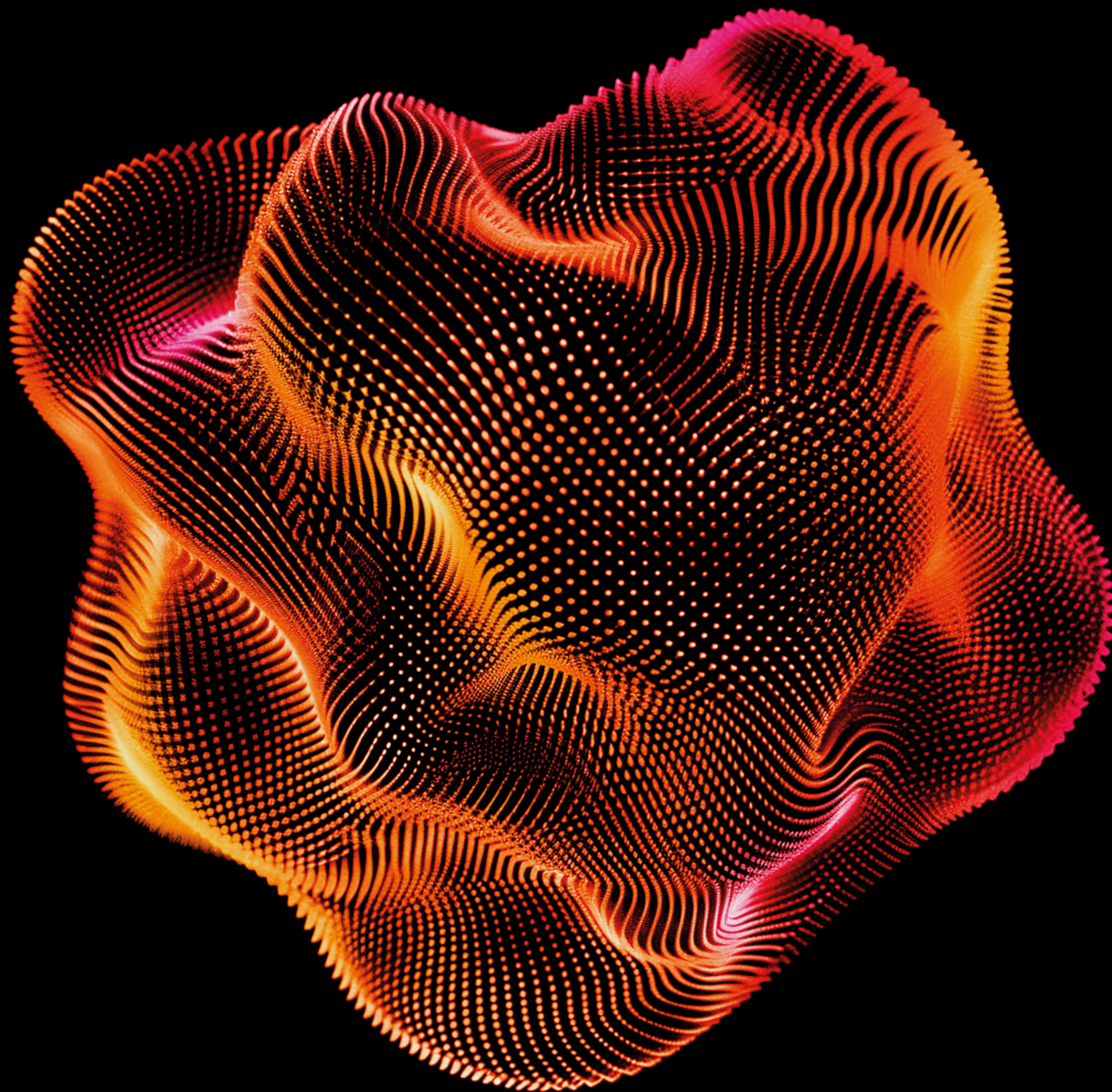




B2B Martech Vendor Spotlight Report: AI

SEPTEMBER 2026

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The B2B marketing team is changing. So is the tech it needs.

Kavita Singh
*Head of Growth
Solutions Content*
B2B Marketing



Last year, when we released our first martech report on AI, the conversation was largely focused on whether B2B marketers should be using it and how to experiment with tools. Fast forward to today, that question has moved on. AI is now firmly part of the marketing landscape and the bigger challenge is understanding how teams can use it effectively, where it can create the most value, and what work should remain distinctly human.

That shift was at the heart of our latest research and workshop with B2B marketing leaders at our most recent **Propolis Community Sprint**. Rather than asking whether AI will replace marketers, we asked a more practical question: how can B2B marketing teams work differently with AI? The discussion explored which activities could be automated or augmented, where human judgement remains essential, and how teams can combine AI and human talent to deliver greater customer and business value.

Our research found that the majority of marketing roles are expected to evolve through AI augmentation rather than disappear altogether, with AI changing the activities, responsibilities and skills that sit within them. The opportunity, then, isn't simply to make existing work faster. It's to rethink how work gets done - freeing marketers from repetitive tasks while creating more space for strategic thinking, creativity, relationships and commercial decision-making.

And this is where technology comes in. AI can help marketers understand buyers faster, create and optimize content at scale, connect activity to commercial outcomes, improve customer engagement, identify revenue opportunities and stay visible as search changes.

The challenge is knowing where those capabilities can genuinely augment the work of a marketing team, rather than simply adding more tools to an already crowded stack. To find out more, we unpack this exact theme in a more in-depth feature. And once you read through the feature? Have a look at our martech ecosystem and over 50 vendor profiles to discover where you may want to use AI - from content generation and chatbots through to lead scoring, marketing automation and more.

Want to start putting AI to work? Propolis AI is an AI-powered B2B marketing advisor, built on trusted B2B intelligence, proven frameworks and practical marketing expertise. Ask Propolis AI your biggest marketing question and see what it can help you do.

From changing roles to changing work: What AI means for B2B marketers

When we hosted our latest **Propolis Community Sprint**, we conducted a series of workshops created by our Propolis Expert, Scott Stockwell, to understand how B2B marketing teams are evolving in the age of AI. The most interesting finding from our research is that AI is not creating a simple choice between people and AI. Instead, it is changing the balance between human expertise and technology, with different activities falling somewhere between automation, augmentation and continued human ownership.

When workshop participants mapped how they expected different marketing roles to evolve against the extent to which AI could automate or augment them, the most common outcome was “evolve x augmentation”. In other words, B2B marketing leaders expect the majority of existing roles to be reshaped by AI, rather than replaced by it.

For marketers, that means thinking differently about the work behind the job title. A copywriter, for example, doesn’t simply “write”; they research,



Kavita Singh
Head of Growth
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Scott Stockwell
Strategy &
Engagement Expert
Propolis

create, edit, publish and quality-check. A demand generation team doesn’t simply “generate demand”; it identifies audiences, interprets signals, develops campaigns, engages buyers and measures outcomes. Breaking roles down in this way reveals where AI can remove repetitive work, augment human capability or help teams do something they couldn’t previously do at scale. Our research therefore recommends moving from role-level thinking to activity-level thinking, by looking at the inputs and outputs that make up each role.

From efficiency to effectiveness

This distinction matters because AI can make teams faster without necessarily making them better. The research warns that organizations need to look beyond simply producing more output and instead consider what teams can now understand, connect or act on that wasn’t previously possible. In other words, the goal should be effectiveness, not efficiency.

That creates a set of practical opportunities for B2B marketers.

For example:

- **AI-enabled analytics and attribution** can help connect activity to commercial outcomes.
- **Buyer intelligence** can help teams identify intent and prioritize opportunities.

- **Content and creative tools** can increase production capacity, freeing marketers to spend more time on higher-value work.
- **Automation and customer engagement platforms** can help marketers deliver more relevant experiences at scale.
- **Sales intelligence** can help uncover opportunities, identify risks and improve conversion.
- **AI search tools** can help brands stay visible as the way buyers discover and evaluate vendors changes.

In other words, the opportunity isn’t to add AI for AI’s sake. It’s to use the right technology to solve specific marketing problems and improve specific activities.

The RESHAPE framework

So, how do you actually begin to redesign a marketing team around AI?

Following the workshops, Scott distilled the findings and recommendations into a practical seven-step model for change:

RESHAPE. The framework is designed to help marketing leaders move from thinking about AI as a technology rollout to thinking about it as a change in how the team operates.

R

REINFORCE YOUR STRATEGY

Start with your marketing North Star. Before deciding where AI should be applied, be clear about the customer value and business impact the marketing function is there to deliver. As the report puts it, starting with the tools and working backwards risks accelerating a strategy that was never right in the first place.

E

EXAMINE ACTIVITIES

Move beyond job titles and break roles down into the individual activities, inputs, outputs and connections that make up the work. This makes it easier to identify what is ready for automation, what can be augmented and what should remain human-owned.

S

SET OWNERSHIP

As AI becomes part of workflows, teams need clear ownership and partnership across the different types of work, from strategy and orchestration to governance and day-to-day delivery.

H

HANDLE EXPECTATIONS

AI doesn't automatically mean more productivity or fewer people. Leaders need to manage the gap between stakeholder expectations and what can realistically be achieved, particularly during the transition. The focus should remain on effectiveness rather than simply doing more.

A

AGGREGATE THE FOUNDATIONS

Establish the guardrails, skills, best practices, agents and workflows needed to make AI work effectively and consistently across the organization.

P

PEOPLE

AI transformation is ultimately a people change program, not an IT rollout. Leadership support, skills and the right balance between people and AI are critical to making the economics work.

E

ESTABLISH CHANGE

Finally, make the shift intentional: establish a change program with clear owners, responsibilities and outcomes rather than treating AI adoption as a series of disconnected technology projects.

But start with the problem, not the tool

Perhaps the most important message from RESHAPE is that technology comes after strategy. The organizations getting the most useful outcomes from the workshop were those that could clearly articulate their marketing North Star and then use it to decide where AI should be applied.

For teams already under pressure to prove commercial value and deliver more with stretched resources, this is particularly important. Simply bolting generic tools onto an unchanged team can create another layer of work rather than solving the underlying problem. The opportunity is to understand what needs to change first, and then identify where AI can help make that change possible.



So where can marketers start?

The good news is that AI capabilities are now emerging across almost every part of the B2B marketing function. From understanding the buyer and creating demand to producing content, analyzing performance, engaging customers, supporting revenue teams and building visibility in AI search, there are increasingly specialized tools designed to augment specific activities.

We've mapped these technologies into seven categories to help marketers understand what they do, where they fit and (most importantly) where they could help teams work differently and create greater commercial value. Head to page 11 to check it out

Propolis AI: A practical approach to AI in marketing



David Rowlands
Head of Product
B2B Marketing

"How can B2B marketers redesign their operating model, combining AI and human talent to better fulfil their fundamental purpose of delivering customer value and driving business impact, without sacrificing the strategic thinking, creativity and judgment that only people can provide?"

As stated in the previous feature, this was the question we set out to answer in our workshop.

The report you're reading right now, however, is designed to help you understand which types of tools are available in the marketplace, and how the tech market is evolving to meet an evolving profession. Later in this report, we will share category leaders across everything from audience intelligence and demand generation to AI search, SEO and organic growth.

However, we thought it would be remiss if we didn't tell you a bit about **Propolis AI** – the specialist AI-powered intelligence platform for B2B marketers that all members of Propolis get access to. This platform is designed to help you make better decisions, work faster and prove commercial impact, all backed by 20+ years of B2B marketing data, expert content, award-winning case studies and practitioner insight.

Propolis AI works by letting you, the user, ask any question you like about B2B marketing and get a response based on our content library. Designed to think and act like a commercial marketer, Propolis

AI gives you a response (or gets a job done for you) that you can trust. The question, of course, is: "what tasks should I give it?"

Well, according to the B2B marketing leaders who took part in our roundtable and workshop, some of the tasks that will be augmented with AI in new-look marketing teams will include, among other things:

- Campaign management
- Events / event marketing
- Research and insights

With that in mind, in this section of the report, we thought we'd share one example of how you can use Propolis AI to help deliver one of these tasks faster and better with AI. So, let's begin.

Campaign management: How you'd use Propolis AI

1. PROVIDE THE INFORMATION REQUIRED FOR A GREAT CAMPAIGN:

Running a great campaign needs more than a good idea. It needs to be grounded in the right information. At this stage, use **Guided Workflows**. These are interviews conducted by the Propolis AI agent you can trigger at the touch of a button, and which are designed to draw the relevant information from you.

What's the objective? Who is the audience? What's the time frame? The agent will ask you these questions and more based on the information it knows must be answered to build award-winning work. Once it's drawn the relevant information from you, it will run your responses through a pre-built prompt – designed with 20+ years of B2B marketing expertise – to generate a strong campaign idea for you, including content topics, promotion, follow-up, and more. Will it still need a human eye? Of course. Will it give you a much stronger starting point than any other LLM? Without a doubt.

2. IDENTIFY YOUR WEAKNESSES WITH DIAGNOSTICS:

Has the agent recommended you continue to adjust all content created for the campaign for AEO, but you don't know where to start with AEO? Fear not. The agent will recommend you take the AEO diagnostic. This is a short survey you take, designed to help Propolis AI understand your current level when it comes to a particular topic. It will then recommend content or training courses in our library that will help you learn everything you need to know about this given topic.

3. REVIEW THE CONTENT YOU ACTUALLY NEED:

Read, watch or listen to the content recommended at the end of the diagnostic. These can be award-winning case studies, sessions from our B2B Marketing conferences, on-demand webinars, models and frameworks designed by our independent marketing experts, and more. Because you've taken part in the diagnostic, we guarantee that the content you consume is worth your time. Rather than wasting time searching online, you get the right information for you, immediately.

4. EXECUTE THE PLAN:

You now have the plan and the skills needed to execute the plan. Now it's time to put them to the test. At this stage, depending on where specifically you need help, you could use one of our 30+ built-in prompts, like "run competitor analysis" to get added insight.

5. REFINE AND LEARN WITH THE AI AGENT:

Continue to use the AI agent to upload documents or results from the campaign. Get feedback on how you could tweak the content for a certain buyer. Understand what may be slowing up the buying decision. Whatever you need, the agent is designed to be your strategic support.

What next?

B2B marketing leaders are being asked to prove marketing's commercial value more rigorously than ever, and to do so with teams that are already stretched. When AI first entered the picture, it promised to relieve both, but, as the leaders we spoke to make clear, bolting generic tools onto an unchanged team doesn't prove impact or free up time. Too often, it just adds another thing to manage, absorbed by someone who was already at capacity.

What actually moves those two needles is better intelligence: knowing faster what works, what good looks like and serves customers best, and how to show the business the commercial return. That's the problem Propolis exists to solve. Alongside workshops like the one described in our features, we help members put proven frameworks like 'The Commercial Marketer' to work, reshaping teams around them to connect activity to revenue, rather than handing over a model and leaving them to it. Expert consultants pressure-test the big decisions, and events, conferences and training raise a stretched team's output without adding headcount. Decisions get made faster and with more confidence; work gets delivered better, first time.

Propolis AI – the advisor built on two decades of expertise and intelligence – is one part of that membership.

In other words, the two problems we've identified across B2B marketers – proving impact and doing more with less – are the two things Propolis AI is built to help with.



MARKETING STRATEGY
THAT WON'T

melt

WHEN THE HEAT'S ON

Make scrutiny-proof decisions that
deliver real commercial impact with
B2B insights made of stronger stuff.

GET YOUR **5 DAY**
FREE TRIAL NOW

propolisai.b2bmarketing.net

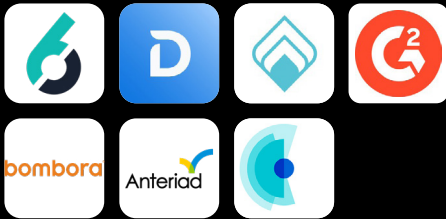


B2B Marketing's AI Ecosystem

About the categories: Many of the vendors featured in this report offer capabilities that span multiple categories. To keep the landscape clear and useful, we've placed each vendor in the category that best reflects its primary AI capability and use case for B2B marketers. This doesn't mean its technology is limited to that category. It simply reflects where we believe it delivers the strongest value.

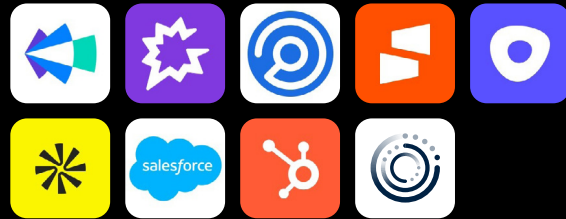
AI BUYER INTELLIGENCE & DEMAND GENERATION

Purpose: Identify in-market buyers, prioritize accounts, and generate demand through intent and account intelligence.



AI REVENUE EXECUTION & SALES INTELLIGENCE

Purpose: Improve sales productivity, pipeline conversion, forecasting accuracy, and revenue performance.



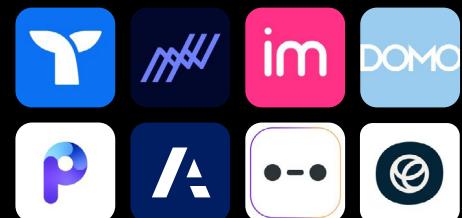
AI CONTENT & CREATIVE GENERATION

Purpose: Create, optimize, and scale content, messaging, design, video, audio, and presentations.



