Educational Administration: Theory and Practice
2021, 27(4) 1220-1227
ISSN: 2148-2403
https://kuey.net/

Research Article

Harnessing AI For Precision GTM By Elevating B2B Sales Technology With Predictive Lead Scoring And Automation

Dileep Kumar Pandiya[1*]

[1*]Senior Software Engineer, Wayfair Technologies Boston U.S

Citation: Dileep Kumar Pandiya et al. (2021) Harnessing AI For Precision GTM By Elevating B2B Sales Technology With Predictive Lead Scoring And Automation, *Educational Administration: Theory and Practice*, 27(4), 1220-1227
DOI: 10.53555/kuey.v27i4.7583

ARTICLEINFO

ABSTRACT

In the dynamic B2B selling environment, AI for GTM accuracy is critical to organizations wishing to lead. Continuing from the previous point, it is crucial to understand that this article is focused on explaining how the new AI-enabled technologies, like predictive lead scoring or lead automation, change traditional GTM strategies and make companies more precise in targeting their prospects and optimizing their sales. Using examples of industry leaders, such as HubSpot, Salesforce, and Marketo, the article explains how AI changes market segmentation, content delivery, and dynamic pricing models. It also addresses the relative proportion of automation and natural customer engagement so that the AI optimizes and is not a detrimental subtraction from the human element critical in sales. In the future, such AI trends as predictive analytics, voice assistants, and decision-making AI will help change GTM strategies. To counter these advancements, here are some business recommendations: Organizations should embrace the culture of lifelong learning and adaptability; AI has a lot of potential within B2B sales, allowing organizations to unlock their potential amid such a vast and constantly growing market. Adopting such technologies ensures that organizations retain their competitive advantage and that long-term profitability is achieved.

Keywords— AI-driven GTM strategies, predictive lead scoring, automation in B2B sales, dynamic pricing models, market segmentation, AI in sales technology.

I. INTRODUCTION

Due to technological advancements, GTM strategies of B2B businesses, especially in the sales function, have changed dramatically in the twenty-first century [1]. Historically, GTM strategies focused on paper-based systems, direct selling, cold calling, and mass marketing. These approaches, as adopted, succeeded in some ways but were sometimes extensive, time-consuming, and very costly in operation and often characterized by missed opportunities [2]. As digital technologies appeared in the business world, B2B businesses started relying more on data and implemented technologies like customer relationship management (CRM) and marketing automation to improve their GTM strategies. Nonetheless, the application of artificial intelligence (AI) in GTM strategies has been the primary driving force in the market [3]. The next step is AI—the technology that opens an opportunity to reach prospects at an unprecedented level of precision and scale the response. AI conducts data analysis and mining from different sources and comes up with features and patterns that would be very difficult for a human to notice. This makes it possible for businesses to predict customers' behaviors, score the leads more accurately, and market or sell to the individuals as single entities, as opposed to marketing to a group of persons with a high possibility that none of them will be interested in the product or service being marketed. Many instigators of AI-driven GTM strategies are more than just being efficient; they are about being practical. Specifically, AI frees up salespersons' time by automating low-value processes, thus allowing them to focus on high-value activities such as relationship building and sales [4]. Hence, firms that introduce AI in their GTM models stand a greater chance of unlocking increased conversion rates and shortened sales cycles that can only lead to higher sales growth. AI as a way of enabling GTM strategies means a new age for B2B sales that requires high accuracy and individuality to stand a chance in the growing pool of competitors.

Figure 1. Benefits of a GTM Strategy.

