers "all want to talk to a human" and "a great sales rep beats an AI"

Change fast. Or you will lose. You will lose to the competition that has already figured out, or will soon.

pili   
@0xpili

today i was reading an article (link below) that claims the following numbers:

- 67% of AI projects fail due to data readiness issues
- 14% of organizations possess the data maturity necessary to exploit AI's potential
- 60-70% Data quality in legacy systems versus 99%+ required for production AI applications

autonomous agents need fast, verifiable, and reliable data

This section lists the failure modes and the exact tools and processes teams use today to stabilize operations:

- **Deliverability stacks and warmup** to protect inbox placement
- **Multisource cleansing and provenance logging** to ensure data quality
- **Human QA and daily discipline** to maintain output standards
- **Narrow revenue-driving pilots** to prove ROI before scaling
- **Consolidation plus governance** to reduce operational risk

For each fix, we identify the tradeoffs and the single metric that shows whether the fix is working.

## Takeaway:

AI SDRs are not plug-and-play. The wins come from operations – tight data, hardened delivery, human oversight, and staged pilots that make automation reliable and measurable.

# Field Playbook:

## Operational fixes teams use to stabilize AI SDRs

### *Emails don't reach inboxes → creates tool complexity*

#### **Problem:**

While email deliverability was always a challenge, AI outreach scaled volumes dramatically, causing domains to burn in days instead of months. Mailbox providers responded with tighter rules.<sup>61 62 63 64 65</sup> The result was more blocked messages, lower reply rates, and generic AI messaging that burns sender reputation fast.<sup>66 67 68</sup>

#### **How teams fix it:**

Teams build a delivery stack and treat inbox placement as continuous operations work. This stack usually includes the sending platform, warm-up and reputation services, and inbox testing tools to validate delivery before a campaign goes live.<sup>69</sup> In practice, this requires weeks of setup and iterative monitoring rather than a single configuration.

#### **What this involves:**

- **Technical setup:** Configure email authentication such as SPF, DKIM and DMARC, add unsubscribe headers, and follow basic anti-spam hygiene.
- **Warm up and monitoring:** Warm domains gradually over **about 30 days**,<sup>70</sup> use inbox placement testing services, and track Gmail and recipient signals for blocks or behavioral flags.
- **Operational maintenance:** Clean lists weekly, handle bounces automatically, and keep complaint rates near or below **0.3%**.<sup>71</sup>
- **Platform integration:** Delivery sits inside a larger stack so API configuration, data mapping, and permissioning are often needed up front and can take **2 to 4 weeks**.<sup>72</sup>

#### **Results:**

Teams that treat deliverability as continuous operations protect inbox placement. Most that treat it as a setup step do not. Only a minority (**13%**)<sup>73</sup> actively monitor true delivery rates so many organizations remain blind to whether messages actually arrive. The multitool approach keeps outreach running but also creates new failure points and ongoing overhead.

## *Data is wrong → creates validation overhead*

### **Problem:**

AI depends on high quality inputs.<sup>74 75</sup> When contact records are stale or provenance is unknown, personalization collapses into guesswork. Data dependency creates classic “garbage in, garbage out” scenarios that break prospect research, targeting, and message relevance.

### **How teams fix it:**

Winning teams combine multiple data sources, clean data pipelines, and manual research for top accounts. They track where each piece of data came from and score its quality so AI systems know what to trust.<sup>76 77</sup>

### **What this involves:**

- **Gather data:** Start with contact data providers for basic prospect info, and include behavioral/sales-intel providers (e.g., rb2b, 6sense) to capture intent and engagement signals beyond static fields
- **Clean and validate:** Use platforms to clean and fix information, including deduplication and scheduled cleans, before sending to CRM systems
- **Research manually:** SDRs manually research high-value prospects when automation misses context or critical details
- **Track and score:** Track where each piece of data came from, score how reliable it is with confidence scores, and log timestamps so AI models and humans trust the same truth

### **Results:**

Manual data work takes huge amounts of time. Nearly half of marketing teams spend over **10 hours<sup>78</sup> monthly on data hygiene and lead management**. When automated systems fail (can't find contact info, return outdated data, or miss key prospect details), teams spend **2.5 hours<sup>79</sup> searching for information by hand**.

## Volume vs quality dilemma → creates speed vs personalization gap

### ⚠ Problem:

Teams face a hard decision: blast many templated messages or send far fewer deeply researched notes. Pure volume damages personalization and deliverability. Pure quality exhausts capacity and lacks scale.<sup>80</sup>

### ✓ How teams fix it:

Most successful implementations adopt a hybrid approach: AI drafts at scale while humans intervene on the highest value prospects and tier campaigns by account. In practice, AI handles broad prospecting and initial messaging while humans own quality control for priority segments and commonly review the first **100+ sends**.<sup>81</sup>

### What this involves:

- **Tiering approach:** High-volume teams spread sends across **multiple inboxes** due to provider caps, while quality teams keep sends lower and hand-craft copy for priority tiers. A **hybrid** approach uses AI to draft at scale, then humans review the **first 100+ sends** and hand-edit top prospects.<sup>82</sup>
- **Account-based focus:** Most ABM teams process about **38 accounts<sup>83</sup> at once**, touching **6-10 contacts<sup>84</sup>** on each buying committee. Campaign size flexes by prospect tier and team capacity.
- **Multi-channel coordination:** Email averages about **2.5%<sup>85</sup>** replies. LinkedIn sees about **8%<sup>86</sup>**. Teams split effort across channels, but many stacks lack one source of truth as data sits in tools like Outreach, Expandi, and PhantomBuster, before getting stitched together with Zapier.
- **Performance tracking:** Smart teams focus on business outcomes, not vanity metrics. They measure **cost per meeting, pipeline created, and time to first qualified opportunity** rather than raw reply rates.<sup>87</sup> Reply rates mislead because angry responses and spam complaints count as "replies" but kill your reputation.<sup>88</sup>
- **Resource considerations:** Teams decide how much rep time goes to writing versus sending. Some hire writers to build stronger templates,<sup>89</sup> while others assign human review only to top-tier prospects.<sup>90</sup>

### ⓘ Results:

Hybrid systems outperform both extremes when scoped and measured properly. They deliver large uplifts in qualified pipeline and conversion while lowering manual effort. The human check is a capacity limiter and must be scoped, measured, and optimized, or it will become the bottleneck.<sup>91 92</sup> BDR research reports **62% of BDRs** say AI tools make their roles more productive.<sup>93</sup>

## Setup takes forever → creates compliance risks

### ⚠ Problem:

**Enterprise deployments** require security, governance, and integration work.<sup>94</sup> API configuration, data mapping, and permissioning take time, which pushes teams to shortcut formal processes.<sup>95</sup> **SMB companies** face different challenges since they typically lack dedicated IT teams and struggle more with resource constraints than formal governance processes.<sup>96</sup> That behavior creates shadow AI risks such as personal accounts, ad hoc purchases, and browser workarounds across company sizes, but for different reasons.<sup>97 98</sup>