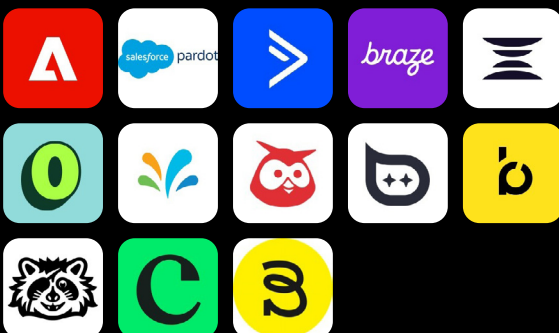
AI ANALYTICS, ATTRIBUTION & BUSINESS PLANNING

Purpose: Measure performance, connect marketing outcomes to revenue, and support strategic planning.



AI MARKETING AUTOMATION & CUSTOMER ENGAGEMENT

Purpose: Personalize customer journeys, automate campaigns, and manage customer interactions across channels.



AI SEARCH, SEO & ORGANIC GROWTH

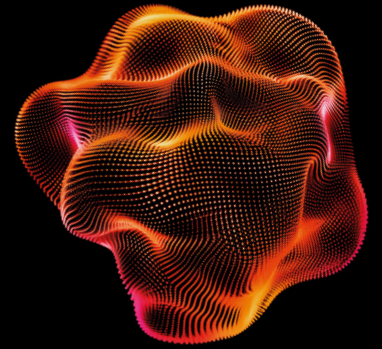
Purpose: Improve discoverability, search performance, technical SEO, and organic acquisition.



AI DEVELOPMENT & DIGITAL EXPERIENCE PLATFORMS

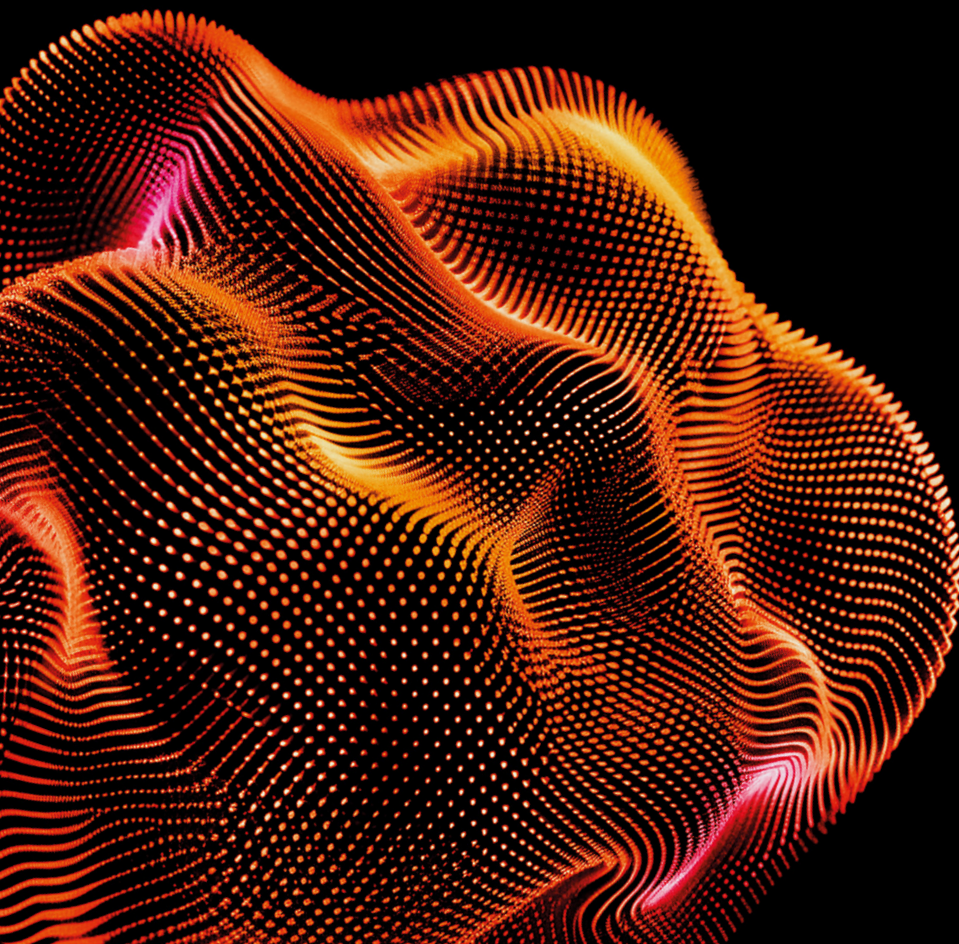
Purpose: Accelerate application development, digital experience creation, and operational productivity.



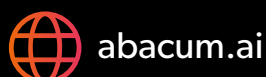


AI ANALYTICS, ATTRIBUTION & BUSINESS PLANNING

These tools help B2B marketers connect activity to commercial outcomes, making it easier to understand what is driving pipeline, revenue and ROI. Our [Propolis research](#) highlights a clear skills gap: just 5% of B2B marketers consider themselves experts in financial acumen, while 45% feel capable, 45% are not entirely capable and a further 5% don't know how to approach the skill at all. AI-powered analysis and forecasting can help bridge this gap, enabling teams to make more informed budget decisions, optimize investment and spend less time manually reporting on performance.

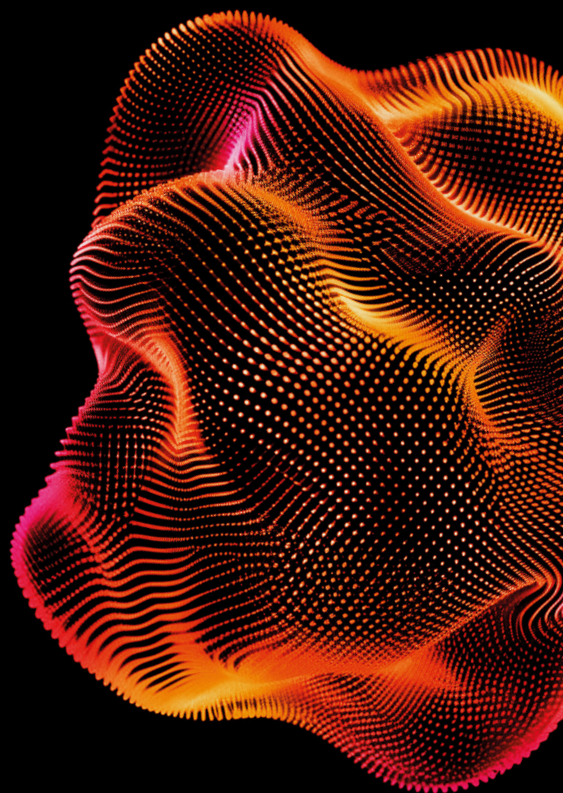


Abacum



What does it do?

Abacum is an FP&A (financial planning and analysis) platform that helps businesses automate financial planning, forecasting and reporting. Its AI capabilities support analysis and forecasting, reducing some of the manual work involved in understanding financial performance. For B2B marketing teams, it can help bring greater rigor to budget planning and make it easier to understand the financial impact of marketing investment.



AI features

- **AI-assisted forecasting:** Uses historical and current data to help predict future financial performance.
.....
- **Automated financial analysis:** Analyzes financial data to surface trends and useful insights.
.....
- **Predictive modelling:** Helps teams model likely outcomes using business and financial data.
.....
- **AI-generated reporting:** Speeds up the creation and interpretation of financial reports.
.....
- **Scenario planning:** Helps teams explore the potential impact of different business decisions.
.....
- **Financial anomaly detection:** Flags unusual patterns or changes that may require attention.

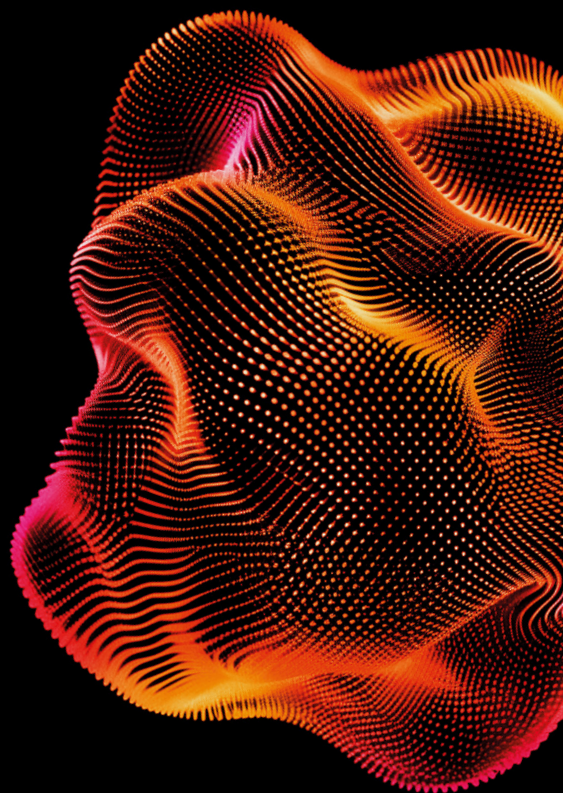
Does it offer a free trial? No

Anaplan

anaplan.com**Anaplan**

What does it do?

Anaplan is a connected planning platform that helps organizations model and plan across different areas of the business. Its AI capabilities support forecasting, scenario planning and identifying potential outcomes based on business data. For B2B marketers, it can help connect marketing plans and budgets with sales, finance and wider commercial objectives.



AI features

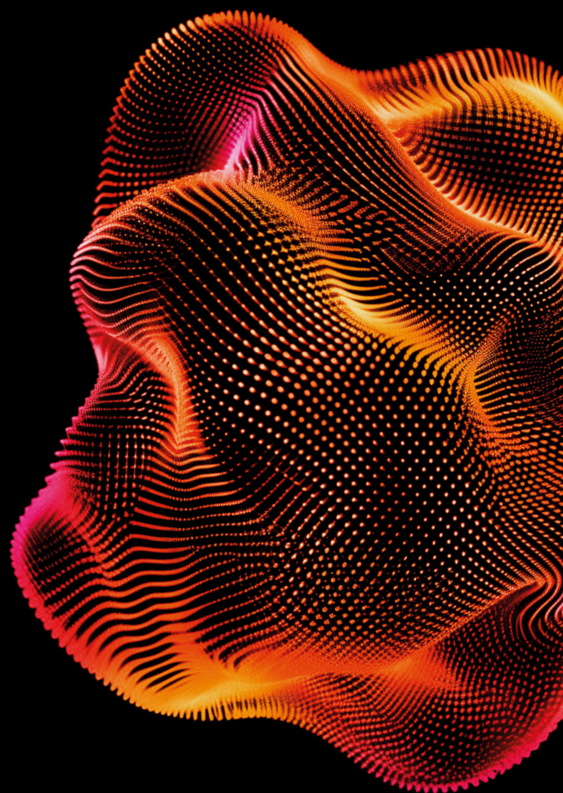
- **AI-powered forecasting:** Uses business data to improve forecasts and predict future outcomes.
.....
- **Predictive planning:** Helps teams anticipate changes and plan around potential scenarios.
.....
- **Scenario modeling:** Allows teams to explore different possible business outcomes.
.....
- **AI recommendations:** Surfaces insights and suggestions to support planning decisions.
.....
- **Anomaly detection:** Identifies unusual patterns or unexpected changes in business data.
.....
- **Intelligent planning workflows:** Automates elements of planning and helps teams work more efficiently.

Does it offer a free trial? No

Camhouse



camhouse.io



What does it do?

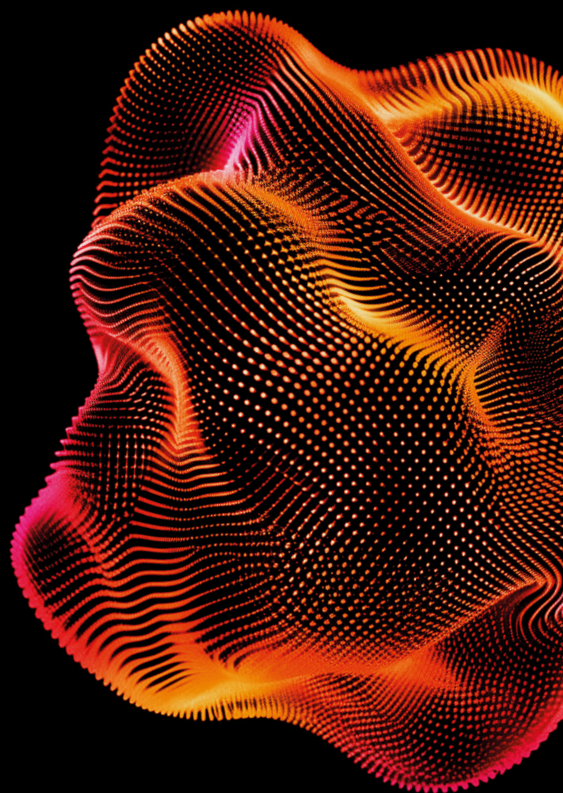
Camhouse is a marketing planning and budget management platform designed to help teams connect strategy, campaigns, spend and performance. Its AI capabilities can support planning and analysis, helping marketers understand how resources are being allocated and where adjustments may be needed. For B2B teams, this can bring more structure to marketing planning and make budget decisions easier to defend commercially.

AI features

- **AI-assisted marketing planning:** Helps teams structure campaigns, plans and resources more efficiently.
.....
- **Budget recommendations:** Uses performance and planning data to inform spending decisions.
.....
- **Performance analysis:** Analyzes marketing activity to identify trends and opportunities.
.....
- **Marketing spend intelligence:** Helps marketers understand where budgets are being allocated and used.
.....
- **Predictive planning:** Uses existing data to support future marketing planning.
.....
- **Automated reporting:** Reduces manual work involved in pulling together marketing performance information.

Does it offer a free trial? No

Domo



What does it do?

Domo is a business intelligence platform that brings data, dashboards and AI together to help organizations make faster decisions. Its AI capabilities allow users to analyze information, ask questions in natural language and surface insights from business data. For B2B marketers, it can provide a more joined-up view of campaign, customer and commercial performance.

AI features

- **AI-powered data analysis:** Analyzes business data to identify trends, patterns and useful insights.
.....
- **Natural-language querying:** Lets users ask questions about their data using everyday language.
.....
- **Predictive analytics:** Uses historical data to help anticipate future business outcomes.
.....
- **AI-generated insights:** Surfaces relevant findings without requiring manual data analysis.
.....
- **Automated data workflows:** Uses AI to simplify and automate repetitive data tasks.
.....
- **AI-assisted dashboard creation:** Helps users turn data into useful visual reports more quickly.

Does it offer a free trial? Yes

Improvado

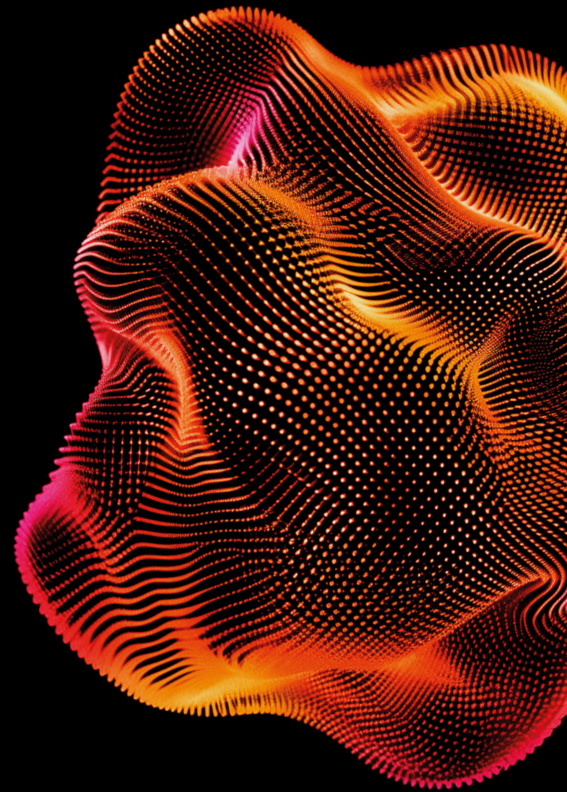


improvado.io



What does it do?

Improvado brings marketing data from multiple platforms together and uses AI to make that information easier to analyze. Its tools can automate reporting, surface insights and allow teams to ask questions of their marketing data without manually pulling information from multiple systems. For B2B marketers, this can make performance reporting faster and help teams spend more time acting on insights rather than building spreadsheets.



AI features

- **AI-powered analytics:** Analyzes marketing data to surface trends, patterns and performance insights.
.....
- **Automated data analysis:** Reduces the manual effort needed to interpret marketing information.
.....
- **Natural-language data queries:** Allows marketers to ask questions about performance in plain English.
.....
- **AI-generated reports:** Helps create performance reporting without manually compiling data.
.....
- **Marketing performance insights:** Highlights opportunities and issues across marketing activity.
.....
- **Automated anomaly detection:** Flags unexpected changes in marketing performance for investigation.