II. THE FOUNDATION: AI IN B2B SALES TECHNOLOGY

A. Emergence of AI-Driven Tools

The shift in B2B sales technology geared toward artificial intelligence (AI) undoubtedly constitutes one of the most significant transformations in companies' go-to-market (GTM) strategies. Technological approaches, particularly the use of AI in sales, have quickly become an essential part of B2B sales and are now allowing organizations to work with unprecedented accuracy, selectivity, and scalability. Some of this industry's most relevant AI applications include AI-enabled customer relationship management (CRM), chatbots, and recommendation systems [5, 6]. Salesforce Einstein is an example of an AI-integrated CRM platform that is light years ahead of conventional CRM systems. Such systems use machine learning techniques to process vast volumes of data, clients' interactions, sales data, and behaviors [7]. That way, they can give valuable insights as to which leads will likely close the deal or which customers will likely cancel their subscriptions. It also enables sales professionals to concentrate on the prospects that have the tremendous potential for producing revenue and be more relevant to the needs of individual customers, which in turn positively impacts sales conversion and customer satisfaction.

B2B sales have also benefited hugely from other essential AI tools like chatbots. Such AI-based virtual assistants can effectively communicate and entertain potential customers, promptly respond to their questions, offer products, and, more importantly, help consumers make purchases [8]. Unlike real-life customer support representatives, AI-based chatbots are available around the clock and can support an infinite number of clients at a time. This creates ways to engage customers more efficiently and relieves human sales departments of doing simple tasks. Furthermore, chatbots can adapt to each conversation to become more competent in handling them, thus providing each person with their best experience. Again, recommendation engines familiar to us from e-commerce also have their proponents in B2B sales technology [9]. These AI-based tools enable the segmentation of customer buying behavior patterns, history, and preferences to identify what the particular lead is most likely to be interested in. This allows B2B organizations to make more pertinent and timely recommendations, which can lead to a considerable boost in upsell and cross-sell chances. Businesses may provide their consumers with more individualized experiences by utilizing AI-driven recommendation engines, which will strengthen client connections and increase revenue.

B. Building a Data-Driven GTM Framework

AI is not just about integrating the tools into B2B sales technology; it is all about creating a robust GTM framework with data at its core and optimally utilizing all the tools. Large organizations such as Salesforce have led this shift, leveraging AI's capability to develop more innovative and adaptive GTM strategies.

AI is a crucial element of the GTM strategy, and its integration into a specific field can be illustrated through the example of the Salesforce Einstein tool. Einstein is built on machine learning, natural language processing, and predictive analytics to process data from customer interaction, social media, market trends, and sales key performance indicators [10]. This data is then used to make valuable information to help business organizations make better decisions throughout the GTM process.

The most significant benefit of applying AI tools to a data-oriented GTM strategy is the capability to analyze substantial amounts of data in real time. Companies can alter their strategies from within the market or customer relations strategies when they sense their approach could be more practical. For instance, if market trends shift suddenly, AI can view this shift across various customer segments and suggest changes in pricing policy, marketing strategy, or product portfolio [11].

Further, AI enables the journey of thousands of typified customers to be adjusted in one way, which creates another synergism. AI can gather data from different touchpoints, which can be used to obtain a complete picture of the customer's needs, concerns, and purchasing habits. This data is useful when creating targeted advertising and promotional messages, sales presentations, and customer communication. The consequence is the improved customer value proposition and interaction, which is very important in the modern B2B environment. Furthermore, resource allocation can be optimized via AI-driven GTM frameworks. Artificial intelligence (AI) helps businesses allocate resources more effectively by predicting which prospects are most likely to convert and discovering the most successful sales methods [12]. By concentrating their efforts on the most promising possibilities, sales teams can save expenses while improving sales results.

III. Predictive Lead Scoring: Moving Beyond Traditional Models

A. Revolutionizing Lead Scoring with AI

The lead scoring component, which is deemed part of any go-to-market (GTM) process, has, in the past, relied on population, corporate, and activity data. While manageable, this approach presents several disadvantages, such as subjective scoring systems. These models become increasingly irrelevant due to their inability to incorporate changing market conditions and low refinement. AI comes in and is reducing the practice of lead scoring to something far more flexible, precise, and laden with predictive analysis.