### ✓ How teams fix it:

Most bypass official processes.<sup>99</sup>

#### For enterprises:

Over 50% of workers use AI tools on personal accounts to avoid lengthy security reviews.<sup>100</sup>

#### For SMBs:

Teams often start with unauthorized tools due to budget constraints and lack of technical expertise, then try to get approval later. This creates "shadow AI" that IT discovers months after deployment.<sup>101 102</sup>

### Tools/Process:

- **Personal AI accounts:** Teams use ChatGPT, Claude, or other tools on personal emails to skip corporate approval (**more common in enterprises with security reviews**)
- **Department-level purchases:** Sales managers buy tools directly without IT review, using credit cards instead of procurement (**more common in SMBs lacking formal procurement processes**)
- **OAuth workarounds:** Tools get persistent access through browser extensions and personal productivity apps that connect to work systems

### KPI/Failure Modes:

Shortcuts accelerate early results but create different risks by company size. Enterprise teams face<sup>104</sup> compliance issues and expensive migrations when IT discovers unauthorized tools.<sup>103</sup> **SMB teams** face data exposure risks and often lack resources to properly remediate security gaps once discovered. **Enterprise IT teams** are 5x more likely than SMB teams to struggle balancing speed, security, and business value during AI implementation.<sup>105</sup>

### Takeaway: Where the market is heading

Quick fixes become point products, and point products create operational debt. **Over the past two years**, vendors **have been** bundling those single-purpose tools into larger AI SDR platforms so teams can work in one smooth flow instead of wiring 10 apps together.<sup>106 107</sup>

The next section maps the **current** landscape into two vendor categories and five functional blocks and shows where common tools sit.

## AI SDR Product Landscape 2026



The AI SDR market has matured rapidly, but vendor promises haven't always aligned with technical reality. **75% of C-suite executives** named AI as a top priority for 2025, yet the same number hasn't seen ROI from existing AI investments.<sup>108</sup> Meanwhile, ~90% of AI SDR deployments fail to generate meaningful pipeline.<sup>109 110</sup>

Understanding what's hype versus what works is now critical for making the right platform decisions.

# Market Reality Check

## Expectations vs Reality: Where Vendors Overpromise

### What Vendors Sell:

- "Set-and-forget" autonomous SDRs that work 24/7 without human oversight
- "Personalization at scale" with 15%+ cold email reply rates
- Zero-oversight autonomous SDRs that work 24/7 without human guidance or quality control
- "10X more effective than templates. 10X more cost-effective than SDRs"

### What You Actually Get:

- **Management overhead:** AI employees need as much management as people – daily output review, response monitoring, and performance analysis<sup>111</sup>
- **Performance decline:** Conversion rates have fallen to worrisome lows as volume-focused approaches burn through TAM<sup>112</sup>
- **Reputation damage:** Most AI SDRs become "spam cannons that ruin your brand reputation and get your domain blocked"<sup>113</sup>
- **EMEA compliance gaps:** Vendors promise "seamless global deployment," but European prospects require detailed explanations of how AI personalizes their data due to GDPR. Most AI SDR platforms can't explain their "black box" algorithms, creating unexpected compliance friction that vendors rarely mention upfront<sup>114 115 116</sup>
- **Automation gaps:** Prospects want AI to handle lead gen, data enrichment, and CRM updates so reps can focus on priority tasks. However, most platforms require manual data mapping, custom API work, and ongoing maintenance, defeating the "automation" promise.<sup>117</sup>



## Current Technical Capabilities & Limitations

### What Works Well:

- **Prospecting and enrichment from structured sources** such as professional and company directories, with data completeness and update recency differing by provider and access level
- **Event-based triggers within the owned stack** such as website visits, email engagement, and CRM status changes for simple branching and send timing
- **Multi-channel sequencing** across email, LinkedIn, and basic phone integration
- **Auto-handling of replies** including out-of-office detection with pause and resume of sequences, and auto-stop on human reply to prevent further automated steps
- **CRM sync and activity logging** for pipeline tracking when integrations and permissions are configured correctly
- **Email compliance controls** including unsubscribe, suppression lists, and sender identity settings
- **Basic reporting** on sends, opens, replies, and simple pipeline attribution when configured

### Where AI Struggles:

- **Cross-source behavioral personalization** that combines third-party intent, social engagement, product usage, and recent activity into one profile. Depends on identity resolution quality (match rate, recency windows) and data access or platform policies
- **Deep qualification** including multi-intent detection, procurement and security requirements, compliance checks, and budget-authority mapping. Performance degrades without verified context, audit trails, and clear escalation rules
- **Keeping social automation reliable** due to API and policy constraints on platforms like LinkedIn, Meta, and X (Twitter)
- **Regional compliance and consent management** including GDPR and local equivalents, like lawful basis, opt-outs, channel limits, and record-keeping affect who can be contacted and how
- **Cultural and linguistic nuance** including tone, formality, idioms, and region-specific expectations that are easy to miss without human review
- **AI calling at cold start** limited by legislation on cold outreach in many jurisdictions. AI still struggles with understanding accents, dialectal peculiarities, double meanings, sarcasm, and real-time context repair in live speech

## How vendor traps destroy your budget

### Pricing Traps

- Seat-based AI pricing
- Hidden usage costs
- Unclear credit bundles
- Deliverability add-ons

Impact meter: 

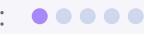
### False Promises

- Cross-industry guarantees
- Niche market claims
- Inflated projections

Impact meter: 

### Support Gaps

- Vague response times
- No escalation paths
- Limited GDPR support

Impact meter: 



## RESULT: BUDGET DISASTER

40% lower margins + 2.3x higher churn + 66.5% cost overruns

### Technical Overpromises:

- **Industry-agnostic result guarantees:** Cybersecurity prospects report vendors promising identical results across all domains despite sector-specific challenges
- **Niche market lead identification claims:** Prospects in specialized industries struggle to find sufficient qualified leads, especially in the B2C segment
- **Inaccurate meeting booking projections:** Vendors inflate expected conversion rates without accounting for industry or regional differences
- **Ignoring client fundamentals:** Vendors overlook basic requirements like differentiation and strong messaging that impact AI performance
- **Lack of transparency:** Most vendors avoid discussing limitations, creating unrealistic expectations that lead to disappointment during implementation

### Support and SLA Gaps:

- **Limited/slow support altogether:** Insufficient support staffing and extended response times that leave customers without timely assistance
- **Poor support expertise:** Poor qualification of support experts that makes them incapable of providing adequate service
- **Vague response time commitments:** Unclear SLAs for setup and troubleshooting without specific timelines or escalation procedures
- No clear escalation paths for complex integrations
- Limited regional support for GDPR compliance requirements

To navigate these vendor traps, it's crucial to understand what's actually available in the market. The AI SDR ecosystem has evolved into distinct categories serving different use cases, each with specific strengths and limitations.