Does it offer a free trial? No

Northbeam

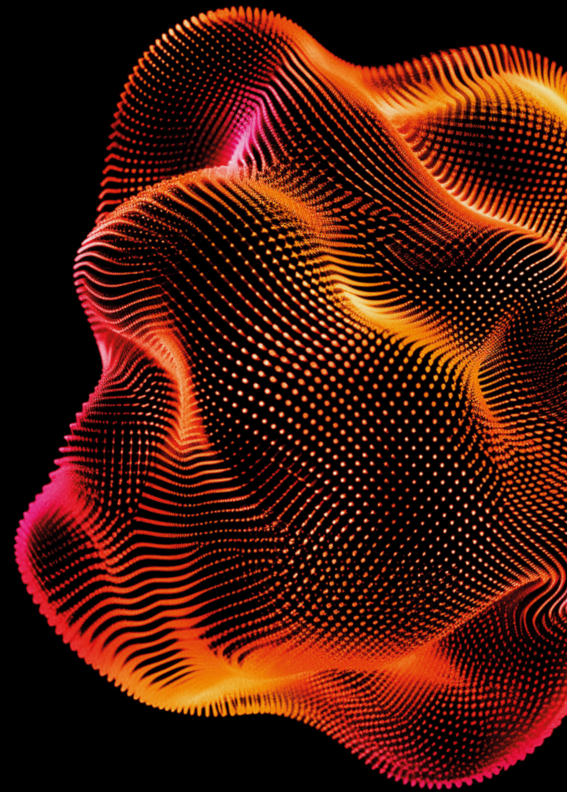


northbeam.io



What does it do?

Northbeam is a marketing measurement and attribution platform designed to help teams understand which channels and campaigns are actually driving revenue. Its machine-learning models analyze marketing data to provide a more complete view of performance than simply relying on last-click attribution. For marketers, this can help improve budget allocation and make a stronger connection between marketing activity and commercial outcomes.



AI features

- **Machine-learning attribution:** Uses modeling to better understand which marketing activity contributes to revenue.
.....
- **Predictive marketing measurement:** Helps forecast how marketing activity may influence future outcomes.
.....
- **Channel performance modeling:** Compares channels to understand their relative contribution to performance.
.....
- **Incrementality analysis:** Helps determine whether marketing activity is actually creating additional results.
.....
- **Media optimization insights:** Identifies opportunities to improve marketing spend and channel performance.
.....
- **Automated attribution analysis:** Reduces manual work involved in interpreting multi-channel performance.

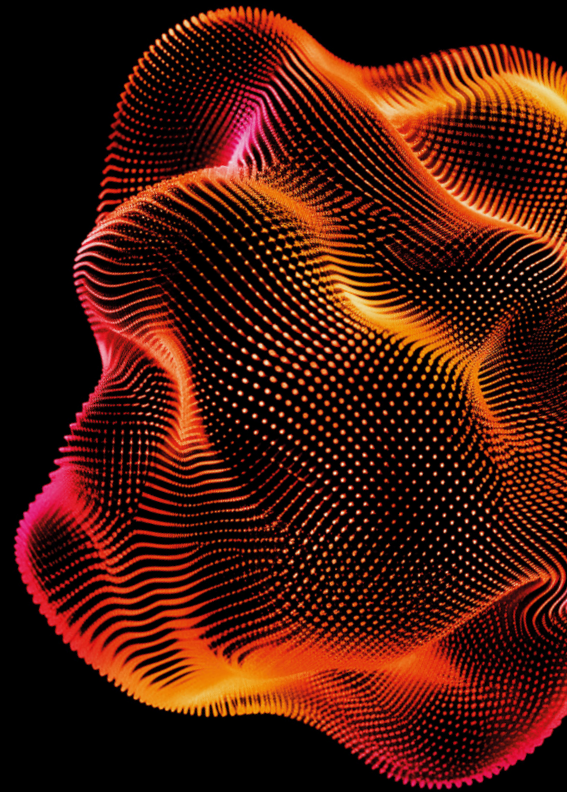
Does it offer a free trial? No

Planful



What does it do?

Planful helps organizations plan, forecast and understand financial performance, with AI used to make financial analysis and planning more efficient. Its capabilities can support forecasting, scenario planning and identifying unusual patterns in financial data. For marketing teams, this can be useful when connecting budgets and investment decisions to broader business performance.



AI features

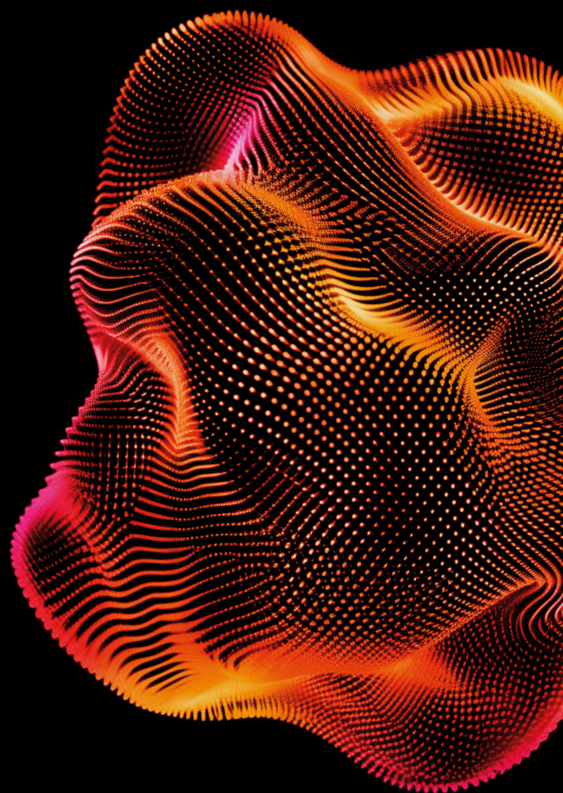
- **AI-powered forecasting:** Uses business data to help predict future financial performance.
- **Predictive planning:** Helps teams anticipate likely outcomes when building financial plans.
- **Anomaly detection:** Highlights unusual movements in financial or business data.
- **AI financial analysis:** Helps interpret financial information and identify important trends.
- **Scenario modelling:** Allows teams to assess different financial possibilities before making decisions.
- **Automated insights:** Surfaces useful findings without requiring teams to manually analyze every dataset.

Does it offer a free trial? No

Triple Whale



triplewhale.com



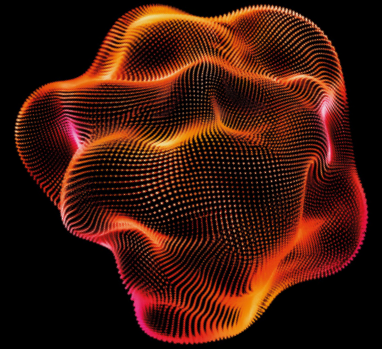
What does it do?

Triple Whale helps marketers bring performance and attribution data together so they can understand what is driving revenue. Its AI and predictive capabilities help teams spot trends, identify anomalies and make sense of marketing performance. While heavily focused on ecommerce, the broader value for marketers is turning large amounts of campaign data into clearer decisions about where to invest.

AI features

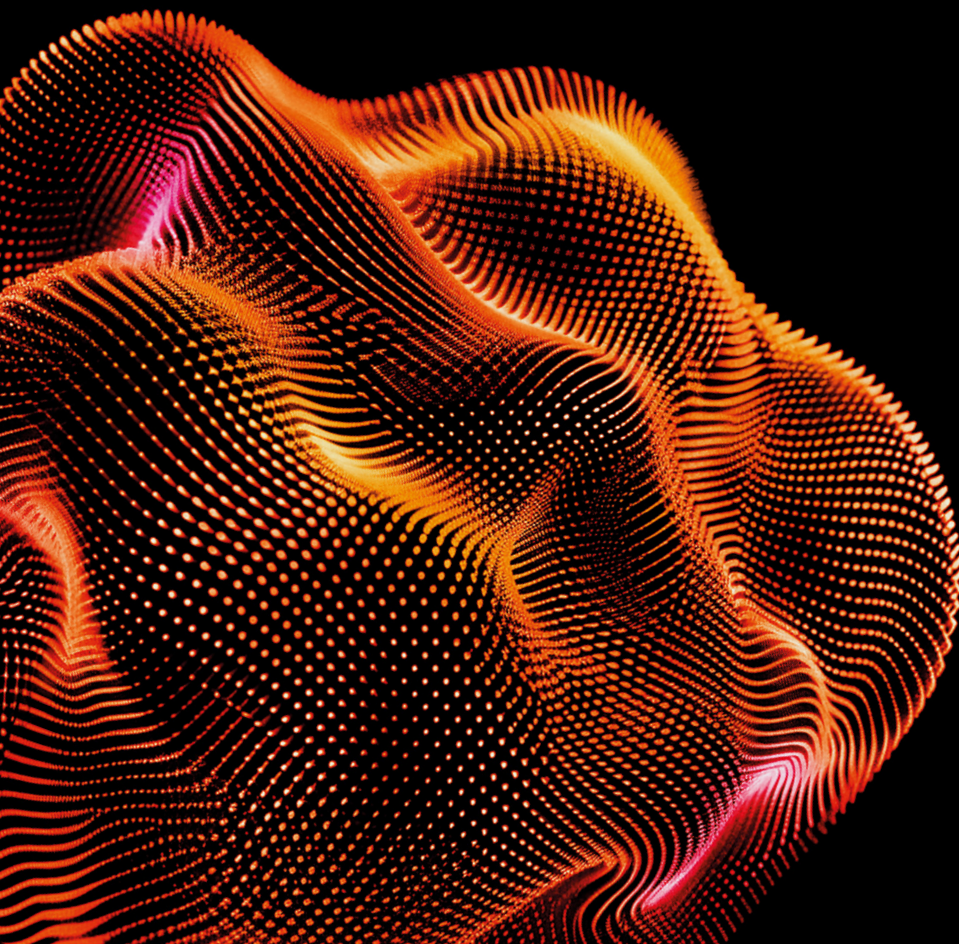
- **AI-powered attribution insights:** Identifies which channels and campaigns are contributing most to revenue.
.....
- **Predictive analytics:** Uses marketing data to help anticipate future performance.
.....
- **Marketing performance analysis:** Brings campaign data together to show what is working.
.....
- **AI anomaly detection:** Flags unusual changes in campaign or revenue performance.
.....
- **Automated reporting:** Reduces the manual effort involved in pulling together performance reports.
.....
- **Campaign recommendations:** Uses performance data to suggest where marketers may want to focus.

Does it offer a free trial? Yes



AI BUYER INTELLIGENCE & DEMAND GENERATION

B2B buying is becoming more complex, with more stakeholders involved and buyers doing more of their own research before engaging with sales. Our [Most Valuable Player](#) research highlights the growing need for marketers to understand multiple stakeholders and build consensus across buying groups. AI-powered buyer intelligence and demand generation tools can help marketers identify intent, understand account behavior and prioritize the opportunities most likely to convert, helping turn increasingly complex buying journeys into more effective pipeline generation.

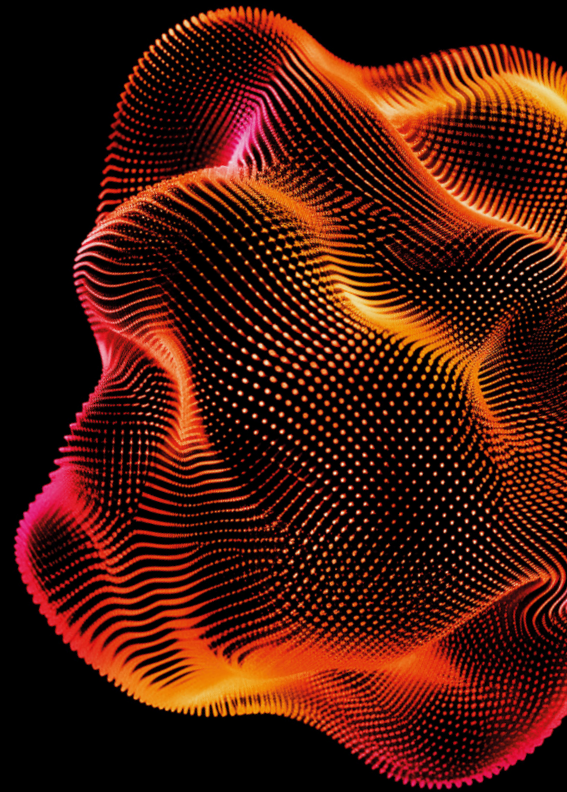


6sense

6sense.com

What does it do?

6sense helps B2B marketing and sales teams identify which companies are actively researching their products or category, even before those buyers engage directly. Its AI analyzes intent, engagement and account signals to predict which businesses are most likely to be in-market. For marketers, this means prioritizing the right accounts, tailoring campaigns and focusing demand generation efforts where they are most likely to have an impact.



AI features

- **Predictive account scoring:** Identifies accounts most likely to be in-market based on behavioral and intent signals.
- **Intent signal analysis:** Analyzes research activity to highlight where buying interest is emerging.
- **AI audience creation:** Builds target audiences based on account characteristics and buying behavior.
- **Account prioritization:** Helps marketers focus on the accounts most likely to convert.
- **Next-best-action recommendations:** Suggests what marketers or sellers should do next based on buyer activity.
- **AI campaign orchestration:** Uses buyer signals to help personalize and automate campaigns.
- **Account & Buying Group Prioritization:** Helps sellers and marketers focus on the accounts and contacts most likely to convert.

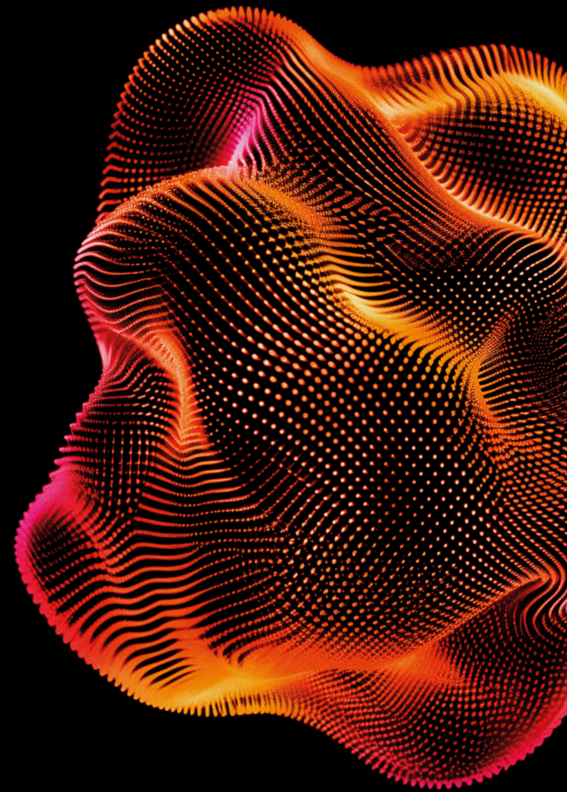
Does it offer a free trial? No

Anteriad

anteriad.com

What does it do?

Anteriad combines B2B data, audience intelligence and demand generation services to help marketers find and engage the right audiences. Its AI capabilities can support audience segmentation, data enrichment and campaign targeting, helping teams turn large datasets into more actionable marketing audiences. For B2B marketers, the focus is on making targeting more precise and connecting data to demand generation.



AI features

- **AI audience targeting:** Uses data and behavioral signals to identify relevant B2B audiences.
- **Predictive lead scoring:** Helps identify prospects that are more likely to engage or convert.
- **Data enrichment and segmentation:** Uses data to create more detailed and targeted audience groups.
- **Intent-based targeting:** Uses buying signals to identify accounts showing potential interest.
- **AI campaign optimization:** Helps improve targeting and performance based on campaign signals.
- **Automated audience activation:** Makes it easier to turn audience insights into marketing campaigns.

Does it offer a free trial? No

Bombora

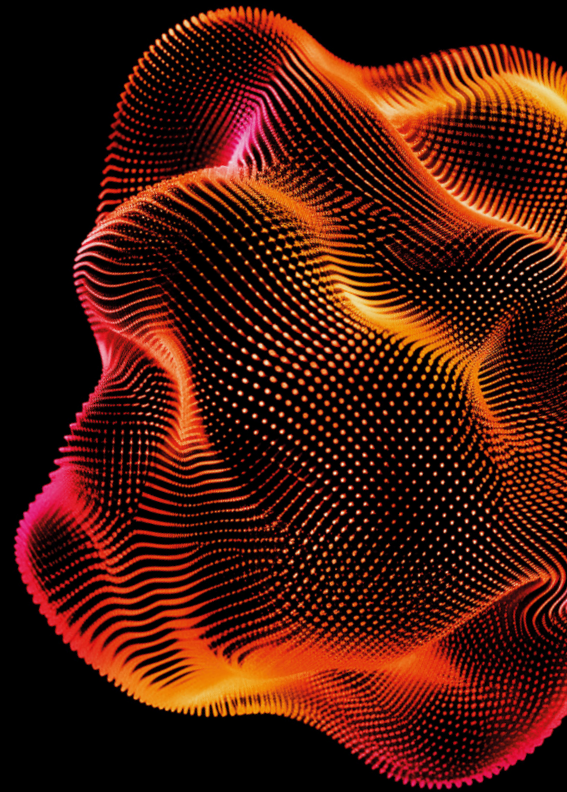


bombora.com



What does it do?

Bombora provides B2B intent data that helps marketers identify companies researching particular topics, products or categories. Its AI and machine-learning models analyze large volumes of research behavior to identify meaningful spikes in interest and separate them from normal activity. Marketers can use these signals to build audiences, prioritize accounts and time campaigns around moments when buyers are more likely to be in-market.