The AI predictive lead scoring involves large datasets, machine learning algorithms, and historical lead information to find the relationship between leads and conversion. In contrast to conventional frameworks, AI can analyze not only the customers but also the data they provide, their interactions with the firm, the engagement level, and the purchases; in addition, it acknowledges external data, such as market trends and competitors' strategies. Using these variables, AI can provide a score to each lead, which can tell the chances of conversion much better than the current methods.

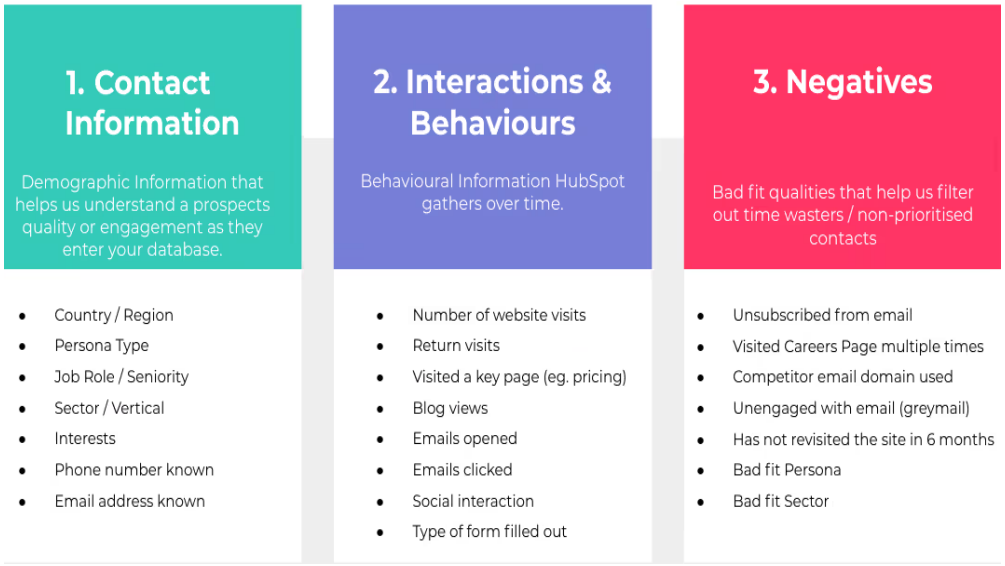

Figure 2. Three Pillars of Lead Scoring [13].

As the figure above shows, lead scoring uses behavioral and demographic data to assess a lead's prospective worth. Positive scores are given based on evaluations of decision-making skills and industry relevance, which improves the comprehension of a lead's possible worth. Sales-qualified leads are found through the lead scoring process and are ranked in order of importance for sales interaction [13]. Negative scoring, though, is also quite important. Negative marks include inactivity, erroneous contact information, and a lack of decision-making authority. By ensuring a fair assessment, this method helps you weed out prospects with little chance of materializing and improve your marketing plan.

For example, HubSpot has incorporated artificial intelligence into its lead-scoring mechanism to boost and improve the efficiency of its sales predictions. HubSpot AI automatically adapts the scoring matrix over time based on new data incorporated into the lead scoring model. This dynamic approach increases the exactness of the lead scoring and enhances the possibility of giving priorities to leads and the possible attention given to qualified leads.

Figure 3. Hubspot Sample Lead Scoring Model [13]

The figure above depicts a sample lead scoring model, demonstrating how different behavioral and demographic activities are given points to represent lead potential appropriately. These behaviors are essential markers of a lead's interest and engagement readiness; in response to these events, HubSpot will update the source of the contact property. Including a range of interactions facilitates assessing a lead's general brand alignment and engagement [13]. This thorough perspective offers insightful information about their possible preparedness for additional sales interaction. However, AI-driven lead scoring also solves several vulnerabilities inherent in conventional techniques. For instance, the typical lead-scoring approach often entails using standard and fixed measures of lead evaluation that may become irrelevant or skewed by a shift in market dynamics. AI, however, can perform this action because the scoring model renews itself with the incorporation of new data as the previous parameters change. This ensures the lead scoring process is dynamic and effective, especially in volatile business environments.