# AI SDR Platform Categories: What's Actually Available

The market has consolidated into five functional areas, each addressing specific parts of the sales development workflow.

## AI SDR (Autonomous/Agentic) Solutions

Complete end-to-end sales development automation that augments and scales human SDR capabilities with intelligent agents capable of prospecting, personalizing outreach, handling end-to-end conversations, and booking qualified meetings autonomously.

### Key Capabilities in 2026

- Autonomous outreach engine that can prospect, personalize first touches, qualify, handle common objections, and book meetings, with escalation paths to humans for the hard stuff. Representative platforms position this as an “AI digital SDR” that initiates and sustains two-way conversations, not just sends sequences.
- Real-time use of buyer intent and behavioral signals to trigger outreach and tailor content.
- Multi-channel conversation handling across email and chat, with workflow hooks into CRM for routing, logging, and next steps.
- Manager controls for oversight: guardrails, routing, approvals, and analytics to monitor and improve agent performance.



## Leading Platforms

Category	Platform	Why here (short capability note)
AI SDR / Agentic solutions	AiSDR	Markets autonomous SDR agents; books meetings from multi-channel outreach
Definition: autonomous or semi-autonomous agents that can initiate outreach, hold simple back-and-forth, route or book meetings with minimal oversight.	Conversica	Conversational AI that qualifies leads and books meetings with minimal human input
	Lindy	Agentic "AI employees" with SDR use cases. G2 presence
	Artisan	Agentic sales roles (e.g., Ava) for outbound and qualification
	11x	Agentic "AI SDR" positioning for end-to-end outbound
	Sailes	Autonomous "AI sales agents" for outreach and follow-ups
	7Targets	AI SDR agents for lead follow-up and booking
	B2B Rocket	AI agents for prospecting and appointment setting
	Bella	AI sales agent for outreach and qualification
	Agent AI / Actively AI / Superagent / Relevance AI / Llyzr	Agent frameworks commonly used to build SDR-like automations
	Meetz	Agentic meeting-setting assistant
...	Aomni / Sybill / Hume / Cresta	Conversation-intelligence and agentic workflows that can auto-respond or qualify in constrained scopes

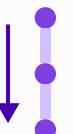
## Where it is going

Managed autonomy becomes normal. Agents handle granular prospecting, first touches, and complex objections autonomously. Multi-agent orchestration replaces one "do-everything" bot. Teams optimize each stage of the sales process independently.

## Next big thing

Agentic AI systems with predictable performance driving outcome-based pricing tied to meetings and pipeline, not seats. Prebuilt playbooks as proven success recipes for regulated verticals with built-in compliance and governance controls.

## Timeline



- Now:** mixed human plus AI workflows.
- 12 months:** multi-agent patterns and real-time controls common in pilots.
- 24 months:** mainstream in mid-market, with enterprises adopting stricter governance.

## Risks

"Fully autonomous" claims without clear escalation or logging. Hidden deliverability, data-quality, and usage credit costs.

## Signals to watch

Meetings per 1k sends, percent of conversations resolved without human help, time to human escalation, inbox placement trend lines.



## Engagement & Sequencing Tools (AI sales tools)

These platforms coordinate multi-channel cadences across email, LinkedIn, phone, SMS, and video. They personalize at the template or variable level, optimize timing and channel mix, and log everything to CRM. They do not run a full two-way conversation end-to-end, find and enrich leads, or qualify autonomously. A human still owns the dialogue.

### Key Capabilities in 2026

- AI-assisted sequence building with conditional logic and behavioral triggers so steps adapt to opens, replies, or intent signals.
- Orchestration from a single playbook across email, LinkedIn, phone, SMS, video, and task queues, including recommended send-time optimization.
- Continuous experimentation: A/B testing of subject lines, CTAs, and cadence variants that auto-optimize and roll out winning variants based on performance.
- Native CRM sync for activities, outcomes, and attribution so reps see history and pipeline impact in one place.
- Guardrails for volume limits, unsubscribe handling, and basic compliance to protect reputation while scaling.

### Leading Platforms

Company	Primary fit (this category)	Notes on scope vs. AI SDRs
<b>Reply (Jason AI)</b>	Sales engagement (email/LinkedIn/calls)	“Jason AI” assists with drafting, but sequences remain tool-driven; not a fully autonomous SDR
<b>Lemlist</b>	Multichannel outreach	Strong sequencing & deliverability aids; personalization at template level
<b>Outplay</b>	Multichannel sales engagement	Cadence builder across channels; human-steered workflows
<b>Amplemarket</b>	Multichannel	Sequences, enrichment, dialer; human strategy in control
<b>Expandi</b>	LinkedIn-focused sequencing	Social sequencing; not an autonomous dialog agent
<b>LaGrowth Machine</b>	Multichannel (email/Li)	Automated cadences; human sets strategy/copy
<b>Super Send</b>	Multichannel	Orchestration, warmups, reporting; not a conversational agent
<b>Overloop.ai</b>	Outreach & CRM light	Cadences and pipelines; no autonomous conversation handling
<b>Zeliq</b>	Multichannel	Outreach orchestration with sales co-pilot features
<b>Yesware</b>	Email tracking & sequencing	Gmail/Outlook add-in with cadences and analytics
<b>Freshworks (Sales/CRM)</b>	Built-in sequences	Sales suite with sequencing; human-operated
<b>Zaplify</b>	Multichannel	Email + LinkedIn cadence builder
<b>Woodpecker</b>	Email sequences	Email-first automation; not an AI SDR
<b>Meetz</b>	Email outreach / AI BDR-ish	Automates emailing; where it adds “AI BDR” claims, still sequence-centric
<b>Growbots</b>	Email outreach	Prospecting + email cadences

...

## Where it is going

Sequencers get adaptive. Steps change on the fly based on behavior instead of fixed cadences. Testing shifts from manual A/B to continuous, multivariate optimization. Objective-driven campaigns optimize for meetings, not just replies.

## Next big thing

Policy-aware orchestration that auto-respects channel limits and brand rules. Unified objectives that align email engagement, social interactions, voice calls, and website visits toward the same conversion goals.

## Timeline



- Now: dynamic sequencing with response-based adaptation.
- 12 months: adaptive step selection and real-time send windows.
- 24 months: objective-driven, cross-channel coordination as a standard capability.

## Risks

Over-automation that drifts off-brand. Optimizing for replies that don't convert.

## Signals to watch

Meetings per 1k sends, cost per meeting, and the share of auto-optimized steps that humans override.

## Enrichment & Personalization Platforms (AI sales tools)

AI-powered data consolidation and enrichment that turns raw prospect info into usable context for outreach, combining real-time enrichment with intent and behavioral signals, and automatically piping personalized data into your engagement tools.

## Key Capabilities in 2026

**Note:** This category includes pure data providers (collect and enrich), signal intelligence platforms (detect behavioral triggers), and personalization engines (automatically incorporate data into outreach).