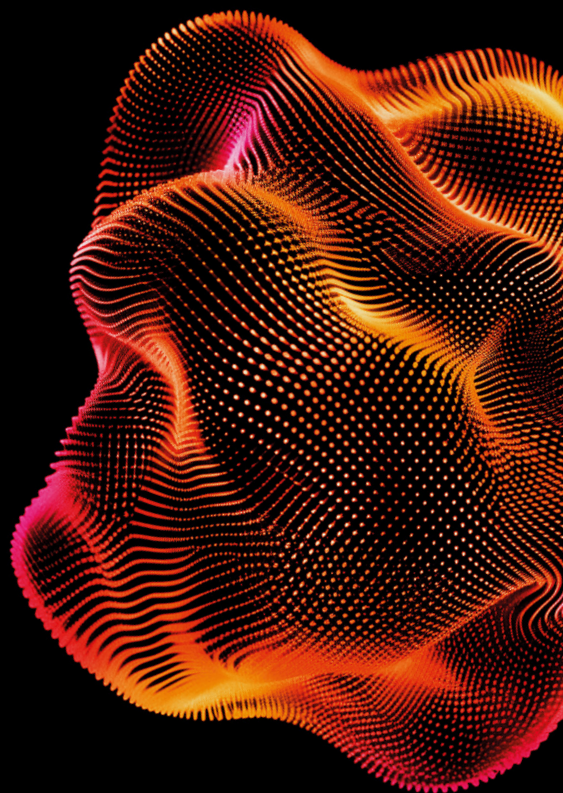
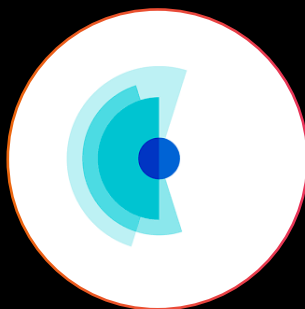


AI features

- **Topic-level intent scoring:** Measures how strongly an account appears to be researching a particular topic.
.....
- **Predictive buying signals:** Uses behavioral data to identify potential future buying activity.
.....
- **Account prioritization:** Helps marketers focus on companies showing the strongest interest.
.....
- **Intent surge detection:** Highlights unusual increases in research activity around relevant topics.
.....
- **AI audience segmentation:** Helps create audiences based on intent and behavioral signals.
.....
- **Intent-based campaign activation:** Turns buying signals into actionable marketing audiences.

Does it offer a free trial? No

Crayon

crayon.co

What does it do?

Crayon helps B2B teams keep track of competitors, market changes and the signals that could affect their sales and marketing strategy. Its AI analyzes competitive information and turns it into useful insights, summaries and sales-ready content. For marketers, this can make it easier to understand competitor positioning, spot market changes and give sales teams more relevant intelligence to use in campaigns and conversations.

AI features

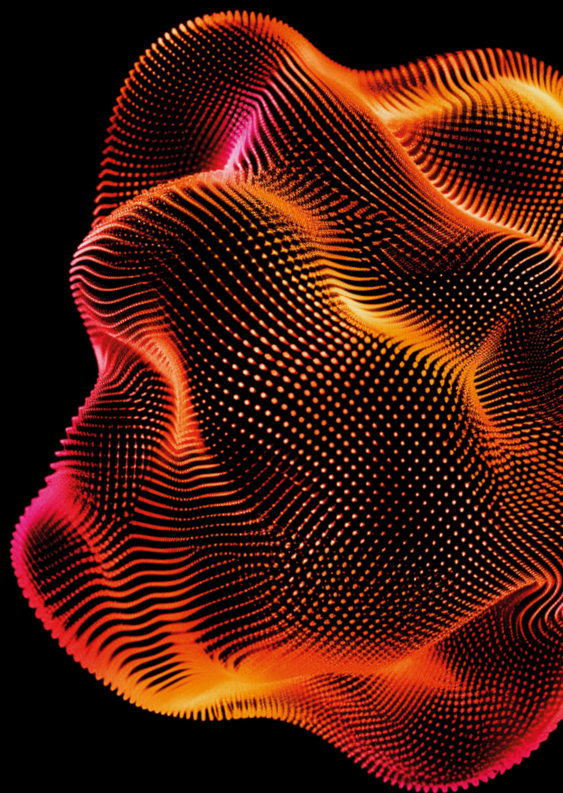
- **AI competitor research:** Collects and analyzes information about competitors and their activity.
.....
- **Competitive signal detection:** Identifies important changes in competitor behavior or positioning.
.....
- **Automated competitive analysis:** Brings competitive information together to highlight meaningful changes.
.....
- **AI-generated battlecards:** Turns competitor intelligence into useful sales and marketing guidance.
.....
- **AI-generated SWOT analysis:** Summarizes competitor strengths, weaknesses and market opportunities.
.....
- **Competitive content generation:** Helps teams turn competitor insights into usable messaging and content.

Does it offer a free trial? No

Demandbase



demandbase.com



What does it do?

Demandbase helps B2B teams understand which accounts are showing buying interest and turn that insight into targeted marketing and sales activity. Its AI brings together intent, account and engagement data to help marketers identify priority accounts and understand where they are in the buying journey. This can help teams make ABM more targeted and spend less time chasing accounts that aren't ready to buy.

AI features

- **AI account recommendations:** Identifies accounts that may be worth prioritizing based on available signals.
.....
- **Intent signal analysis:** Analyzes account behavior to identify potential buying interest.
.....
- **Buying-group identification:** Helps identify the people and roles involved in a potential purchase.
.....
- **Predictive account prioritization:** Ranks accounts according to their likelihood of being in-market.
.....
- **AI ABM targeting:** Helps marketers tailor campaigns towards priority accounts.
.....
- **Automated account-list creation:** Uses data and signals to build more relevant target-account lists.

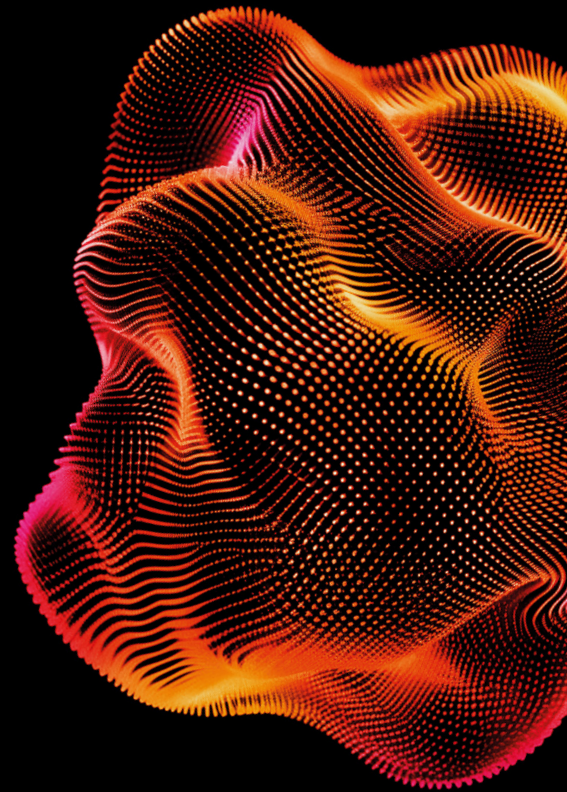
Does it offer a free trial? No

G2



What does it do?

G2 combines software reviews with buyer behavior data to help B2B teams understand which companies are actively researching products and categories. Its Buyer Intent capabilities identify signals such as product views, comparisons and pricing activity to highlight accounts that may be closer to making a purchase. For marketers, this can provide a useful layer of intent data for ABM, targeting and campaign prioritization.



AI features

- **Buyer intent identification:** Highlights companies showing research behavior around relevant products and categories.
- **AI buyer-signal activation:** Helps turn research activity into actionable audience and account signals.
- **Account prioritization:** Helps marketers identify which accounts may be more likely to be in-market.
- **Competitive research signals:** Shows where buyers are researching competing products or categories.
- **AI search visibility insights:** Helps brands understand how they appear across AI-powered discovery.
- **Intent-based audience creation:** Uses buyer behavior to create more targeted audiences.

Does it offer a free trial? No

Qualified

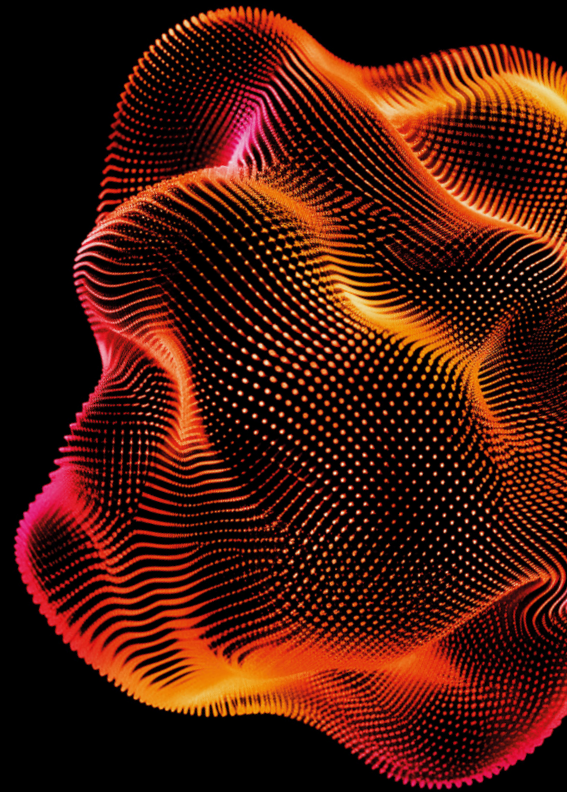


qualified.com



What does it do?

Qualified helps B2B marketers turn website traffic into pipeline by identifying high-intent visitors and engaging them while they are actively researching. Its AI-powered conversational tools can qualify buyers, answer questions and connect prospects with sales without relying on a form fill. For marketers, this means capturing more of the demand already coming to their website and turning it into sales conversations.



AI features

- **AI website conversations:** Engages website visitors in real-time conversations using AI.
- **AI SDR / conversational agents:** Uses AI agents to qualify and engage potential buyers.
- **Buyer intent detection:** Identifies visitors showing signals of potential buying interest.
- **Lead qualification:** Uses conversations and account data to determine whether visitors are worth pursuing.
- **Account identification:** Helps identify the company behind anonymous website traffic.
- **Automated meeting booking:** Connects qualified prospects with sales without requiring manual intervention.

Does it offer a free trial? No

Informa TechTarget

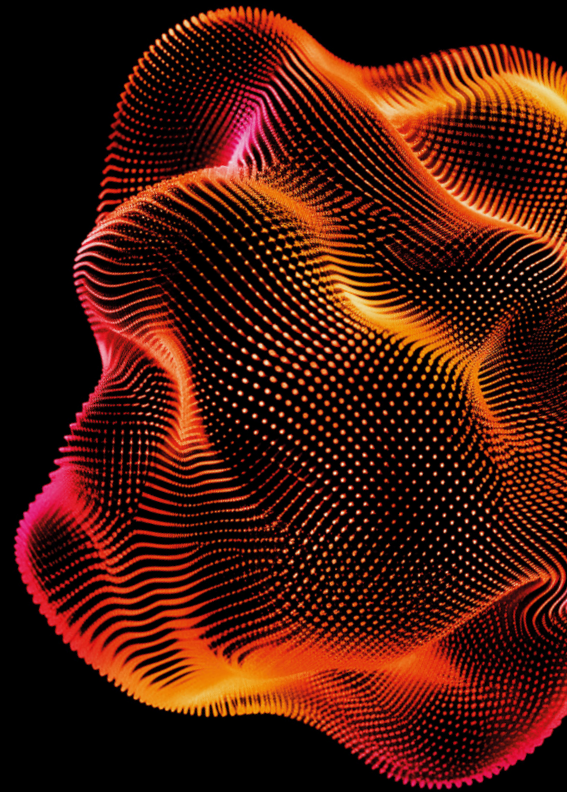


techtarget.com



What does it do?

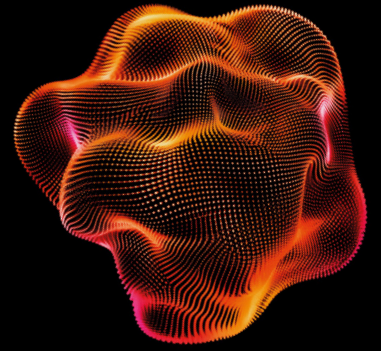
Informa TechTarget combines technology content, audience data and intent intelligence to help B2B marketers understand what potential buyers are researching. Its intent signals are based on real research activity across its network, helping teams identify accounts that may be actively exploring a technology purchase. Marketers can use this data to prioritize accounts, personalize campaigns and identify buyers earlier in the journey.



AI features

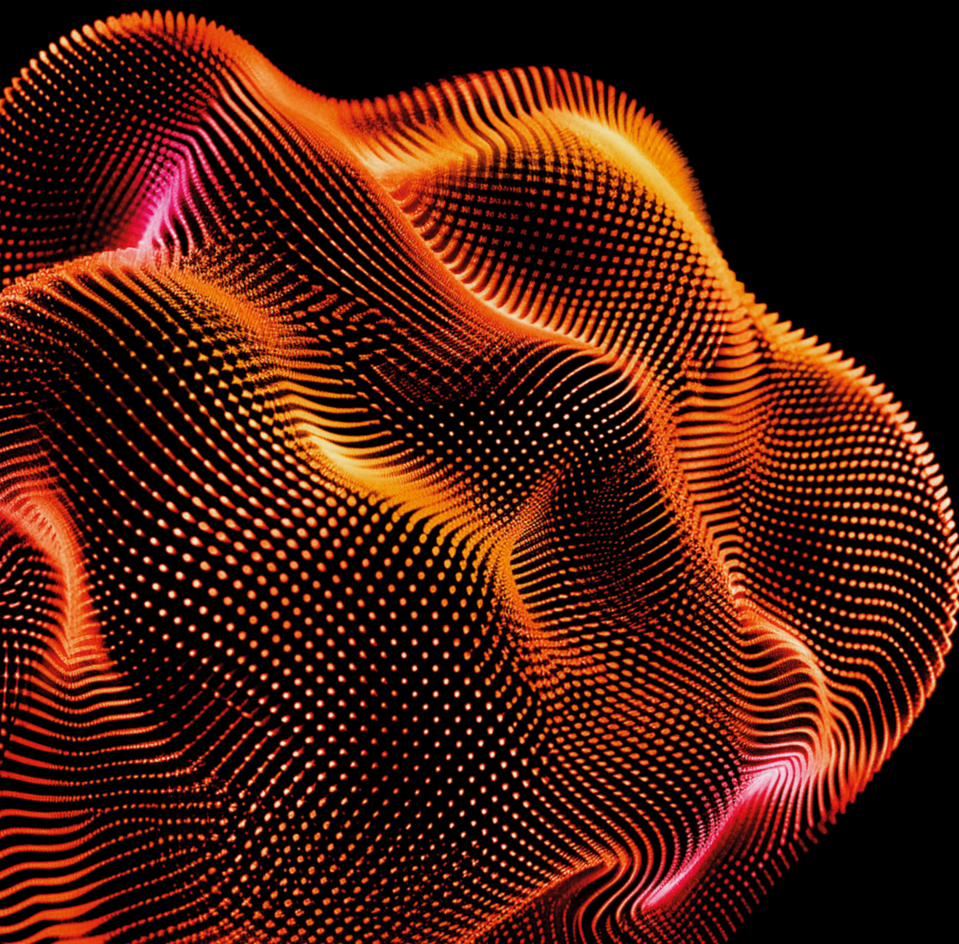
- **Account-level intent detection:** Identifies companies researching relevant technology topics and solutions.
.....
- **Prospect-level intent signals:** Provides insight into individual buyer research behavior.
.....
- **Buying-group identification:** Helps marketers understand which roles may be involved in a purchase.
.....
- **Research behavior analysis:** Analyzes content consumption to identify potential buying interest.
.....
- **Intent-based audience activation:** Turns research signals into usable target audiences.
.....
- **AI personalization:** Uses buyer signals to help make marketing more relevant.

Does it offer a free trial? No



AI CONTENT & CREATIVE GENERATION

These tools enable marketing teams to create, adapt and personalize more content without increasing resources at the same rate. The commercial opportunity is greater content output and faster campaign execution, while more relevant and personalized content can improve engagement and conversion. And there's a strong case for using that efficiency to be more ambitious: our research found that **81% of CEOs** would give marketers more freedom to take creative risks if they can prove commercial value.