B. Customizing Predictive Models

The most considerable benefit of applying AI within lead scoring is the option to develop unique predictive models based on an industry, a specific promotion, or even a particular company [14]. Most usual lead scoring models are generic and may need to be composed effectively with sectors with a distinct customer application or in environments where the process may alter. Thus, AI-driven lead scoring is more versatile and can be used to configure according to different industries or campaigns, which can be beneficial in deploying GTM strategies. For instance, in the SaaS industry, where customer life cycle and buying characteristics are much different from sectors like manufacturing or retail, one can build an AI-based lead scoring model that is more suitable for this kind of industry [15]. The model might further rank such leads according to the specific activity involving the software, customer satisfaction, or subscription renewal rates, which are more pertinent in the given context of SaaS-based business. This level of customization ensures that the lead scoring process closely correlates with the general objectives and hurdles faced in the industry, hence achieving accurate predictions and increased sales. Also, the lead-scoring algorithms used in AI are flexible in that they can be adapted to specific sales campaigns. For example, when a particular firm is launching a specific promotion campaign, the leads the firm needs to target must be refined. They need to include persons interested in that specific promotion or persons who have lately engaged with promotion content. Automated campaigns can read previous data regarding earlier campaigns and find their way of modifying the lead scoring model of the present campaign by closely identifying the characteristics of the leads who converted during prior campaigns. Such a level of detail enables businesses to make micro-adjustments to their GTM plans as they progress, thus optimizing their sales efforts.

C. Real-Time Adjustments

The effectiveness of lead scoring with machine learning is in its capacity to be adapted in real time to account for new market trends or shifts in purchasing patterns [16]. In traditional approaches to lead scoring, changes in the scoring criteria are usually done manually and at an inadequate rate, making models obsolete quickly. Conversely, AI always observes the data inputs and thus can frequently help adapt the scoring parameters for

continuous, highly accurate, and relevant lead scoring. For example, if, for some reason, shifts happen in the market condition, for instance, if a new competitor comes to the market or customers' buying behavior changes, it can be easily seen at which stage these changes negatively influence lead quality with the help of an AI-driven lead scoring model. It may be found that some demographic or behavioral variables have become more or less significant in the new market environment for predicting conversion and varying the scoring accordingly. This makes it possible for the sales team to be constantly updated to enable them to market efficiently when challenges arise.

Further, AI applied to lead scoring is flexible regarding changes in customer behavior. For instance, while a previously low-scoring lead may not demonstrate much activity with a firm's materials if they suddenly download some white papers, attend webinars, or request a demo, the machine learning algorithm can identify this new development and immediately update the lead's score [17]. Such a dynamic scoring process makes it easier for the sales teams to jump on the latest opportunities as they arise, thus enhancing the effectiveness of the GTM strategy.

Table 1: AI-Driven Lead Scoring vs. Traditional Lead Scoring

Feature	Traditional Lead Scoring	AI-Driven Lead Scoring
Data Sources	Limited (demographics, firmographics, basic behavior)	Extensive (historical data, market trends, engagement metrics)
Model Adaptability	Static, manual updates	Dynamic, real-time adjustments
Customization	Generic, one-size-fits-all	Tailored to industries, campaigns, and specific business needs
Accuracy	Moderate, prone to outdated criteria	High, continuously refined through machine learning
Predictive Capability	Basic, often relies on subjective criteria	Advanced, data-driven predictions
Response to Market Changes	Slow, reactive	Fast, proactive
Integration with GTM Strategy	Limited, often siloed	Seamless, integrated across marketing and sales functions

IV. Automation in Sales Process: Enhancing Efficiency and Effectiveness

A. Automating Lead Nurturing and Engagement

In a B2B selling environment, the ability to convert leads into sales once they are identified is a crucial success factor. However, the existing methods of lead nurturing could be faster and more effective, as the company has to follow up with the leads and launch general marketing campaigns. In this scenario, AI business automation tools have emerged as a solution that helps companies upgrade lead nurturing and engagement techniques effectively and efficiently.