- Large, frequently refreshed contact/company datasets with enrichment that fills firmographic, technographic and contact details at scale.
- Signals beyond static fields: intent, news, job changes, funding, product usage, and on-site behavior to drive timing and relevance.
- Workflow integrations that push cleaned, deduped data into CRM and engagement tools so both AI and humans work from the same source of truth.
- Emerging GTM roles including "ops/engineer" and "AI manager" positions that wire multiple sources together for deeper personalization and targeting.

## Leading Platforms

Company	Primary fit (this category)	Why it belongs here (how it's used)
Top tier (high visibility & adoption in sequencing/engagement)		
<b>Reply (Jason AI / Reply.io)</b>	Multichannel engagement	Mature sequencer across email, LinkedIn, calls; AI assists with templates & steps
<b>Lemlist</b>	Email + multichannel sequences	Sequencing, personalization snippets, deliverability helpers
<b>Amplemarket</b>	Multichannel engagement	Orchestrated cadences, data + basic signals to tailor steps
<b>Outplay</b>	Sales engagement	Full sequencer across email/phone/LinkedIn with testing
<b>Yesware</b>	Email-first sequences	Gmail/Outlook sequences, tracking, testing
<b>Zaplify</b>	Multichannel engagement	Email + social sequencing with enrichment hooks
<b>Revenue Grid</b>	Sales engagement	Guided sequences, Salesforce-centric workflows
<b>Apollo</b>	All-in-one prospecting + sequences	Data + built-in sequences; not an agent
<b>ZoomInfo</b>	Data + campaigns	Campaigns and email flows layered on top of data
Established (solid sequencers and/or channel-specific outreach)		
<b>Smartlead</b>	Email outreach at scale	High-volume sender mgmt, conditional steps
<b>Instantly</b>	Email outreach at scale	Bulk outreach, warmup tools, basic logic
<b>Woodpecker</b>	Email outreach	Lightweight sequencing, SMB-friendly
<b>Meet Alfred</b>	Social + email sequencing	LinkedIn-led sequencing plus email
<b>Expandi</b>	LinkedIn-led outreach	Enterprise-style LI automation & limits
<b>LaGrowthMachine</b>	Multichannel (LI + email)	Multi-step cadences across LI/email
<b>Super Send</b>	Multichannel	Email + LI sequencing
<b>Zeliq</b>	Multichannel	Email/phone/social flows
<b>Freshworks</b>	Engagement inside CRM	Freshsales sequences + calling
<b>Ringy</b>	Dialer + email sequences	Phone-centric cadences with email
Established (solid sequencers and/or channel-specific outreach)		
<b>Zapier</b>	Workflow glue	Triggers/actions to move signals into steps
<b>n8n</b>	Open-source automation	Build sequencing automations via nodes
<b>Make</b>	Automation	Cross-tool orchestration for steps
<b>Cargo / Persana / Default / Tiga / Tether Data...</b>	Sales workflow	Build internal flows that feed sequences
<b>TaskMagic / Stack AI / Trigify / SheetAI / Rows...</b>	Automation, messaging utilities, or ops	Useful to feed or enrich sequences; not core sequencers

## Where it is going

From static lookups to continuous, multi-source enrichment with confidence scoring and provenance. AI systems automatically prioritize the most impactful signals and assemble contextual research from news, filings, and public profiles for high-value accounts. Predictive scoring blends intent and engagement signals, not just firmographics.

## Next big thing

Predictive enrichment that anticipates prospects' next career moves and company changes, plus automated data quality management that self-corrects inconsistencies across multiple sources.

## Timeline



- Now: confidence-scored enrichment and contextual research for key accounts.
- 12 months: predictive enrichment and automated data quality management.
- 24 months: AI-powered lead scoring that anticipates buying committee changes.

## Risks

Opaque data sourcing and compliance gaps. AI hallucinations presenting inaccurate "facts" as verified insights.

## Signals to watch

Data accuracy rates, speed from signal detection to outreach activation, and compliance audit results for opt-outs and data sourcing.

## Video & Audio Sales Tools (AI sales tools)

These tools leverage AI to create personalized video and audio content for sales outreach, moving beyond traditional text-based communications to deliver more engaging, human-like touchpoints at scale. They are not AI SDR agents and not general sequencers, though some multichannel platforms and AI SDRs are included here for their significant video/voice capabilities.

## Key Capabilities in 2026

- **AI video creation and personalization** from AI-assisted creation to fully autonomous video generation using training data to create videos with AI, deployed as engagement elements within broader outreach sequences
- **Voice notes and messaging** for personalized outreach touchpoints using high-quality voice synthesis
- **Cross-channel integration** where video and audio elements coordinate with email and other channels in unified campaigns
- **Real-time personalization** that adapts content based on prospect behavior and engagement patterns

## Leading Platforms

Category	Tier	Company	Primary Focus	Why it belongs here
Video Specialists	Top	<b>Vidyard</b>	Video	Mature personalized video for sales, strong CRM/sequence hooks
		<b>Synthesia</b>	Video	AI video generation for personalized outreach at scale
		<b>Wistia</b>	Video	Video hosting + sales workflows and analytics
		<b>Tavus</b>	Video	Programmatic personalized video at scale
	Established	<b>BombBomb</b>	Video	1:1 sales video messages, inbox/CRM integrations
		<b>Colossyan</b>	Video	AI-generated presenter videos for outreach
		<b>Hour One</b>	Video	AI presenters for video
		<b>Hippo Video</b>	Video	Personalized sales video with tracking
		<b>Sendspark</b>	Video	Quick personalized video for outreach
	Emerging	<b>RepliQ</b>	Video	Programmatic personalized video
		<b>Bonjoro</b>	Video	1:1 video greetings/follow-ups
		<b>Dubb</b>	Video	Video creation + CTAs
		<b>Weezly</b>	Video	Video notes/messages
		<b>Vidnoz</b>	Video	AI video creation
Audio/Voice Specialists	Top	<b>ElevenLabs</b>	Voice	High-quality voice generation for voice notes
	Established	<b>Descript</b>	Video/Audio	Fast edit/compose for sales videos and clips
		<b>Maestra</b>	Video/Audio	Voiceover/dubbing/subtitles
	Emerging	<b>Puretalk</b>	Voice	Voice-note prospecting
		<b>ProspVoice</b>	Voice	Voice-note prospecting
		<b>Nurture.ai</b>	Voice	Voice-note helper
		<b>Milk Video</b>	Video/Audio	Clip repurposing for outreach
Multichannel with Strong Video/Voice	Top	<b>Lemlist</b>	LinkedIn + Email + Video	Adds video and LI touches inside cadences
		<b>Reply</b>	LinkedIn + Email	LI actions inside multichannel engagement
	Established	<b>Outplay</b>	LinkedIn + Voice + Email	Orchestrates LI steps and calls inside sequences
		<b>LaGrowth Machine</b>	LinkedIn + Email + Voice	Multichannel with LI core, voice-note add-ons
		<b>Amplemarket</b>	LinkedIn + Email	LI actions + sequencing; channel automation within playbooks
	Emerging	<b>CoPilot AI</b>	LinkedIn + Video	LI prospecting with personalized video hooks
		<b>Regie</b>	LinkedIn + Content	LI content/outreach hooks from playbooks
AI SDR with Video/Voice	Top	<b>AiSDR</b>	LI + Video + Voice	Agentic platform with channel hooks (listed here for channel automations it offers; full agentic functions sit in the AI SDR section)

## Where it is going

Less blunt volume, more fidelity. AI-generated video and voice become indistinguishable from human-created content. Video personalization scales from 1:1 messages to programmatic sequences, while voice synthesis enables authentic audio touchpoints at scale.