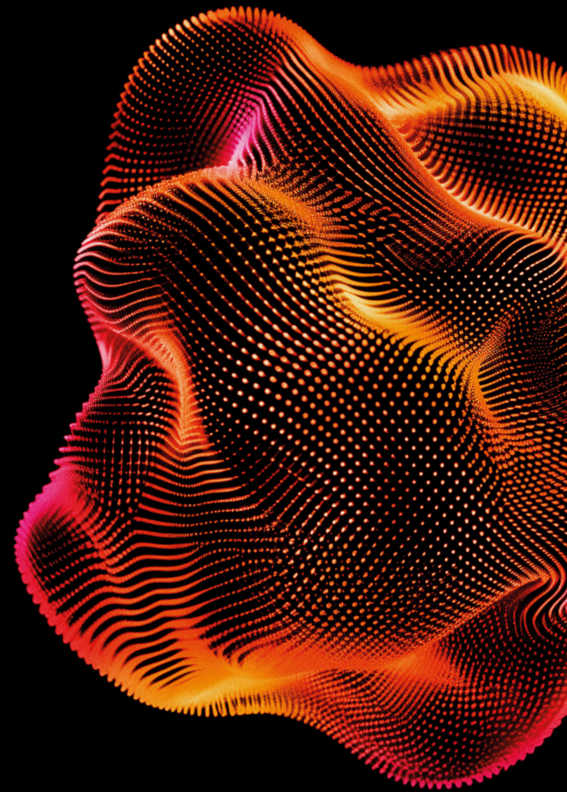


Canva

canva.com

What does it do?

Canva combines easy-to-use design tools with generative AI to help teams create visual content without needing specialist design skills. Its AI can generate and edit images, presentations, copy and other creative assets from simple prompts. For B2B marketers, this can make it much faster to create social content, campaign assets, presentations and other branded materials in-house.



AI features

- **AI image generation:** Creates visual assets from simple text prompts.
.....
- **AI copy generation:** Generates or rewrites marketing copy for different use cases.
.....
- **AI design generation:** Turns prompts into editable designs and layouts.
.....
- **AI image editing:** Makes it easier to remove, replace or transform elements in images.
.....
- **AI video creation:** Helps generate and edit video content without specialist production skills.
.....
- **AI presentation creation:** Turns ideas or prompts into structured presentations.
.....
- **Magic Design:** Automatically creates design options based on supplied content.

Does it offer a free trial?

No – free plan available

ElevenLabs

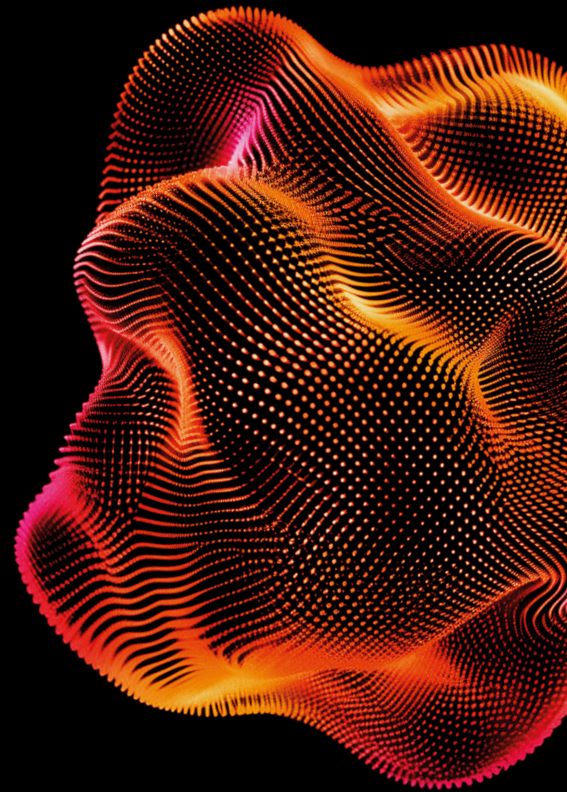


elevenlabs.io



What does it do?

ElevenLabs specializes in AI-generated voice and audio, allowing teams to create realistic voiceovers, clone voices and produce content in multiple languages. Its technology can turn written content into natural-sounding audio without traditional voice recording. For B2B marketers, this opens up faster ways to create podcasts, video voiceovers, training content and localized campaigns.



AI features

- **AI text-to-speech:** Converts written content into realistic spoken audio.
- **Voice cloning:** Creates an AI version of a voice from recorded samples.
- **Voice generation:** Produces natural-sounding voices for different content and audiences.
- **Multilingual voice generation:** Creates spoken content across multiple languages.
- **AI dubbing:** Translates and revoices video content for different markets.
- **Voice design:** Creates custom synthetic voices based on desired characteristics.
- **Conversational AI:** Enables voice-based AI interactions and experiences.

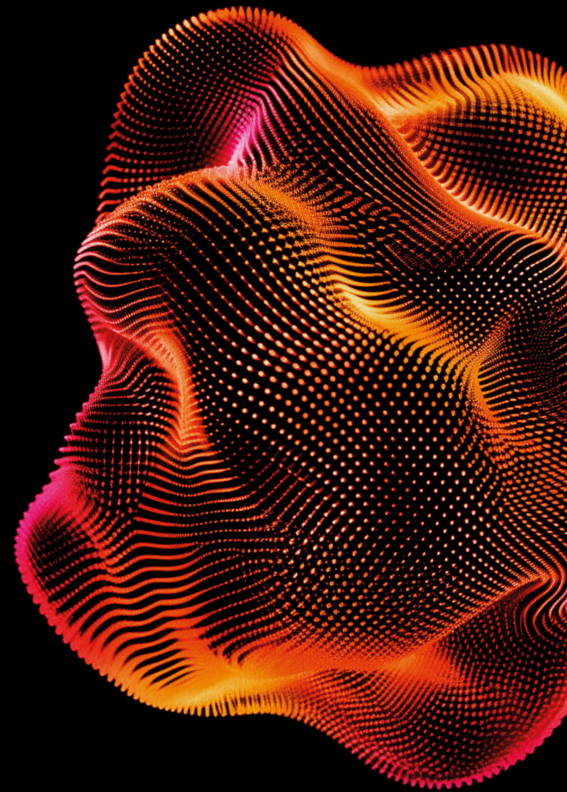
Does it offer a free trial?
No – free plan available

Figma



What does it do?

Figma is a collaborative design and prototyping platform that uses AI to speed up parts of the creative and product design process. Its AI can help generate designs and content, explore ideas and handle repetitive tasks. For B2B marketers, it can help turn ideas into polished digital experiences and creative concepts faster, particularly when marketing and product teams need to work closely together.

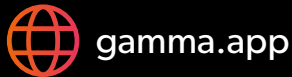


AI features

- **AI-generated designs:** Creates initial design concepts from prompts or existing content.
.....
- **AI prototyping:** Helps turn ideas into interactive prototypes more quickly.
.....
- **AI content generation:** Generates placeholder or working copy within designs.
.....
- **Intelligent search:** Helps users find relevant files, designs and assets more easily.
.....
- **AI-assisted editing:** Automates repetitive design tasks and modifications.
.....
- **Design exploration:** Helps teams quickly test different creative directions.

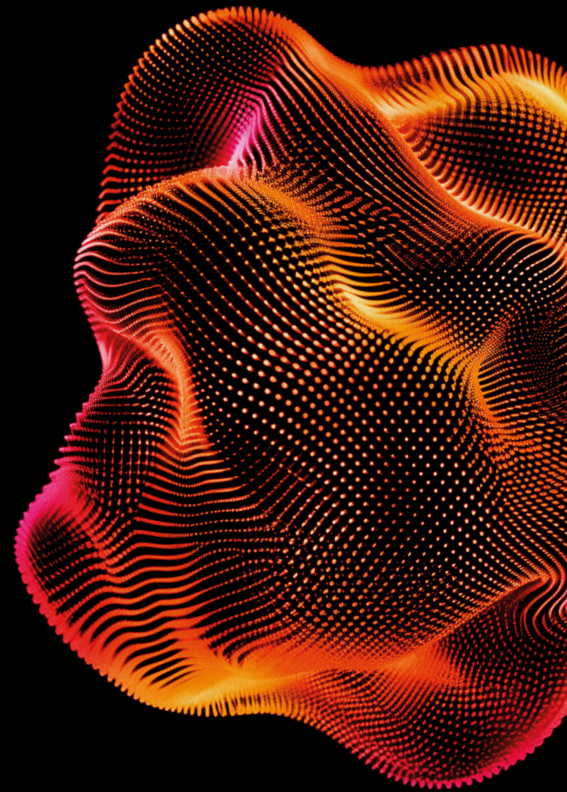
Does it offer a free trial?
No – free plan available

Gamma



What does it do?

Gamma uses AI to turn prompts and source material into presentations, documents and web pages. It takes care of much of the structure, layout and design, allowing users to move quickly from an idea to a finished asset. For B2B marketers, it can be useful for creating campaign presentations, sales materials, reports and internal or client-facing content without starting from a blank page.



AI features

- **AI presentation generation:** Turns a prompt or source material into a structured presentation.
.....
- **AI document generation:** Creates formatted documents from simple instructions.
.....
- **AI webpage creation:** Builds simple web pages without traditional design or development.
.....
- **AI content rewriting:** Reworks copy to change its tone, length or style.
.....
- **AI image generation:** Creates visuals to support presentations and other content.
.....
- **Automated layout and design:** Handles formatting and visual structure automatically.

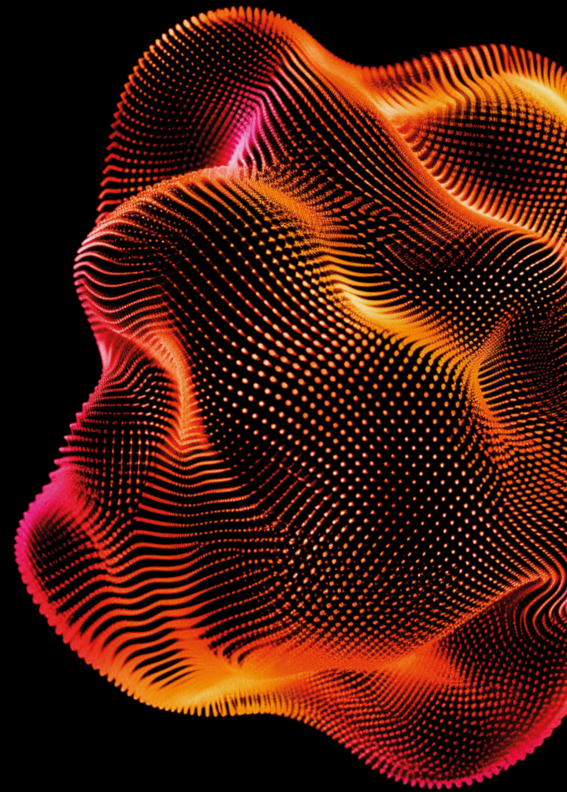
Does it offer a free trial?
No – free plan available

Jasper



What does it do?

Jasper is a generative AI platform built specifically around marketing and content workflows. It helps teams create content, adapt messaging and produce campaign assets while applying their brand voice and guidelines. For B2B marketers, it can speed up everything from campaign ideation and copywriting to content repurposing and optimization.



AI features

- **AI content generation:** Creates marketing copy and content from prompts and campaign inputs.
.....
- **Brand voice generation:** Helps keep AI-generated content aligned with a defined brand voice.
.....
- **AI marketing agents:** Automates more complex marketing tasks and workflows.
.....
- **Campaign content creation:** Helps build multiple assets around a campaign or brief.
.....
- **AI research and optimization:** Uses research and recommendations to improve content.
.....
- **GEO content workflows:** Helps optimize content for visibility in generative AI search.

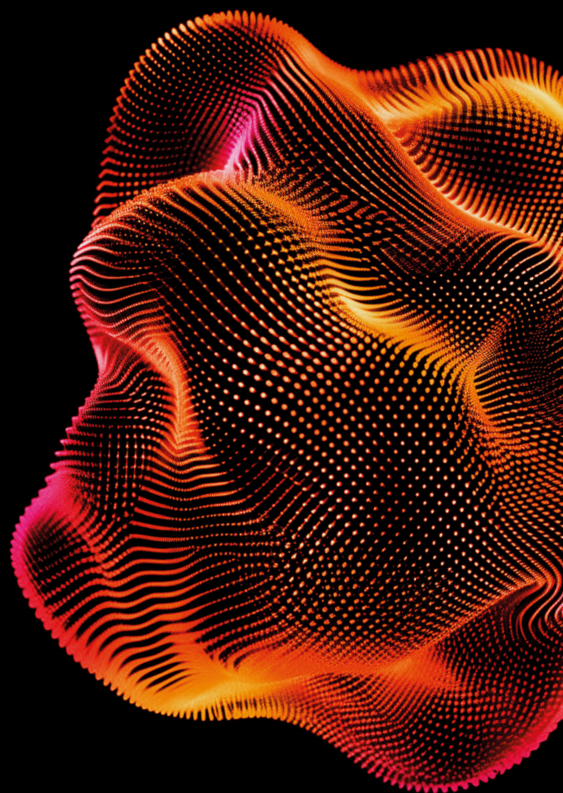
Does it offer a free trial? Yes

Perplexity



What does it do?

Perplexity is an AI-powered research and search platform that helps users find and synthesize information from across the web. Rather than simply returning links, it provides conversational answers with sources and can dig into more complex research questions. For B2B marketers, it can support market research, competitor analysis, content research and faster discovery of industry insights.



AI features

- **AI web research:** Searches and synthesizes information from across the web.
.....
- **Source-backed answers:** Provides responses supported by links to relevant sources.
.....
- **Research summarization:** Condenses large amounts of information into more digestible insights.
.....
- **Competitive research:** Helps investigate competitors, markets and industry developments.
.....
- **Content ideation:** Helps marketers explore topics and generate potential content angles.
.....
- **AI information discovery:** Allows users to investigate questions conversationally rather than through traditional search.

Does it offer a free trial?

No – free plan available

Persado

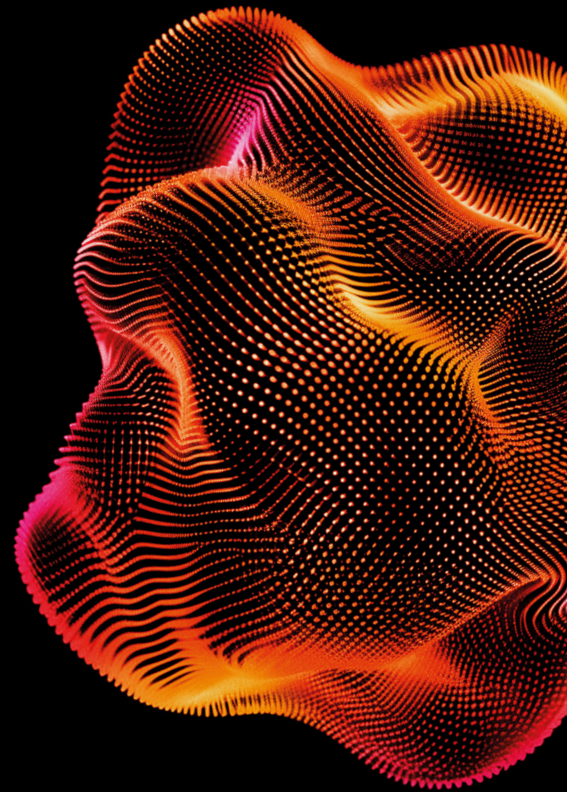


persado.com



What does it do?

Persado uses AI to help brands create and optimize marketing language based on what is most likely to resonate with specific audiences. Rather than simply generating copy, its technology focuses on predicting and improving the performance of messaging. For B2B marketers, this can help test different messages and personalize communications based on audience and context.



AI features

- **AI marketing language:** Generates messaging designed around specific audiences and marketing goals.
.....
- **Predictive message optimization:** Predicts which language is likely to perform best.
.....
- **AI personalization:** Adapts messaging based on audience characteristics and behavior.
.....
- **Message performance prediction:** Uses data to estimate how different messages may perform.
.....
- **Automated copy variations:** Creates multiple versions of messaging for testing.
.....
- **Language experimentation:** Helps marketers test and refine different messaging approaches.

Does it offer a free trial? No

Synthesia

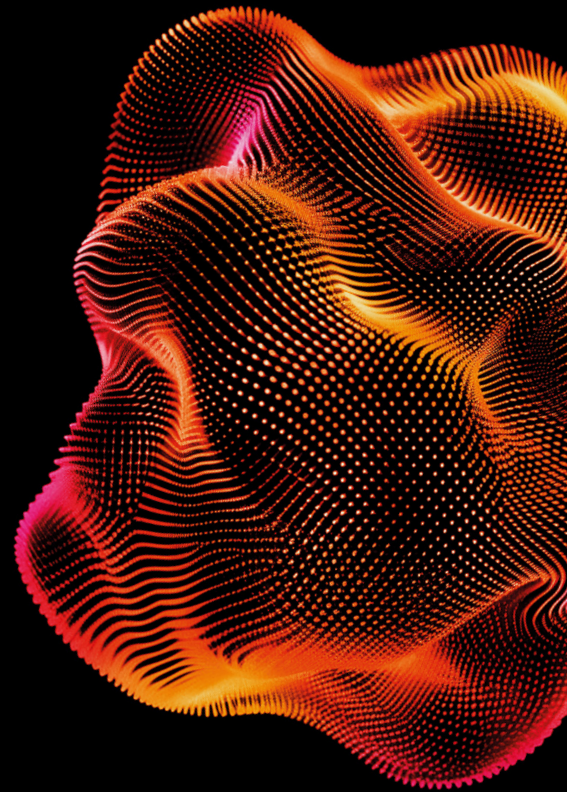


synthesia.io



What does it do?

Synthesia uses AI avatars, voices and video generation to help businesses create professional-looking videos without traditional filming and production. Marketers can turn scripts, information or existing content into videos and create different versions for audiences and markets. For B2B teams, this can make video more scalable for product marketing, training, events, thought leadership and sales enablement.



