

## AI Analysis

# The Agentic Marketing Funnel: Agentic Marketing Is Here

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# Summary

The session focused on the concept of agentic marketing, particularly the use of AI agents to transform traditional marketing funnels and improve efficiency. Maura Rivera discussed the limitations of the traditional funnel, highlighting the dependency on human SDRs, which can be costly, slow, and constrained in capacity. Rivera emphasized the benefits of integrating AI SDR agents, which can work around the clock, handle unlimited leads, and provide instant, personalized interactions, ultimately leading to increased pipeline generation and reduced costs.

Wendy Werve shared her experience with deploying AI SDR agents at Comply, noting significant improvements in speed to lead and overall pipeline growth. She described how the AI agent, named FIN, has reduced the time to respond to leads from days to hours and has successfully converted leads that human SDRs struggled with. Werve highlighted the importance of onboarding AI agents effectively and integrating them with existing systems to maximize their potential. She also mentioned the positive impact on cost efficiency, with AI agents providing better returns on investment compared to human SDRs.

The session included practical use cases for AI SDR agents, such as event follow-up, content downloads, and re-engaging closed lost opportunities. Both Rivera and Werve emphasized the transformative potential of agentic marketing, arguing that it allows marketers to focus on strategic tasks while AI handles routine interactions. They also addressed concerns about the impact on human SDR roles, suggesting that AI can complement and enhance human efforts rather than replace them entirely. The discussion concluded with recommendations for a phased approach to implementing AI agents and integrating them into marketing strategies for optimal results.





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# Takeaways

## AI SDR Agents Enhance Marketing Efficiency

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AI SDR agents can work around the clock, handle unlimited leads, and provide instant personalized interactions. This leads to increased pipeline generation and reduced costs compared to traditional human SDRs, who are limited by capacity, speed, and cost constraints.

## Effective Onboarding and Integration are Crucial

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Successful deployment of AI SDR agents requires thorough onboarding and integration with existing marketing systems. This ensures the AI agents have access to relevant data and can intelligently engage with leads, maximizing their potential and improving overall marketing outcomes.

## AI Complements Human SDR Roles

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AI SDR agents are not meant to replace human SDRs entirely but to complement and enhance their efforts. Marketers can redeploy human SDRs to focus on strategic tasks while AI handles routine interactions, leading to more efficient and effective marketing strategies.

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