## Next big thing

Cross-channel attribution showing which video/voice touchpoint converted. Real-time video personalization based on prospect behavior.

## Timeline



- Now:** high-quality AI video and voice generation becoming mainstream.
- 12 months - 24 months:** synthetic video and voice become indistinguishable from human-created content, with selective use of voice for scheduling and triage in specific industries.

## Risks

Platform policy violations and brand damage from misuse of synthetic media.

## Signals to watch

Response lift from video/audio vs. email, quality and authenticity of AI-generated content, and conversion rates from synthetic media touchpoints.

## Email Infrastructure & Deliverability (AI sales tools)

Email deliverability optimization tools, many leveraging AI and machine learning, that ensure inbox placement, protect domain reputation, and maintain compliance with evolving mailbox provider requirements.

## Key Capabilities in 2026

- Built-in or add-on deliverability controls: domain setup guidance, SPF/DKIM/DMARC checks, suppression and list hygiene, and monitoring dashboards.
- Warm-up and reputation management services used alongside platforms to improve inbox placement and reduce complaint risk.
- Policy-aware sending that adapts to bulk-sender requirements from Gmail/Yahoo and flags risky patterns before scale-up.
- Automated remediation playbooks and alerts when reputation dips, plus compliance workflows for consent and regional rules.

## Leading Platforms

Category	Tier	Company	Primary Focus	Why it belongs here
Cold Email Platforms with Strong Deliverability	Top	Instantly	Email + Deliverability	Enterprise-grade deliverability tools, 4.2M+ warmup network, SISR system
		Smartlead	Email + Deliverability	Unlimited warmups, AI-powered deliverability infrastructure
	Established	Lemlist	Email + Deliverability	Built-in Lemwarm service, multichannel with deliverability focus
		Amplemarket	Email + Deliverability	Deliverability controls within multichannel automation
	Emerging	Alore	Email + Deliverability	AI-driven platform with Blaze warmup tool, domain health checks

Email Verification Specialists	Top	ZeroBounce	Email Verification	99% accurate email validation, deliverability and reputation tools
	Established	Verifalia	Email Verification	Real-time email verification and list cleaning services
Deliverability & Warmup Specialists	Top	Folderly	Full Deliverability Suite	Comprehensive deliverability platform, inbox placement testing, reputation management
	Established	Mailreach	Email Warmup	AI-assisted deliverability management and warmup optimization
		Warmbox	Email Warmup	35K+ private inbox network, AI-generated warmup emails
		Mailivery	Email Warmup	Unlimited inboxes with reputation building focus
	Emerging	Scrubby	List Hygiene	Email list cleaning and validation services
		Clodura	Email Verification	B2B email verification and deliverability tools
		Manyreach	Email Warmup	Warmup service for improving sender reputation
		Unify	Email Deliverability	Email deliverability optimization tools
		Growbots	Email + Deliverability	Automated outreach with deliverability focus
Testing & Monitoring	Top	MailToaster	Deliverability Testing	Email deliverability testing and monitoring
		Mailook	Deliverability Testing	Email placement testing and reputation monitoring

## Where it is going

Deliverability becomes first-class, not a side add-on. Warm-up, placement testing, and remediation tie into CRM and sequencing so issues are caught before scale. This shift is pushed by hard requirements from mailbox providers.

## Next big thing

AI-powered predictive systems that automatically pause campaigns when reputation risks are detected. Self-healing deliverability with automated remediation. One-click compliance workflows for global regulations.

## Timeline



- Now:** confidence-scored enrichment and contextual research for key accounts.
- 12 months:** predictive enrichment and automated data quality management.
- 24 months:** AI-powered lead scoring that anticipates buying committee changes.

## Risks

Users concentrating emails on single domains (risking total blackout if blocked), providers making vague deliverability promises without clear metrics, and placement results that can't be independently verified (warmup services can't prove emails actually reach inbox vs spam).

## Signals to watch

Inbox placement percentage, complaint rate, frequency and success of automated remediation, time to reputation recovery.

## Platform Ranking Methodology

Platform rankings combine G2 user satisfaction data with market visibility analysis and category classification from ColdIQ.com.

### Ranking Factors:

- **G2 Performance:** User ratings, review volume, and satisfaction trends
- **Market Visibility:** Platform recognition, customer base, and industry presence
- **Category Fit:** Tool classification using ColdIQ.com's AI sales tool taxonomy
- **Feature Coverage:** Completeness across core workflow stages

### Approach:

Top-performing platforms (G2 4.5+ ratings) are prioritized, followed by tools with strong market presence. Platforms with limited visibility are listed alphabetically within their performance tier.

### Note:

Rankings reflect September 2025 market conditions. Individual results may vary based on specific use cases.

## Additional Industry Resource

For a comprehensive view of the current AI SDR competitive landscape, [Danny Chepenko](#) has compiled another dataset on this market. His research covers 112 startups in the AI SDR space with breakdowns by:

- Market focus (SMB vs Enterprise)
- Automation level (fully autonomous vs human-in-the-loop)
- Core capabilities (prospecting, personalization, reply handling, etc.)
- Geographic presence and funding data

### Key findings from his analysis:

- Average ARR: **\$3M**
- **76** companies offer full automation (no human involvement)
- **31** use human-in-the-loop models
- Market is more fragmented than most realize, with clear split between "set it and forget it" vs "AI-assisted" philosophies

[Access the database.](#)

# SECTION 4:

## AI SDR PLAYBOOK

The stakes are high: Choosing the wrong AI SDR platform costs months of lost pipeline, compliance headaches, and team productivity, not to mention budget spent. This framework shares actionable selection criteria that save time, reduce risk, and ensure you pick the best platform for you.