AI features

- **AI avatar generation:** Creates presenter-led videos without requiring a physical presenter.
.....
- **Text-to-video:** Turns written scripts into finished video content.
.....
- **AI voice generation:** Creates natural-sounding voiceovers for videos.
.....
- **AI video translation:** Creates localized versions of videos in different languages.
.....
- **AI video assistant:** Helps users create and edit videos using AI.
.....
- **Automated video creation:** Speeds up production by automating multiple stages of the workflow.

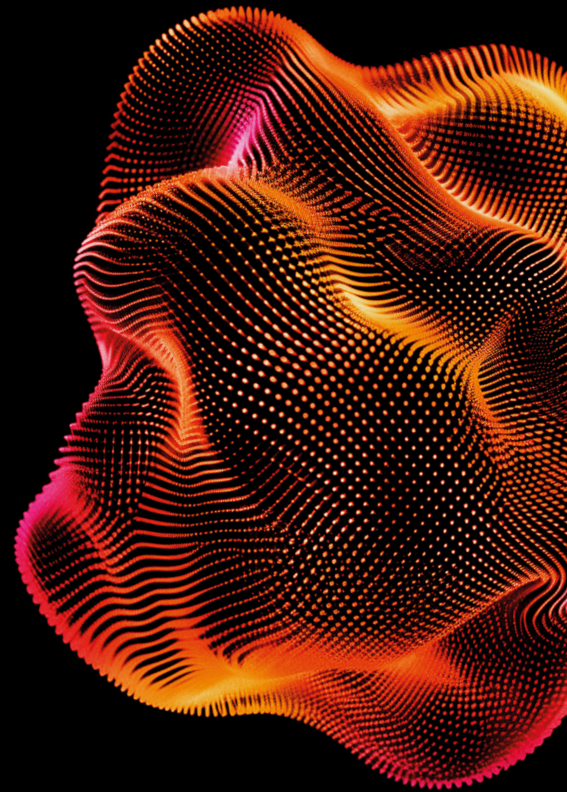
Does it offer a free trial? Yes

Typeface



What does it do?

Typeface helps marketing teams use generative AI to create branded content and creative assets at scale. It combines text and visual generation with brand controls, helping teams produce variations without starting every asset from scratch. For B2B marketers, this can make it easier to create campaign-ready content across different audiences, channels and formats.



AI features

- **On-brand content generation:** Creates content while applying brand guidelines and messaging.
.....
- **AI image creation:** Generates visuals for campaigns and marketing assets.
.....
- **Brand voice controls:** Helps ensure AI-generated content remains consistent with the brand.
.....
- **Campaign asset generation:** Creates multiple assets around a campaign or brief.
.....
- **AI personalization:** Adapts content for different audiences and use cases.
.....
- **Creative variations:** Quickly produces different versions of an asset for testing or targeting.

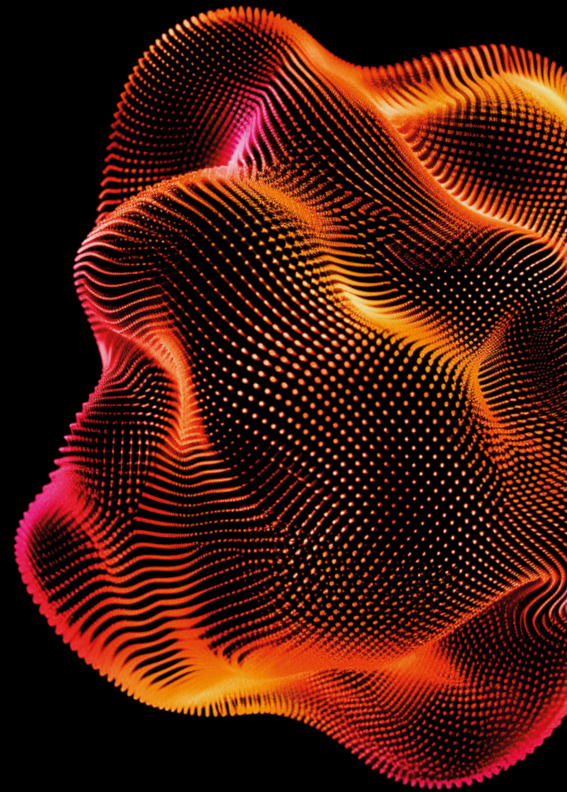
Does it offer a free trial? No

VEED



What does it do?

VEED is an online video creation platform that uses AI to simplify editing and production. Its tools can generate videos, write scripts, create subtitles, edit footage and clean up audio, making video production more accessible to non-specialists. For B2B marketers, it can help turn existing content and ideas into social videos, event clips, explainers and other short-form assets.



AI features

- **Text-to-video:** Turns written prompts or scripts into video content.
.....
- **AI video generation:** Helps create video assets without traditional production workflows.
.....
- **AI subtitles:** Automatically transcribes and captions video content.
.....
- **AI avatars:** Adds AI-generated presenters to video content.
.....
- **AI editing:** Automates parts of the video editing process.
.....
- **AI audio cleanup:** Improves the quality and clarity of recorded audio.
.....
- **AI script generation:** Helps marketers create video scripts from prompts.

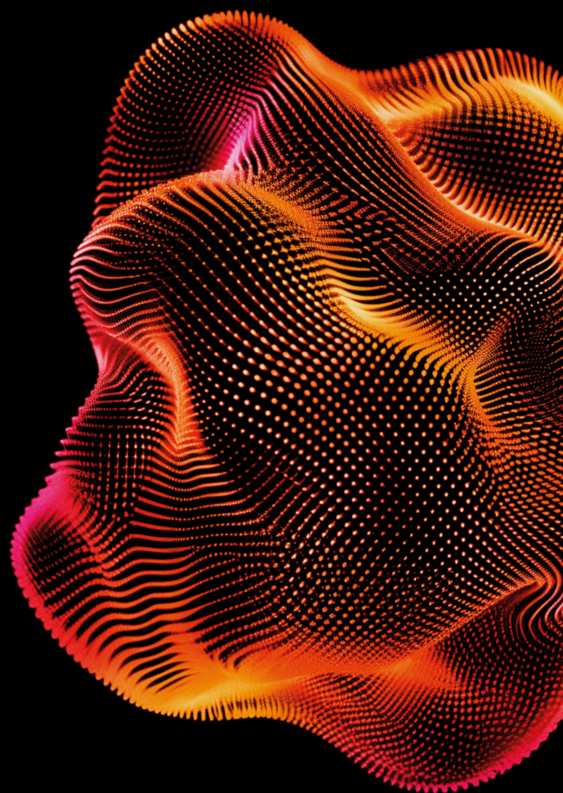
Does it offer a free trial?

No – free plan available

Writesonic



writesonic.com



What does it do?

Writesonic is an AI content platform focused on writing, SEO and visibility across traditional and AI-powered search. It can help marketers research topics, generate content and optimize it for search and AI discovery. For B2B teams, this makes it useful for scaling content production while keeping an eye on how content is likely to perform in an increasingly AI-led search environment.

AI features

- **AI article generation:** Creates longer-form articles and content from a brief or topic.
.....
- **AI copywriting:** Generates marketing copy for different channels and formats.
.....
- **SEO content optimization:** Helps improve content against search intent and SEO requirements.
.....
- **AI search / GEO optimization:** Helps content become more visible in generative search experiences.
.....
- **Content rewriting:** Reworks existing content for different audiences, tones or formats.
.....
- **AI research:** Uses AI to support topic and content research.

Does it offer a free trial? Yes

Writer

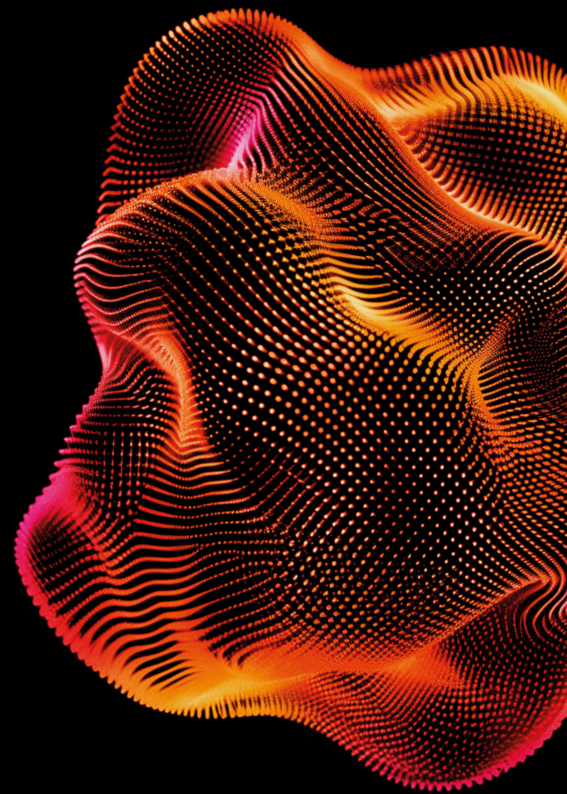


writer.com



What does it do?

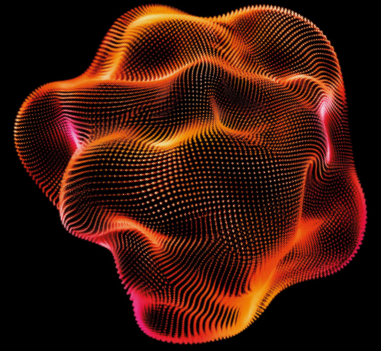
Writer is an enterprise AI platform that helps organizations create content and automate knowledge-based workflows using their own data, terminology and brand guidelines. Its AI goes beyond generating copy, with agents designed to carry out more complex marketing and business tasks. For B2B marketers, it can help scale content production while keeping messaging consistent and grounded in company knowledge.



AI features

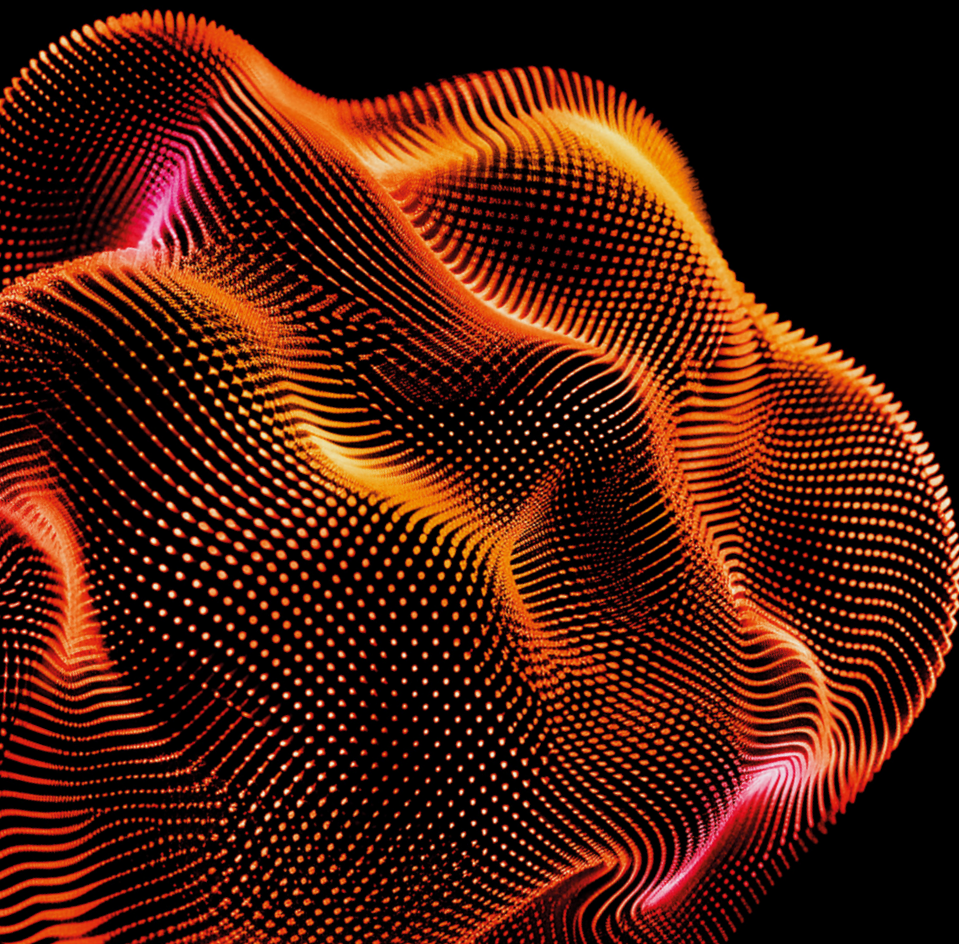
- **Enterprise content generation:** Creates marketing and business content using company-specific context.
- **Brand and style enforcement:** Keeps AI-generated content aligned with brand and editorial guidelines.
- **AI agents:** Automates more complex, multi-step marketing and business workflows.
- **AI workflow automation:** Reduces manual work across repeatable content and knowledge tasks.
- **Knowledge-grounded generation:** Uses approved company information to make outputs more relevant and reliable.
- **Content transformation:** Repurposes and adapts existing content for different audiences or formats.
- **AI research and summarization:** Helps teams quickly digest and use large amounts of information.

Does it offer a free trial? Yes



AI DEVELOPMENT & DIGITAL EXPERIENCE PLATFORMS

These tools help marketers build, test and optimize digital experiences faster, reducing reliance on technical resources for certain tasks. This can shorten time-to-market, enable more experimentation and improve website and digital conversion helping turn more existing traffic and demand into pipeline.

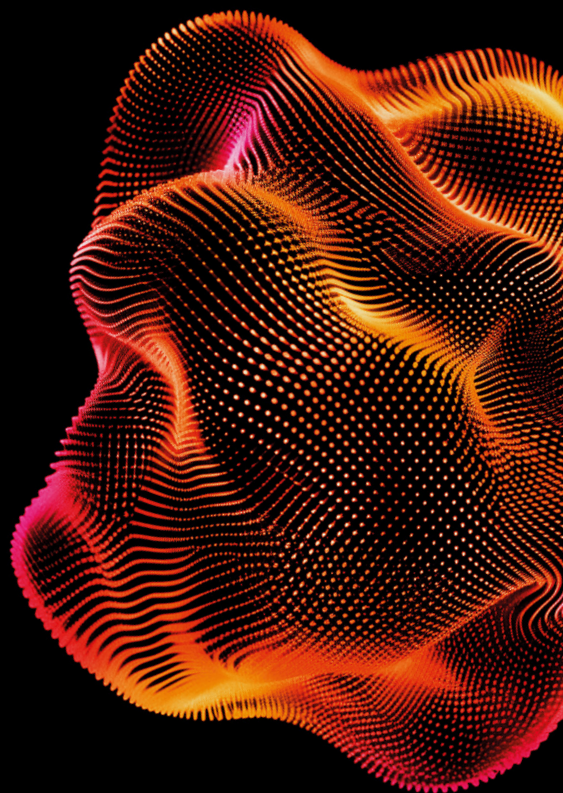


Cursor

cursor.com

What does it do?

Cursor is an AI-powered code editor designed to help developers write, understand and change software more quickly. Its AI can work across a codebase, generate and edit code and handle more complex development tasks through an agentic approach. For B2B marketers, the value is less about using it directly and more about helping marketing and product teams get digital projects built and iterated faster.

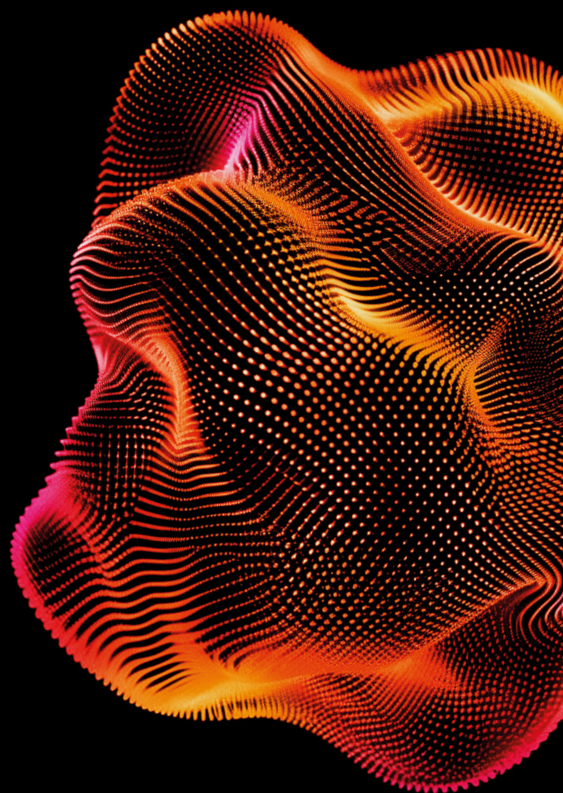
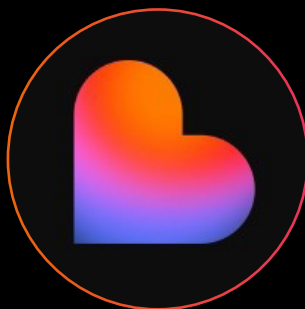


AI features

- **AI code completion:** Suggests and generates code as developers work.
- **Natural-language code editing:** Lets users describe changes instead of manually editing every line.
- **Agentic coding:** Allows AI to handle larger development tasks across a project.
- **Codebase understanding:** Uses context from the wider project to make more relevant suggestions.
- **Automated debugging:** Helps identify and resolve coding errors.
- **AI code review:** Analyzes code and suggests potential improvements.
- **AI terminal commands:** Uses natural language to help execute development tasks.