One of the popular marketing automation tools, Marketo, is a perfect example of using AI to open the way to intelligent content delivery. Marketo also employs AI to study a client's behavior and target market audiences and to deduce relevant content for every lead [18]. This allows the platform to feed the leads with content they are most likely to engage with at certain times, leading to conversions. For example, suppose the lead has spent time in a specific product category. In that case, the Market AI can alert the sales team to send emails to the lead or propose articles relevant to a lead's category of interest. Such an approach, which is challenging to implement with the help of manual work, guarantees leads receive only those content pieces that would be interesting to them, thus increasing interest rates and speeding up the selling process.

Furthermore, it also showed that different types of automation tools, such as Marketo, can handle lead nurturing, from lead capture to conversion [19]. This entails follow-up emails, reminders for calls, and reminders for receding contractual agreements. These repetitive calls and emails can be automated to help the salespeople prioritize high-impact activities, including prospecting important clients and winning them over. Most importantly, the real-time information on lead interactions also helps the sales teams make effective decisions about when and how to approach or connect with each lead to make the sales process even more effective.

B. Intelligent Task Automation

While traditional automation merely replaces human activity with machines, sophisticated automation adds an extra layer: artificial intelligence that helps decide based on data insights. The term often used for this concept is intelligent task automation, which is changing how sales teams work since automation is not only a way of handling repetitive tasks and enhancing sales processes. Salesforce Einstein is an intelligent automation system that allows the analysis of a large amount of data within a company to recommend the next step for a sales representative. For instance, given the lead's interaction pattern, previous and recent purchase, or the nature of the market at the moment into which the lead was generated, the AI might suggest that the following action to be taken should be a product demonstration, sharing an offer directly, or increasing the priority of the lead. These recommendations are real-time; hence, the sales team gets timely and accurate recommendations on actions to take.

In addition, intelligent automation can successfully simplify sequences of sales processes that include multiple phases or need collaboration with other teams. For example, in complex sales, where the approval of several departments is necessary before work commences, the AI can assign tasks to all the relevant people and remind

them about when and how to get the work going without everyone's approval [20]. Intelligent automation does scale down the physical undertakings necessary to manage such workflows and thus enables sales teams to clinch more deals within shorter periods. Intelligent automation also benefits from incorporating aspects of learning into the process, thereby becoming more efficient as it goes along. With the increased data records fed in and the interactions with more leads, the predictive models and decision algorithms also get refined. This, in effect, results in improved system accuracy, better sales results, and, therefore, increased revenues for the firm.

C. Balancing Automation with Human Touch

Although automation has many merits, it is essential to consider the downside and weigh it against the positive impacts before implementing it as a significant base of business operation. Companies should ensure that the human element is incorporated into the automation system to understand customers' needs. While several tasks are involved in the sales process that can be assigned to artificial intelligence, some activities, like creating relationships and considering customer needs, are still carried out by people [21]. Sustaining this balance implies applying intelligent automation to augment people's interactions. For instance, it can surface a lead's characteristics, such as their likes, dislikes, and problems, to the salesperson. This lets the sales personnel approach every meeting with a more robust understanding of the customer, making the engagement much more productive. In addition, while an AI may resolve first contact through an underpinned chatbot or automated email, further discussions about a topical issue or high-stakes sellers usually demand the personal touch of an AI-enhanced human being [22]. Here, AI can guide the sales representatives with the appropriate information and suggestions; nevertheless, the last-word sales interaction should be done by a human being who can handle the nuances of the linguistic sales conversation. This makes customers feel special, increasing their chances of developing trust with the company and becoming loyal.