### 1 Phase 1: Business Readiness

*"Can we actually do this?"*

- Sales fundamentals ready:** Target audience defined, messaging strategy, value proposition developed
- Budget allocated:** Sufficient budget for 3-6 month pilot (experiment budget acceptable for initial testing)
- Goals defined:** Clear success metrics (meetings booked, pipeline created, ROI targets)
- Baseline metrics identified:** Current human rep performance data for measurability comparison

### 2 Phase 2: Platform Selection

*"Does this vendor actually deliver?"*

- All-in-one solution:** Email + LinkedIn + enrichment + deliverability in one tool
- Realistic benchmarks:** Reply rates of 2-4% for cold outreach AND 6-12% for inbound/warm outreach (not 15%+)
- Fast deployment:** Go-live in 7-14 days, not months
- Compliance included:** SPF/DKIM/DMARC setup and deliverability management built-in
- Human support with clear SLAs:** Real people available for setup and troubleshooting with defined response times
- Proven results:** Real customer case studies from similar company size/industry
- Reporting capabilities:** Easy report generation for QBRs and performance reviews (critical for Mid & Enterprise)

### 3 Phase 3: Technical Integration

*"Will this work with our setup?"*

- CRM integration confirmed:** Two-way sync with your Salesforce/HubSpot (or standalone capability if preferred)
- Email infrastructure ready:** 2 domains + 6 mailboxes per 1,000 emails/month
- LinkedIn accounts prepared:** Each sender connects their LinkedIn
- Website tracking enabled:** Can install tracking pixel for visitor capture (confirm regional performance – North America vs EMEA/GDPR considerations)

### 4 Phase 4: Launch Readiness

*"Are we ready to go live?"*

- Suppression list prepared:** Current customers, prospects, competitors to avoid
- Pilot campaign designed:** Target audience and messaging strategy defined
- 30-60 day test planned:** Clear pilot with measurable success criteria
- Team onboarded:** Key people trained on platform usage
- Review schedule set:** Check-ins for optimization during first month (frequency depends on subscription plan – monthly for basic, weekly for higher tiers)

## ⚠️ Red Flags to Avoid

### 👎 Run from vendors who:

- Promise **15%+** reply rates on cold outreach
- Can't show real customer case studies
- Require **3+ month** setup periods
- Don't include deliverability management
- Only offer "AI personalization" without feedback loops
- Can't provide easy reporting for performance reviews
- Lack clear support SLAs

### 👍 Look for vendors who:

- Show realistic benchmarks (**2-4%** cold, **6-12%** warm/inbound)
- Offer **30-90 day pilots** with clear success metrics
- Include compliance and deliverability as standard
- Have customers similar to your company size/industry
- Provide dedicated onboarding support with defined timelines
- Offer flexible integration options (CRM sync OR standalone)
- Consider regional compliance requirements (GDPR, etc.)

## ROI & Validation Framework

Among dozens of possible KPIs, three metrics actually predict AI SDR success because they measure the complete path from implementation to revenue:

- **Speed of deployment** determines your ability to test, learn, and pivot before competitors
- **Response rates** separate real engagement from vanity metrics like opens or sends
- **Time-to-value** proves whether activity translates into pipeline and revenue

Most teams track everything from domain health to click rates, but these three cover what buyers actually care about: How fast can I start? Will people respond? When do I see results?

These benchmarks work across all AI sales tools, from autonomous platforms to sequencing tools to hybrid approaches:

### → Deployment (Setup-to-Live Time)

#### What it is:

Days from contract signature to the first active campaign sending messages.

#### Why it matters:

The faster you go live, the sooner you learn, iterate, and see ROI without dragging teams through a long rollout.

#### Traditional sales tools:

~2–6 weeks to first sends, driven by SPF/DKIM/DMARC setup plus domain or IP warm-up.

#### AI SDRs:

Public claims range from same-day to ~4 weeks, depending on vendor, authentication status, and custom tuning requirements.

#### ★ AiSDR's reference target:

- **Existing authenticated & warmed domains:** ≤ 7 days to first live campaign
- **New domains or new dedicated IPs (warm-up needed):** ≤ 14–21 days, including authentication + staged ramp
- **Live campaigns in 2 weeks** or less (average: 13 days)

## → Responses (Reply lift vs baseline)

### What it is:

Change in reply rate versus your pre-AI baseline for comparable segments and send windows.

### Why it matters:

Reply lift is the clearest proof that the system generates more conversations with the same audience and volume.

### Traditional sales tools:

Cold email benchmarks typically cite ~3-5% when counting all replies. Positive-of-sends is **50-60% lower** (typically 1-2% vs 3-5% total replies).

### AI SDRs:

Public case studies commonly show **~1-4% positive-of-sends on cold**. Warmer reactivation or event plays can run higher\*

\*Treat these as directional because definitions vary by vendor and campaign type.

#### ★ AiSDR's reference target:

- **~2-4%** for positive-of-sends on cold
- **~6-12%** for event or reactivation plays
- **~8-15%** for intent-triggered campaigns
- **~4-7%** for multi-channel (LinkedIn + email)
- with individual campaigns peaking near **10-12%**

## → Time-to-value (DtFV)

### What it is:

Calendar days from contract start to a concrete outcome you care about (e.g., first qualified meeting, first opportunity created, or first pipeline \$).

### Why it matters:

Short DtFV reduces risk and helps you decide faster whether to scale or stop.

### Traditional sales tools:

No reliable standardized average.

### AI SDRs:

Public stories often show first value within 30 days when scoped tightly (meetings set / replies that progress).

#### ★ AiSDR's reference target:

*\*Results vary significantly based on targeting quality, product-market fit, message appeal, and sales cycle length (B2B SaaS typically sees faster results than enterprise infrastructure)*

- **Pipeline opportunities** in under **8 weeks** (industry average: 4-6 months)
- First qualified meetings within **7-14 days** (best implementations)
- First positive responses within **3 weeks** (median: 22.7 days)

# Cost Validation Framework

## Total Cost of Ownership includes:

- **Platform subscription:** \$1K-\$5K monthly for legitimate AI SDRs (avoid \$100/month "AI" tools – they're basic automation)
- **Hidden infrastructure costs:** Domain setup, warmup services, deliverability monitoring
- **Human oversight time:** 2-4 hours daily for quality control and optimization
- **Integration and setup:** 2-4 weeks for enterprise implementations

## ROI Calculation:

Compare against human SDR costs: **\$50–80k base** (U.S.),<sup>118</sup> add **~30%** for benefits,<sup>119</sup> and plan for **~3–6 months** ramp depending on cycle.<sup>120</sup>

## Success Signals to Track

Beyond the three core metrics, monitor these operational indicators:

- **Inbox placement rate:** >85% sustained<sup>121</sup>
- **Response quality score:** Human vs robotic assessment
- **Domain health metrics:** Spam complaints <0.3%<sup>122</sup>
- **Pipeline attribution:** Clear path from outreach → meetings → opportunities → closed-won
- **Time to first value:** <30 days for qualified meetings

## What this means for platform selection

Teams hitting these benchmarks consistently choose integrated platforms over fragmented tool stacks. The data shows that speed, engagement, and results all depend on seamless workflows, not juggling multiple point solutions.

## Takeaway:

The AI SDR market is transitioning from hype to practical implementation. Companies that successfully combine human judgment with AI precision are reducing CAC, accelerating revenue, and building resilience. Those trapped in vendor overpromises see burned domains, wasted budget, and damaged relationships.