Does it offer a free trial? Yes

Lovable



What does it do?

Lovable lets users build websites and applications using natural-language prompts rather than traditional development workflows. Its AI can generate code, create functional apps and help users refine them through conversation. For B2B marketers, this can make it easier to build landing pages, microsites, prototypes and other digital experiences without always needing a developer.

AI features

- **Natural-language app generation:** Creates functional applications from plain-English instructions.
.....
- **AI website creation:** Generates websites and digital experiences from prompts.
.....
- **AI code generation:** Writes the underlying code needed to build the experience.
.....
- **Screenshot-to-app generation:** Uses an existing visual design as a starting point for development.
.....
- **Conversational iteration:** Lets users refine and change an application through ongoing prompts.
.....
- **AI debugging:** Helps identify and fix problems within generated applications.

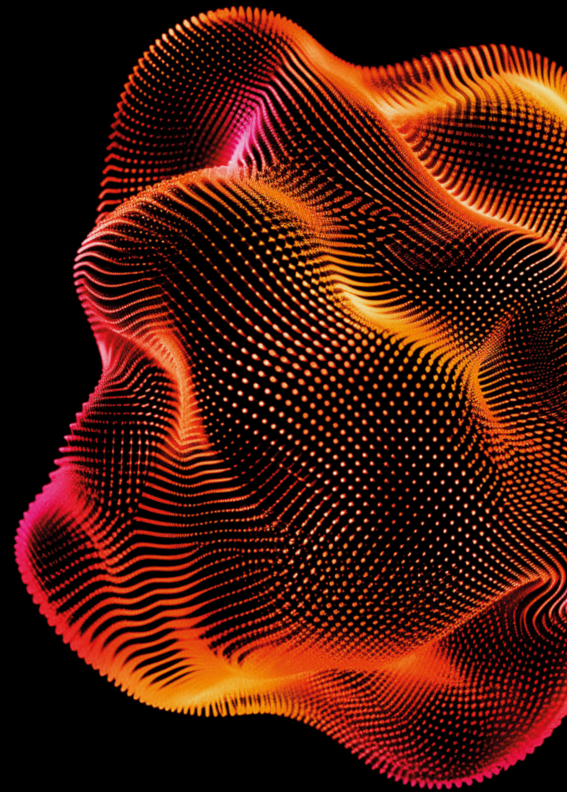
Does it offer a free trial?
No – free plan available

Replit



What does it do?

Replit combines a development environment with AI tools that help users build and deploy applications from natural-language instructions. Its AI can generate code, debug problems and increasingly take on larger development tasks through its coding agent. For B2B marketers, this can lower the barrier to creating prototypes, internal tools and simple digital experiences without relying entirely on engineering resources.

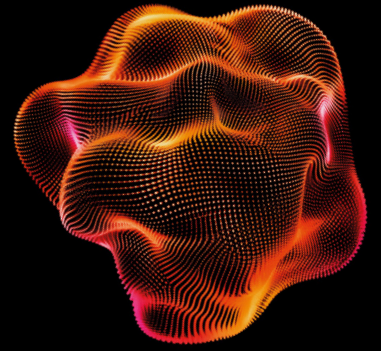


AI features

- **AI code generation:** Creates working code from natural-language instructions.
.....
- **AI app building:** Helps users build applications without starting from scratch.
.....
- **Agentic development:** Allows AI to take on larger multi-step coding tasks.
.....
- **AI debugging:** Helps identify and fix errors in applications.
.....
- **Natural-language coding:** Lets users interact with development tools conversationally.
.....
- **AI code explanation:** Explains existing code to help users understand how it works.
.....
- **Automated deployment assistance:** Helps move applications from development into usable environments.

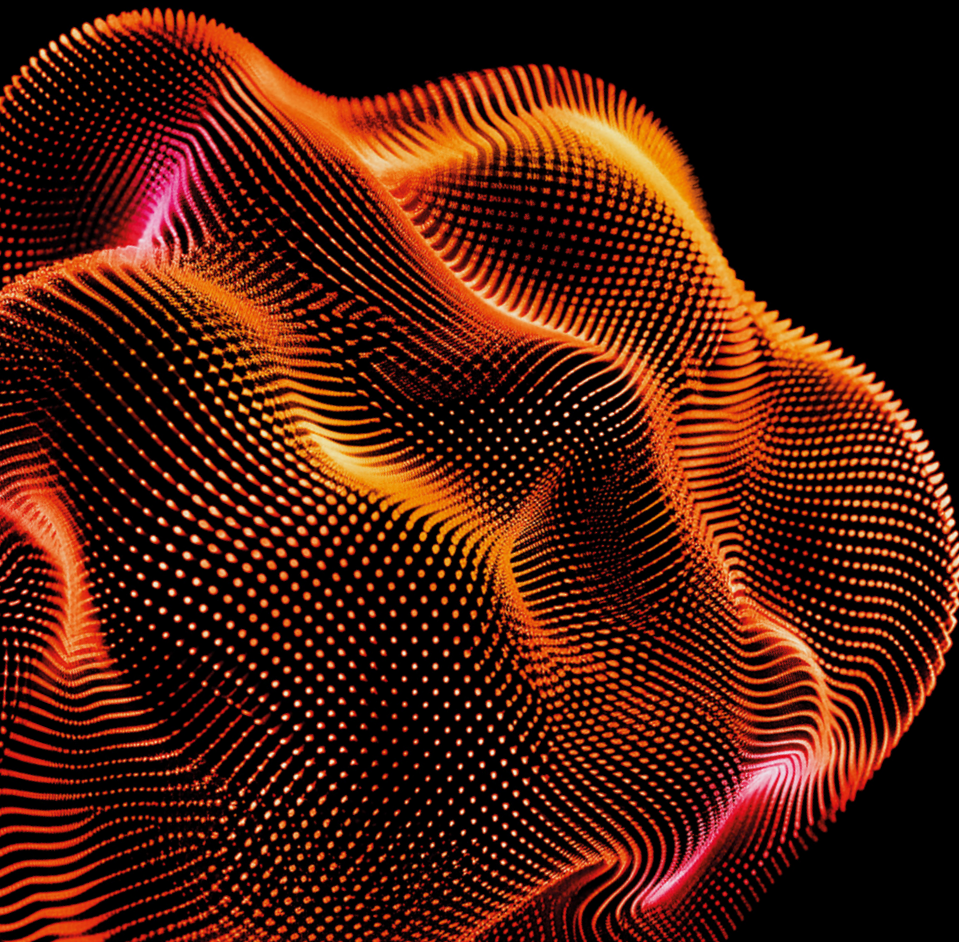
Does it offer a free trial?

No – free plan available



AI MARKETING AUTOMATION & CUSTOMER ENGAGEMENT

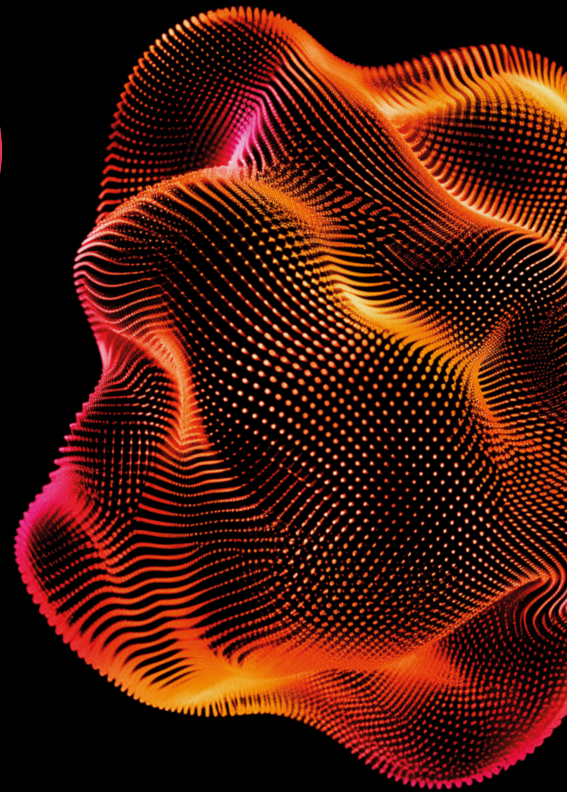
These tools help marketers deliver more personalized customer journeys across multiple channels while automating repetitive campaign activity. The potential commercial impact is greater engagement and improved customer retention and the ability to manage more sophisticated journeys without a corresponding increase in headcount.



ActiveCampaign



activecampaign.com



What does it do?

ActiveCampaign combines CRM, email marketing and automation with AI designed to help teams create more effective customer journeys. Its AI can help predict engagement, generate content and automate parts of campaign creation and optimization. For B2B marketers, it can reduce manual campaign work while helping teams send more relevant messages at the right time.

AI features

- **Predictive sending:** Uses engagement data to help determine when contacts are most likely to respond
- **AI-generated email content:** Creates or improves email copy based on campaign objectives.
- **AI automation actions:** Helps build and optimize automated marketing workflows.
- **AI brand kits:** Uses brand information to make generated content more consistent.
- **Predictive customer behavior:** Uses customer data to anticipate likely actions.
- **AI campaign optimization:** Helps marketers improve campaigns based on performance signals.

Does it offer a free trial? Yes

Adobe / Marketo

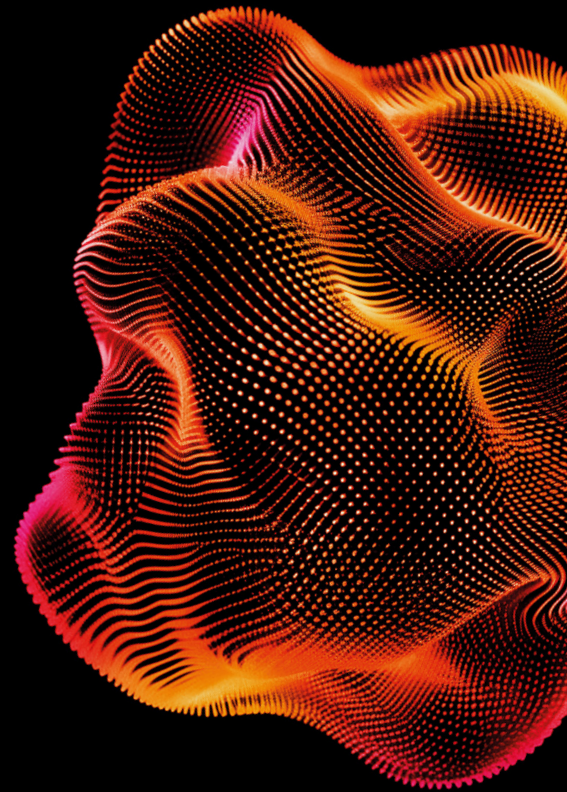


business.adobe.com/uk



What does it do?

Adobe's marketing technology ecosystem brings AI into content, customer data, analytics and marketing automation, while Marketo Engage focuses particularly on B2B campaigns and lead management. AI capabilities can help marketers predict behavior, personalize experiences and optimize campaigns. For B2B teams, this means using customer data more intelligently to deliver more relevant journeys at scale.



AI features

- **Predictive lead scoring:** Identifies leads that are more likely to convert based on behavioral data.
.....
- **AI personalization:** Helps tailor content and experiences to individual audiences.
.....
- **Predictive audiences:** Uses customer data to identify groups likely to take a desired action.
.....
- **AI content recommendations:** Suggests relevant content based on audience behavior and interests.
.....
- **Campaign optimization:** Uses performance data to help improve marketing activity.
.....
- **Customer journey intelligence:** Helps identify patterns across customer interactions and journeys.

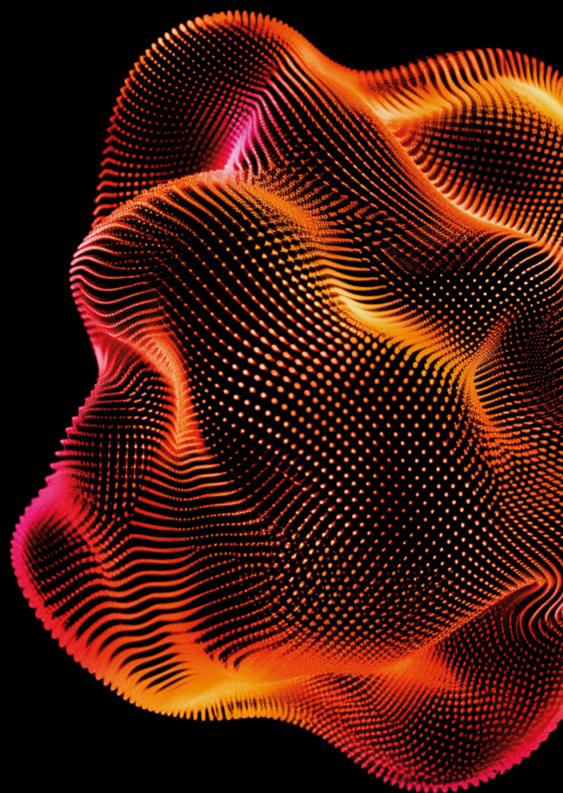
Does it offer a free trial? No

Bevy



What does it do?

Bevy is a community and event platform designed to help organizations build and manage communities and events. Its AI capabilities can help automate parts of event and community management and surface insights about engagement. For B2B marketers, it can support community-led growth and make it easier to manage engagement across a distributed network of members and events.



AI features

- **AI event content:** Helps create content and materials to support community events.
.....
- **Community engagement insights:** Surfaces patterns in how members interact with communities.
.....
- **AI recommendations:** Helps identify relevant actions or opportunities based on engagement.
.....
- **Automated event workflows:** Reduces manual work involved in managing events.
.....
- **AI community management:** Supports repetitive community and event management tasks.

Does it offer a free trial? No

Bizzabo

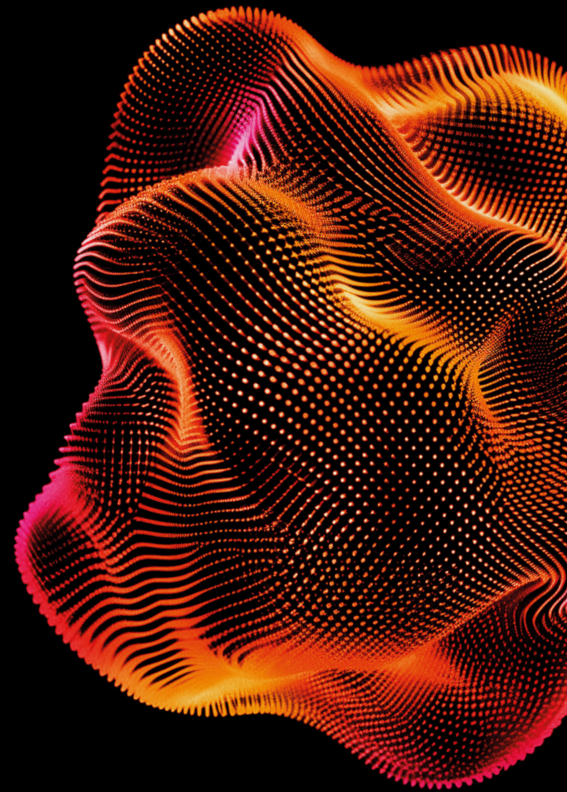


bizzabo.com



What does it do?

Bizzabo is an event management and experience platform covering in-person, virtual and hybrid events. Its AI capabilities can support event planning, attendee recommendations and engagement analysis. For B2B marketers, this can help make events more personalized while giving teams better insight into which attendees and interactions are most valuable.



AI features

- **AI event recommendations:** Suggests relevant event experiences and content for attendees.
.....
- **AI attendee matchmaking:** Helps connect attendees based on interests or professional relevance.
.....
- **Automated event content:** Speeds up creation of event-related marketing and attendee materials.
.....
- **Audience insights:** Analyzes attendee behavior to reveal useful engagement patterns.
.....
- **Engagement prediction:** Uses attendee signals to anticipate likely engagement.
.....
- **AI event planning:** Helps reduce manual work involved in planning and managing events.

Does it offer a free trial? No

Bloomreach

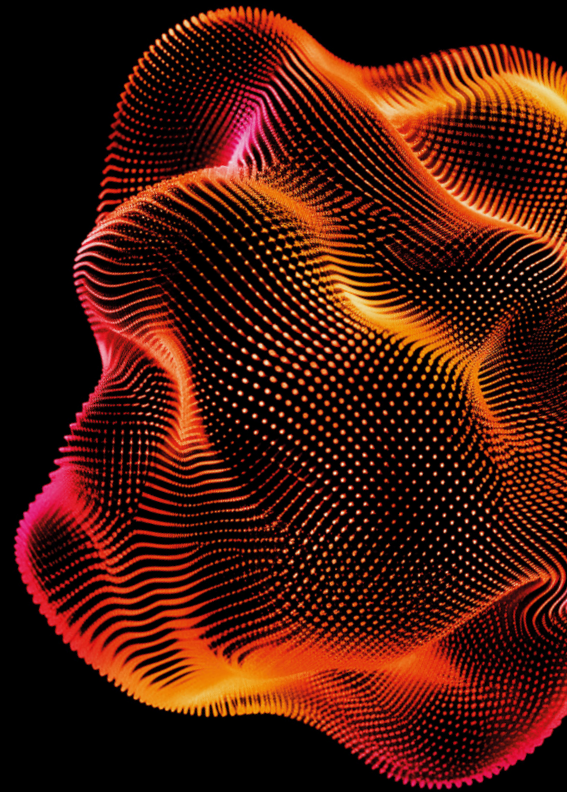


bloomreach.com



What does it do?