V. Novel AI Applications in GTM Strategies

A. AI-Driven Market Segmentation

A remarkable use case of AI in go-to-market (GTM) strategies is the real-time segmentation of customers by their activities. Historically, market segmentation has been a relatively rigid process where customers are categorized into segments according to typical parameters such as firmographics, demographic, geographic, or psychographic variables (see Figure 3). However, these segments are usually static since they focus on steady patterns of consumer behavior and, therefore, miss many opportunities and provide less efficient marketing and advertising strategies. AI-based market segmentation is a new concept that processes a large amount of data from various sources, including customer feedback, purchase patterns, social media activity, and economic trends [23]. AI can detect novel customer behavior trends and tendencies that ordinary analysts may ignore. Thus, it helps to build much finer and more flexible customer groups that are frequently updated and innovated in real-time. For instance, a company can rely on AI to categorize its consumers based on basic demographics and consumer behavior regarding browsing frequency, content interaction, purchase motivation, and email subscription and deactivation. This helps produce micro-segments that may be used in hyperpersonalization and segmented marketing strategies. Since the operation of the AI system allows the analysis of changing customer behaviors, the segmentation adjusts to reflect changes in the GTM strategy.

Besides, the AI-driving market segmenting could be used in real-time demand generation. For example, a firm can employ AI in analysis to pinpoint a niche set of consumers beginning to display signs of involvement with a new product class [15]. Here, AI could prompt a marketing genomic approach that offers content and promotions to this segment that is highly relevant to the current trend. Such a methodology will likely improve the efficacy of demand-generation campaigns and conversion rates.

B. Predictive Content Delivery

Another innovative use of AI in GTM approaches is predictive content delivery. This includes using artificial intelligence to identify types of content that will appeal to specific leads or customers, increasing marketing effectiveness. Adobe is already doing so as a company, using machine learning to figure out how to present content in a way that will get customers to take action.

Predictive content delivery primarily entails the study of interactions and engagement that an organization has with the leads or the customers, depending on the segment in question [24]. The AI system then uses this data to determine which type of content—blogs, whitepapers, videos, and webinars—would most effectively communicate with the target group. It can also identify the right time and the media through which this content will be received to impact the intended audience.

One idea of how to implement it could be the integration of the function of, let's call it, predictive content delivery with that of personalized content generation. Imagine experiencing an AI system that identifies not only the content that a lead is likely to consume but also creates that content on its own based on the cyclic behavior of the lead. For instance, if a lead is more comfortable using videos to produce specific topics, the AI would develop a video presentation that best suits the particular lead. It could be planned as personalized content for delivery to this population segment at the right time, thereby improving the chances of conversion.

C. Dynamic Pricing Models

Another promising approach that can be applied within the GTM strategy is dynamic pricing—the setting of price points that vary depending on such factors as demand, competition, and customers' actions [25]. Conventional pricing methods are passive and do not consider the dynamic market factors that may influence sales and profit margins. This issue is resolved with the help of AI-driven dynamic pricing models, which continuously analyze the market data and change the prices in real time to derive maximum revenue and capture the maximum market share.

For instance, AI can keep up with competitors' movements, follow changes in customer needs, refer to past sales, and set the definite price for particular goods at a specific moment. Another consideration of this dynamic approach is the ability to adjust to changing market conditions, such as demand levels or competitors' price changes. Real-time price changes aid service providers in adopting low prices, which are recommended to serve high prices and garner maximum profitability.

One of the most creative ideas that can be implemented in dynamic pricing is the connection with the individualization of prices. For instance, AI can gauge clients' buying habits, the number of visits, and willingness to buy at specific prices before suggesting unique prices. This could be especially useful in the case of dynamic pricing in e-commerce; for instance, valuable customers proposed a set of time-sensitive discounts depending on what AI predicts their willingness to pay. Such a kind of differentiation in the price makes sense as it ensures high conversion rates and improved customer satisfaction.