## The winners in 2026:

Organizations that understand AI SDRs augment rather than replace human intelligence, invest in proper infrastructure and oversight, and choose vendors based on realistic benchmarks rather than inflated promises.

## Regional Note:

EMEA buyers particularly prioritize data accuracy, GDPR compliance, and transparent personalization methods due to regulatory requirements. North American prospects focus more on volume and speed metrics.

# SECTION 5:

## WHY INTEGRATED AI SDR PLATFORMS ARE BECOMING ESSENTIAL

The data tells a clear story: Teams hitting consistent benchmarks choose integrated platforms over fragmented tool stacks.

Success no longer depends on features alone, but on how seamlessly **data, channels, sequencing**, and **deliverability** work together. When these elements live in separate tools, small errors cascade into major failures.

This shift toward integration isn't just operational. It's being driven by fundamental changes in how AI software is bought, budgeted, and deployed.

Prospects now **explicitly ask**:

- *"How customizable is it?"*
- *"How easy to use?"*
- *"Can it handle lead gen, data enrichment, and CRM updates so our reps focus on priority tasks?"*

The answer increasingly requires platforms that unify these workflows rather than point solutions that create more complexity.

Meanwhile, the buying process itself has evolved. IT and security teams now control nearly **half of AI software decisions**, budgets have moved to central departments, and compliance requirements have become stricter. These gatekeepers favor platforms that can clear security once and scale organization-wide, rather than managing dozens of individual tools with separate risk profiles.



## Buying Power Shifted to IT and Security Teams

The center of gravity in buying AI for revenue teams has moved. A year ago, many companies were still experimenting and stitching tools together. Now the people who own security, data, and scale sit at the table for nearly half of software decisions, and their influence is growing. They are asking for one place to control identity, data, and policy rather than many point tools that each add risk and overhead.

## Budget Control Moved to Central IT

Budgets have followed that shift. More than 50% of AI purchases are now paid for from central IT and other operating budgets,<sup>123</sup> which favors platform-grade products that can clear security once and roll out widely. In firms with 1 to 5,000 employees, central IT funding appears in **nearly 70% of AI deals**.<sup>124</sup>

## Requirements Became Stricter for AI Tools

Gatekeepers also raised the bar. **Almost 3 out of 4** companies apply stricter requirements to AI software than to non-AI tools.<sup>125</sup> These typically include:

- Requirements for audits and certifications (SOC 2, GDPR, ISO 27001)
- Transparency in data usage and management
- Access and identity control
- Auditability (logging and tracking AI actions)
- Predictable data practices (avoiding unpredictable use or data leaks)

That puts a premium on vendors that can show these capabilities in a single environment.<sup>60</sup>

## Buyers Are Switching to Better AI

Buyers are already rewarding better, integrated AI. **Nearly 50% of enterprise customers** switched software in the past year specifically to get stronger AI capabilities, chasing clearer decisions and operational efficiency.<sup>126</sup> This is easier to prove when signals, outreach, and outcomes live on one data flow.

## AI Agents Are Entering Workflows

At the same time, operating models are changing. Leaders expect AI agents to be integrated into company strategy **within the next 12 to 18 months**,<sup>127</sup> with a quarter reporting organization-wide AI already. As agents begin to run parts of workflows, teams need shared controls across channels and data, which again points to integrated platforms rather than stitched stacks

## Consolidation Is the Long-term Direction

Tool sprawl will not disappear overnight, but the medium-term direction is clear. Experts expect short-term proliferation of point solutions and longer-term consolidation as distribution, integration, and governance limits are reached. In other words, the stack grows before it shrinks, and the destination is fewer, more integrated systems.

# What Integrated AI SDR Platforms Look Like

**AiSDR Campaign Builder**

**Campaign Builder**

**Choose your leads**

- Cold outreach
- Signals**
- Website visitors
- HubSpot
- Salesforce
- Import from CSV
- Select from existing

**AI-powered influencer search**

Save time on finding influencers. Tell our AI who you need, and we'll add their LinkedIn profiles below for you.

Specify the type of influencers you want to find (e.g. SaaS founders who...)

Your landing page: <https://www.contracts.com/>

**LinkedIn signals**

Select the type of signal and enter the LinkedIn profiles whose audience you want to target. AiSDR will match out to people who show intent by engaging with their content or viewing their profiles - filtered by your target audience criteria.

**Post type**

All

**LinkedIn profile URLs**

Search by LinkedIn profile URLs

**Essential audience filters**

Adjust the filters below to match your campaign goals

**COMPANY FILTERS**

- Industry: Search by industry
- Job title: Search by job title
- Company size: Search by company size
- Management level: Search by management level
- Location: Search by location
- Department: Search by department
- Lead location: Search by lead location

**Account research**

You can enrich your lead data to better match your campaign goals

Quick search, Full search, Exact search

**Web**  
What do you want to find?  
e.g. Hiring SDRs in California

**News**  
Keywords: Search by keywords

**Technology**  
Technology: Search for technology

**In the last...**  
Select period

**Yes** **No** Only add enriched leads to campaign?

**Social Signals - Yury Verem**

Book a demo using this hubspot link: <https://meetings.hubspot.co>

**Lead Info**

Full name: Yury Verem

LinkedIn: <https://www.linkedin.com/in/yuryverem/>

Status: Awaiting reply

Updated on: 09-22-2025

Mark as: "Positive Response", "Booked", "Closed", "Follow up"

**Events**

Reply manually

Co-Enter valid email addresses:

Hi [redacted]

Did you find the guide useful? Let me know if you'd like to try out any of the plays you found most compelling.

Yury

**Leads** 1380 leads

Search by email, company, Sequence step

**LEAD NAME** **EMAIL**

Robert Pinsky	<a href="mailto:robert.pinsky@pmcmarketing.com">robert.pinsky@pmcmarketing.com</a>	Bl	Ac
Steve Tilquist	<a href="mailto:steve@tilquistconsulting.com">steve@tilquistconsulting.com</a>	G1	21
Karen Kach	<a href="mailto:karen@kachcommunications.com">karen@kachcommunications.com</a>	Fc	2.44
Christopher Carson	<a href="mailto:carson@carsoncommunications.com">carson@carsoncommunications.com</a>	Cr	0

09-22-2025

**Settings**

**Integrations**

Connect your current apps with AiSDR to start messaging and communicating with your leads.

**Calendly** Connected

Stop your campaign for specific leads once they've booked a meeting in Calendly.

**HubSpot** Connected by yury@getaisdr.com

**Salesforce** Sync your Salesforce CRM data with AiSDR to streamline lead management and automate your sales workflow.

**LinkedIn** Automate LinkedIn tasks, including sending personalized messages and managing connections to enhance your networking efforts.

