

AI Analysis

# Building the GTM Motion of 2026 With Clay and AI Agents

Bill Stathopoulos  
CEO, SalesCaptain

## Summary

The session explores the transformative potential of AI agents and tools like Clay in revolutionizing outbound marketing strategies by 2026. The speaker emphasizes the importance of breaking down target audiences into smaller niches, resonating with each segment's specific needs, and customizing marketing materials accordingly. The speaker shares the success story of SalesCaptain, which pivoted from inefficient human-led outbound processes to AI-driven methods, achieving significant growth and efficiency. The transition involved using AI for relevance and personalization, allowing the company to scale campaigns and serve more clients effectively, despite initial challenges with cost and team management.

The speaker discusses the limitations of traditional outbound methods, including the inefficiency and high costs associated with manual data analysis and mass spam campaigns. With AI, outbound marketing can now achieve better personalization and scale without breaking the bank. Clay, an AI tool, is highlighted for its ability to enrich and segment data, allowing companies to map their total addressable market more precisely and run more targeted campaigns. Examples of successful campaigns using AI-led outbound for clients like Nestle and Glossy Genius demonstrate how AI can streamline processes and improve results.

The future of outbound marketing is presented as increasingly AI-driven, with roles like go-to-market engineers and strategists becoming essential. AI-led outbound is positioned as scalable, cost-effective, and capable of generating high-quality leads by leveraging intent signals and engagement data. The speaker argues that outbound marketing can now be as relevant and personalized as inbound marketing, making it a vital component of modern go-to-market strategies. The session concludes with a call to embrace AI tools like Clay to stay competitive and efficient in the evolving landscape of B2B marketing.





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# Takeaways

## AI-Driven Personalization

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AI tools like Clay allow companies to break down target audiences into smaller niches and personalize marketing materials for each segment. This approach leads to better resonance with potential clients and improved campaign efficiency. The success of SalesCaptain demonstrates the significant growth achieved through AI-driven methods.

## Overcoming Traditional Outbound Limitations

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Traditional outbound methods are inefficient and costly, often relying on manual data analysis and mass spam campaigns. AI can address these issues by providing better personalization and scalability without high costs. Tools like Clay enable companies to map their total addressable market precisely and run targeted campaigns.

## Future of Outbound Marketing

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The future of outbound marketing is increasingly AI-driven, with roles like go-to-market engineers and strategists becoming essential. AI-led outbound is scalable, cost-effective, and capable of generating high-quality leads by leveraging intent signals and engagement data. This positions outbound marketing as a vital component of modern go-to-market strategies.

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