VI. Conclusion

AI has undoubtedly revolutionized GTM plans, raising the sophistication and effectiveness of B2B sales technology on such fronts as predictive lead scoring and automation, dynamic pricing models, and many more. More and more companies are now incorporating AI techniques in their operations, and thus, the effect on GTM strategies is becoming more profound, providing unmatched analysis, customization, and repeatability. Future trends include conversational AI, voice assistants, predictive analytical systems, and increasingly self-sufficient decision-making systems in GTM strategies. These improvements will improve current processes and create new forms of interaction and lead and sales generation. This shift means that the use of AI in business will become mainstream in the coming years, and therefore, companies have to adapt to changes and embrace the future life of learning to remain relevant. Adopting these technologies is expected to help those organizations that strive to keep up with the ever-growing competition and sustain long-term growth, especially in the B2B segment. Finally, the future of AI in GTM strategies is promising, and the companies that stake in those opportunities and changes will be the pioneers of the new B2B paradigm.

VII. References

[1] Ovidijus Jurevicius, "Go-To-Market Strategy Explained - SM Insight," *Strategic Management Insight*, Jan. 22, 2020 https://strategicmanagementinsight.com/tools/go-to-market-strategy/ (accessed Sep. 02, 2020).

[2] Terminus, "Sales Go To Market Strategy," *Terminus*, Jan. 22, 2019. https://terminus.com/sales-go-to-market-strategy/.

[3] J. PaschenKietzmann, and T.C. Kietzmann, "Artificial intelligence (AI) and its implications for market knowledge in B2B marketing", *Journal of Business & Industrial Marketing*, Vol. 34 No. 7, pp. 1410-1419, 2019. https://doi.org/10.1108/JBIM-10-2018-0295

[4] I.C. Baierle, M.A. Sellitto, R. Frozza, J.L. Schaefer,. and A.F. Habekost, "An artificial intelligence and knowledge-based system to support the decision-making process in sales." *South African Journal of Industrial Engineering* vol. 30, no. 2, pp.17-25, 2019. https://hdl.handle.net/10520/EJC-189cc9b94d

[5] SuperOffice, "How AI and automation can help you win, keep and sell more to customers," *Superoffice.com*, 2020. https://www.superoffice.com/news/insights/ai-and-automation-in-crm/

[6] P. Mikalef, K. Conboy, and J. Krogstie, "Artificial intelligence as an enabler of B2B marketing: A dynamic capabilities micro-foundations approach." *Industrial Marketing Management* vol. 98, pp. 80-92, 2021. https://doi.org/10.1016/j.indmarman.2021.08.003

[7] Salesforce, "Salesforce Einstein AI Solutions," *Salesforce*. https://www.salesforce.com/eu/artificial-intelligence/

[8] J. B, "AI Agents By B2B Rocket," *B2brocket.ai*, 2020. https://www.b2brocket.ai/blog-posts/ai-powered-chatbots-your-path-to-b2b-sales-success.

[9] BigCommerce, "Ecommerce Recommendation Engine: Best Options + Examples," *BigCommerce*, Feb. 2020. https://www.bigcommerce.com/articles/ecommerce/recommendation-engine/?irgwc=1&utm_term=UqJzDf3oOxyKWhu2A6zgl1ZMUkC1K2RtJWQoyk0&utm_content=773277&utm_campaign=1310690&utm_medium=affiliates&utm_source=ImpactRadius&sharedID=2075099.