**Email** Email: [yury@getaisdr.com](mailto:yury@getaisdr.com) Password: [redacted]

**Website visitors tracking** Connected by <https://aisdr.com>

**Aircall** Connected by <https://aisdr.com>

**Sequencer**

**Channels & Actions**

Select how and where you want to engage prospects

**EMAIL**

**LINKEDIN**

**CALLS**

**SETTINGS**

- Enable open rate tracking
- Insert links to attachments
- Disable caching for sending emails
- Enable AI smart replies

**Plain-text email** Send a personalized, text-only email

**Like a LinkedIn post** Like a LinkedIn post

**Plain-text email** Send a personalized, text-only email

**Like a LinkedIn post** Like a LinkedIn post

**LinkedIn action**

Days: 1 Hours: 1 delay before next step

**Auto-skip at LinkedIn limit**

**LinkedIn connection request** Send a request to connect on LinkedIn

**Plain-text email** Send a personalized, text-only email

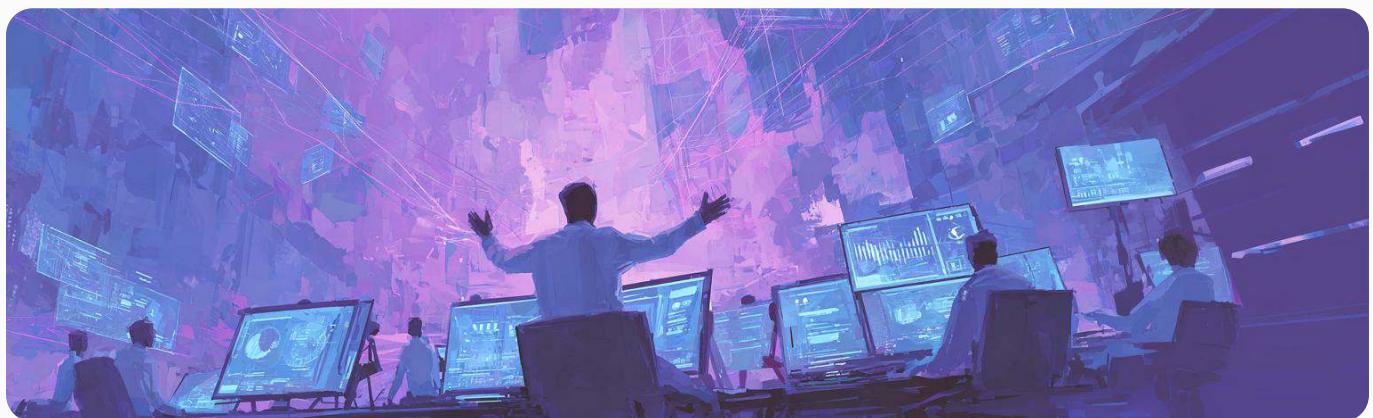
**Like a LinkedIn post** Like a LinkedIn post

**Voice note** Send a voice note over LinkedIn

Given these market forces, what does an integrated AI SDR platform actually look like in practice?

The most successful deployments share six core characteristics that address both operational needs and the new compliance requirements:

- **One data flow** from intent signals to replies, meetings, and opportunities, so attribution is clear and optimization compounds.
- **Native orchestration** across email, social, voice, and video with a single scheduling and suppression logic rather than many disconnected senders.
- **Deliverability and compliance** built in, including authentication, placement monitoring, complaint tracking, and auditable controls (and not spread across other tools).
- **Human-AI collaboration workflows** where human operators set goals and guardrails while AI agents execute steps inside the platform.
- **Strategic integrations** so CRM, BI, and data providers connect cleanly without multiplying ownership of identity and permissions.
- **Unified campaign management** as platforms become context-aware across channels and customer data, reducing the gap between ideation and delivery.



# SECTION 6:

## MOVING GTM TEAMS INTO THE GEN AI ERA

### 2026

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The market is consolidating whether we like it or not.

Having built AiSDR through 2.5 years of intense product development, I've learned that true quality comes from obsessing over every single detail. We've reached a point where prospects tell me: **"It took me 18 months and 10+ tools to build all this, and now everyone can buy it out of the box from you."**

The teams that will win aren't those chasing the latest point solutions or trying to patch together 15 different tools. They're the ones who understand that in the age of AI, whoever iterates fastest wins. That means focusing on integrated platforms that let you move from complexity to simplicity.

This has always been true, but it's even more true today. You need major monthly releases, weekly sprints, daily check-ins. Most companies are still running quarterly planning cycles while their competitors are shipping breakthrough features every week.

Enterprises will build their own agents on frontier models when control matters most. Technical teams will assemble custom workflows. But SMBs and growth-stage companies will choose packaged expertise that works out of the box, trading flexibility for speed and results.

The future belongs to companies that choose integration over fragmentation. You can spend months stitching together authentication stacks, enrichment chains, and compliance workflows, or you can focus on what actually moves your business forward.

Every GTM organization faces the same decision: **build, buy, or get left behind.** The companies that choose integrated capability over tool sprawl will control their destiny. The rest will be managed by their tools instead of managing their outcomes.



# SECTION 7:

## ABOUT AISDR & NEXT STEPS

AiSDR handles all the manual SDR work so your sales reps can focus on building relationships and closing deals. Our AI delivers pre-qualified prospects ready for meaningful conversations from day one, without months of training or ramp-up time.

### Core Capabilities:

- 1 AI Strategy Generator:** Analyzes your website and automatically generates five data-backed outreach campaigns in minutes, with reply rates from 2% to 14% depending on intent level
- 2 Individual prospect research:** AiSDR researches every single prospect across the entire internet using 323+ data points to create unique, personalized outreach
- 3 Omni-channel campaigns:** Sequence builder creates campaigns across email and LinkedIn with videos, memes, voice notes, plus AI-assisted calling with personalized scripts

### Recognition & Awards:

AiSDR supports **250+ active clients** and has successfully booked meetings with companies like Mastercard, Disney, Netflix, Wells Fargo, Walmart, and Airbnb.

In 2025, AiSDR earned the AI Breakthrough Award for "Collaborative AI Agent of the Year" and multiple G2 Excellence awards including Easiest To Do Business With, High Performer, and G2 Rookies of the Year. The platform maintains a **4.7/5 customer rating**.

### Next Steps:

*Have a conversation with our [AI SDR](#) to see exactly how the technology works.*

To learn more about how AiSDR can help you create deeply researched outreach and drive predictable pipeline growth, request a [demo](#).



# DISCLAIMER

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This analysis combines publicly available industry research with proprietary AiSDR data and client insights. External sources are published largely in 2024–2025 and are believed to be reliable; however, all information is provided "as is," without warranty as to completeness, timeliness, or fitness for a particular purpose.

AI and sales technology markets evolve rapidly. Data and insights reflect conditions at the time of publication and may change as vendors update offerings, regulations shift, and market dynamics evolve. Individual implementations and regional variations may produce different results.

Readers should verify key findings with original sources. This report is for informational purposes and should not be relied upon as legal, compliance, or financial advice.

# ENDNOTES

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- 1 <https://market.us/report/ai-sdr-market/>
- 2 <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai-2024>
- 3 <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai-2024>
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