[10] L. Damania, "Use of Ai in customer relationship management." *Emerging Research Trends in Management and Social Science* vol. 59, pp. 1-79, 2019. https://www.empyrealpublishinghouse.com/pdf/hiresh-aarti.pdf#page=67

[11] B. Vlačić, Corbo, S.C. e Silva, and M. Dabić, "The evolving role of artificial intelligence in marketing: A review and research agenda." *Journal of business research* vol. 128, pp.187-203, 2021. http://doi.org/10.1016/j.jbusres.2021.01.055
[12] M. Sunshine, "The Role of AI in Sales Strategy: Leveraging Predictive Analytics for Smarter Targeting," *Thecenterforsalesstrategy.com*, 2020. https://blog.thecenterforsalesstrategy.com/the-role-of-ai-in-sales-strategy.
[13] B. Paul, "Master HubSpot Lead Scoring: Your Step-by-Step Guide," *Hublead.io*, Aug. 20, 2020. https://www.hublead.io/blog/hubspot-lead-scoring (accessed Sep. 2020).
[14] Q. Team, "How AI Lead Scoring Optimizes Your Sales Forecasting Strategy," *QuotaPath*, Jul. 16, 2020. https://www.quotapath.com/blog/ai-lead-scoring-optimizes-sales-forecasting/#:~:text=AI%20lead%20scoring%20uses%20machine (accessed Sep. 02, 2020).
[15] L.K, Kaiser, and A.F. Würthner, "Keeping SaaS business clients loyal: An exploratory multi-case study on how to design loyalty initiatives." *DiVA*, 2020. https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1436386&dswid=-8530
[16] A. Martínez, C. Schmuck, Jr. S. Pereverzyev, C.Pirker, and M. Haltmeier, "A machine learning framework for customer purchase prediction in the non-contractual setting." *European Journal of Operational Research* vol. 281, no. 3, pp.588-596, 2020. https://doi.org/10.1016/j.ejor.2018.04.034
[17] A. Even, "Analytics: Turning data into management gold." *Applied Marketing Analytics* vol.4, no. 4, pp. 330-341, 2019.
[18] Adobe Experience Cloud, "Predictive content," *Adobe,* 2020*, Experience Cloud*. https://business.adobe.com/in/products/marketo/predictive-content.html
[19] P. Lawrowski, "12 Best Tools for Automated Lead Generation [2020]," *Wisepops.com*, 2020. https://wisepops.com/blog/automated-lead-generation.
[20] I. Pohrebniyak, "How AI in Sales Automation Can Transform Sales," *Master of Code Global*, Apr. 18, 2020. https://masterofcode.com/blog/how-ai-can-automate-your-sales.
[21 S. Chatterjee, S.K. Ghosh, R. Chaudhuri, and B. Nguyen, "Are CRM systems ready for AI integration? A conceptual framework of organizational readiness for effective AI-CRM integration." *The Bottom Line* vol. 32, no. 2, pp. 144-157, 2019. https://doi.org/10.1108/BL-02-2019-0069
[22] J. J. Y. Zhang, A. Følstad, and C. A. Bjørkli, "Organizational Factors Affecting Successful Implementation of Chatbots for Customer Service," *Journal of Internet Commerce*, vol. 22, no. 1, pp. 1–35, Aug. 2021, doi: https://doi.org/10.1080/15332861.2021.1966723.
[23] Iljasolomonovs, "AI-Based Customer Data Segmentation: An In-Depth Overview - Acceleraid," *Acceleraid*, Nov. 17, 2020. https://acceleraid.ai/en/ai-based-customer-data-segmentation-an-in-depth-overview/#:~:text=AI%2DBased%20Segmentation%20In%20contrast.
[24] M. Stone, E. Aravopoulou, Y. Ekinci, G. Evans, M. Hobbs, A. Labib, P. Laughlin, J. Machtynger, and L. Machtynger, "Artificial intelligence (AI) in strategic marketing decision-making: a research agenda." *The Bottom Line* vol. 33, no. 2, pp.183-200, 2020. DOI 10.1108/BL-03-2020-0022
[25] Amoeboids, "Mastering Your Go-to-Market Strategy: Beginner's Guide," *Amoeboids*, Jul. 02, 2020. https://amoeboids.com/blog/go-to-market-gtm-strategy-101/#:~:text=Consider%20dynamic%20pricing%20models%20that.