Bloomreach combines customer data, commerce and AI to personalize digital experiences, including search, product discovery and marketing. Its AI can recommend products or content, personalize experiences and respond to individual customer behavior. While particularly strong in ecommerce, B2B marketers can also use its capabilities to create more relevant digital experiences and customer journeys.



AI features

- **AI recommendations:** Suggests products, content or experiences based on customer behavior.
.....
- **Personalized search:** Adjusts search results according to individual customer interests.
.....
- **AI merchandising:** Uses data to improve how products or content are presented.
.....
- **Predictive customer segmentation:** Groups customers according to likely behavior or value.
.....
- **AI-generated content:** Creates marketing content to support personalized experiences.
.....
- **Personalized journeys:** Uses customer signals to tailor engagement across the journey.

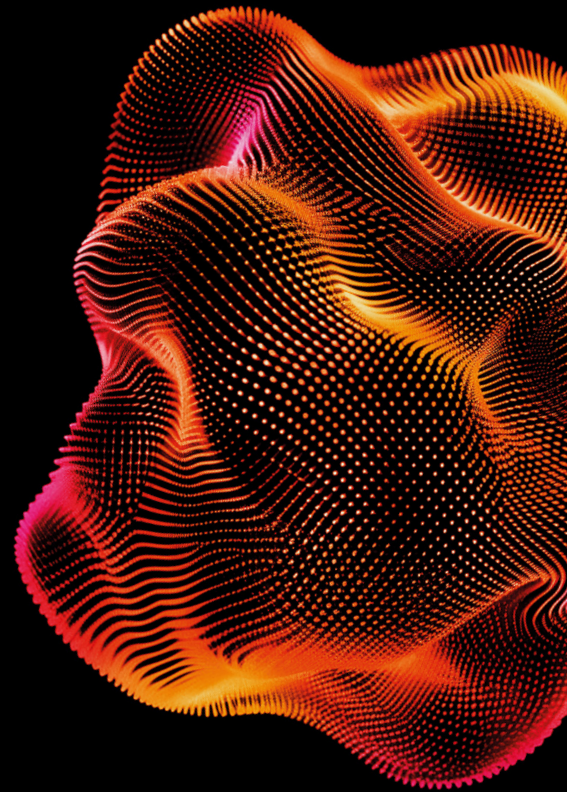
Does it offer a free trial? No

Braze

braze.com

What does it do?

Braze helps brands create personalized customer experiences across channels including email, mobile, web and messaging. Its AI capabilities help marketers predict customer behavior, select the right content and determine when and how to engage. For B2B marketers, this can support more personalized nurture and engagement programs across a longer customer lifecycle.



AI features

- **Predictive customer behavior:** Helps anticipate what customers are likely to do next.
.....
- **AI personalization:** Adapts customer experiences based on individual behavior and preferences.
.....
- **Next-best-action recommendations:** Suggests the most relevant action or message for a customer.
.....
- **AI content generation:** Creates or adapts messaging for customer engagement.
.....
- **Predictive churn / engagement:** Identifies customers who may disengage or become more active.
.....
- **Intelligent journey orchestration:** Helps determine how customers should move through automated journeys.

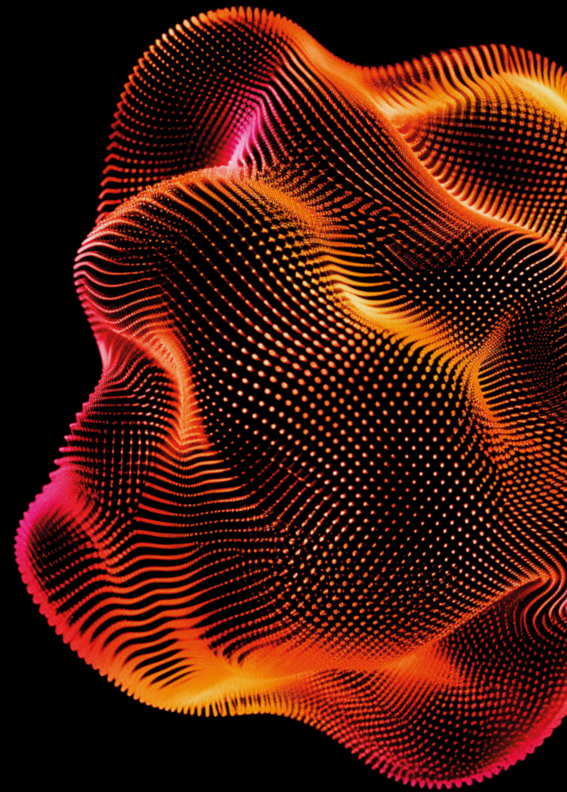
Does it offer a free trial? No

Cvent

cvent.com

What does it do?

Cvent is an event marketing and management platform covering in-person, virtual and hybrid events, with AI now built across the event lifecycle. Its recent acquisitions of Goldcast and ON24 have expanded its capabilities across webinars, digital engagement, video content and AI-powered content repurposing. For B2B marketers, Cvent can help turn events from one-off experiences into ongoing sources of content, audience insight and pipeline.



AI features

- **AI event content generation:** Helps create event content, templates and marketing materials faster.
- **AI content repurposing:** Turns event recordings into clips, summaries and social-ready content.
- **AI session insights:** Surfaces useful themes and takeaways from event sessions.
- **AI attendee personalization:** Uses attendee data to create more relevant event experiences.
- **AI engagement intelligence:** Analyzes attendee behaviour to identify useful engagement signals.
- **AI meeting summaries:** Turns event meeting notes and recordings into concise summaries and next steps.
- **AI lead intelligence:** Enriches event leads and turns raw interactions into more actionable CRM data.
- **AI-powered event creation:** Uses conversational AI to help build and manage events.

Does it offer a free trial? No

Hootsuite

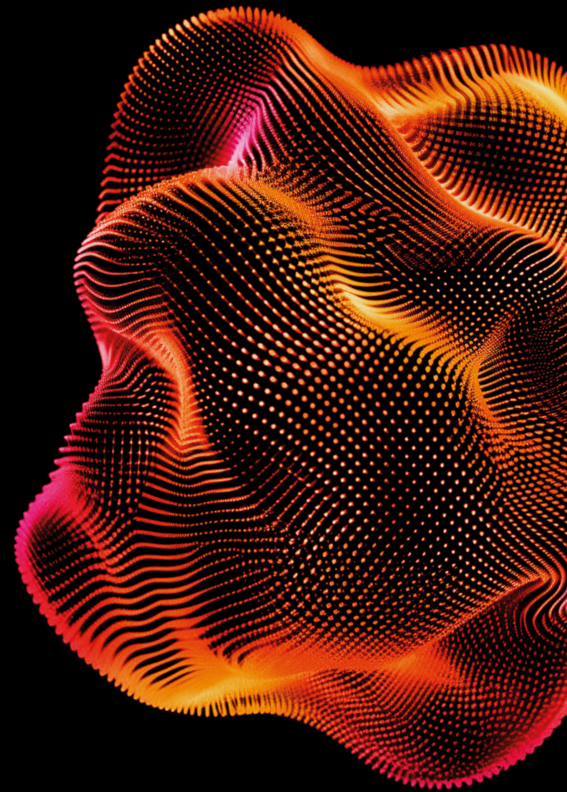


hootsuite.com



What does it do?

Hootsuite is a social media management platform with AI tools designed to make creating and managing social content faster. Its AI can generate posts, rewrite copy, suggest ideas and repurpose existing content. For B2B marketers, this can help teams keep social channels active and turn longer-form content into a steady stream of social assets.



AI features

- **AI social copy generation:** Creates social posts from prompts or existing content.
.....
- **Post rewriting:** Reworks social copy to improve tone, clarity or engagement.
.....
- **Caption generation:** Quickly creates captions for social content.
.....
- **Content repurposing:** Turns existing marketing content into social-ready posts.
.....
- **AI content ideas:** Suggests potential social topics and post concepts.
.....
- **Social performance insights:** Uses data to help understand what content performs best.

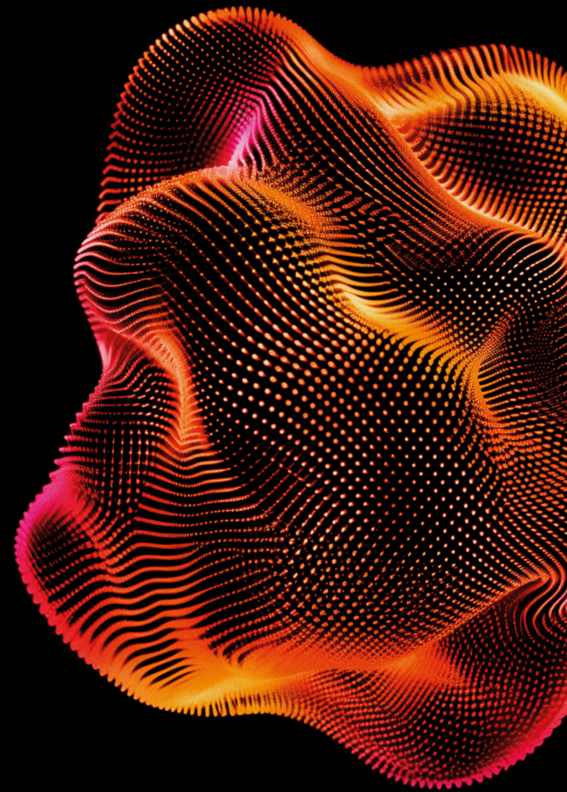
Does it offer a free trial? Yes

Iterable

iterable.com

What does it do?

Iterable is a cross-channel marketing platform that helps teams manage customer journeys across email, mobile, SMS and other channels. Its AI capabilities help marketers understand customer behavior, personalize content and optimize when messages are sent. For B2B marketers, it can help orchestrate more relevant journeys rather than treating every prospect or customer the same.



AI features

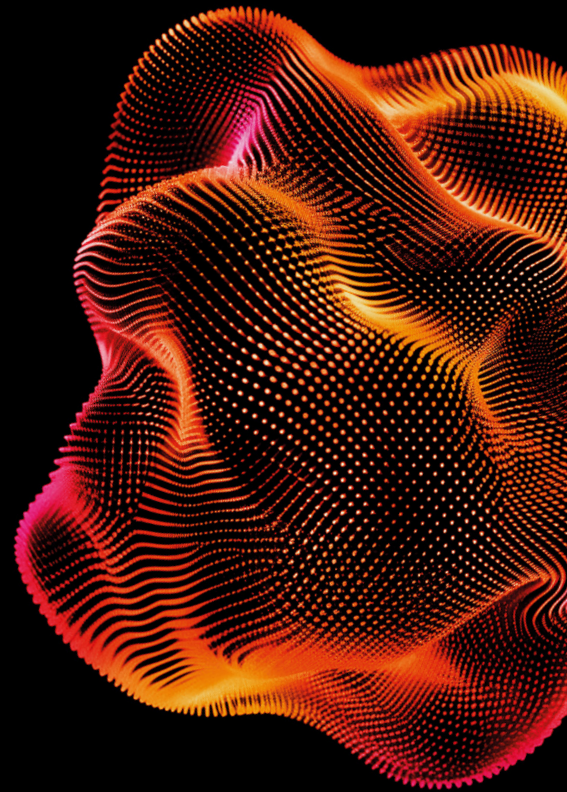
- **AI personalization:** Tailors messaging and experiences to individual customer behavior.
.....
- **Send-time optimization:** Helps determine when a customer is most likely to engage.
.....
- **Predictive customer scoring:** Identifies customers based on likely future behavior.
.....
- **AI content generation:** Helps create campaign copy and messaging.
.....
- **Journey optimization:** Uses engagement signals to improve automated customer journeys.
.....
- **Next-best-action recommendations:** Suggests relevant actions based on customer behavior.

Does it offer a free trial? No

Marketo Engage



business.adobe.com/uk



What does it do?

Marketo Engage is a B2B marketing automation platform that helps teams manage campaigns, nurture leads and align marketing activity with sales. Its AI capabilities support areas such as predictive lead scoring, audience selection and personalization. For B2B marketers, this can help prioritize prospects and make automated journeys more relevant based on buyer behavior.

AI features

- **Predictive lead scoring:** Identifies leads that are more likely to engage or convert.
.....
- **Predictive lead scoring:** Identifies leads that are more likely to engage or convert.
.....
- **Predictive audiences:** Uses behavioral data to identify high-value audience segments.
.....
- **AI personalization:** Helps tailor content and experiences to individual prospects.
.....
- **Account prioritization:** Helps marketers focus on accounts showing stronger buying signals.
.....
- **Engagement prediction:** Uses customer activity to anticipate future engagement.
.....
- **Campaign optimization:** Helps improve campaign performance using behavioral and performance data.

Does it offer a free trial? No

Mutiny

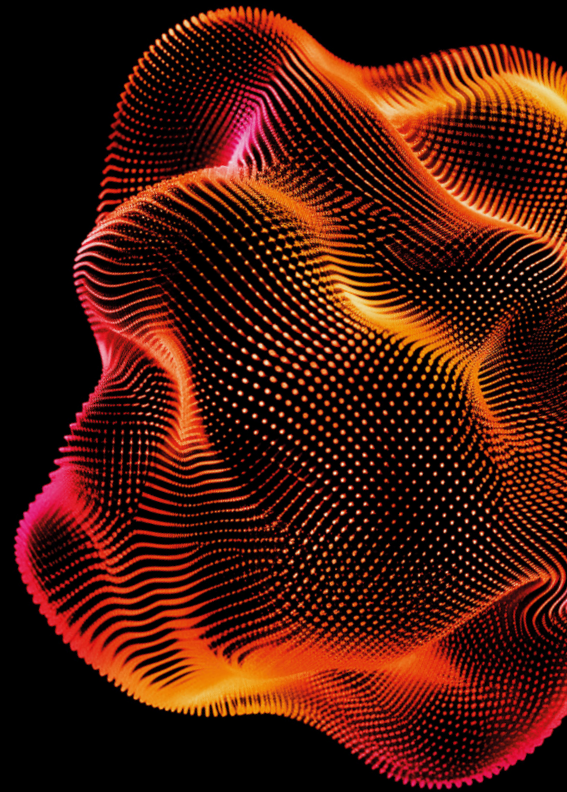


mutinyhq.com



What does it do?

Mutiny helps B2B marketers personalize their websites based on who is visiting and what they are likely to care about. Its AI can help identify audiences and recommend or automate different website experiences and messaging. This gives marketers a way to move beyond one-size-fits-all websites and create experiences that are more relevant to different accounts and buyer groups.



AI features

- **AI website personalization:** Adapts website experiences based on visitor characteristics and behavior.
.....
- **Account-level targeting:** Allows marketers to create experiences specifically for target companies.
.....
- **AI audience segmentation:** Groups visitors according to shared characteristics and signals.
.....
- **Personalized messaging:** Helps tailor website copy to different audiences.
.....
- **Predictive conversion insights:** Uses data to identify experiences likely to improve conversion.
.....
- **Automated experience recommendations:** Suggests ways to make website experiences more relevant.

Does it offer a free trial? No

Optimizely

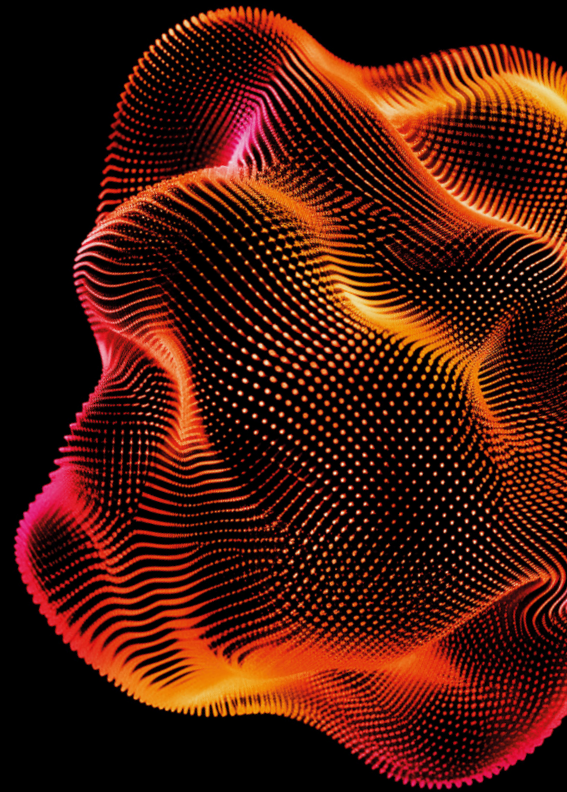


optimizely.com



What does it do?

Optimizely combines experimentation, personalization and content management to help marketers improve digital experiences. Its AI can support content creation, generate variations and help identify which experiences are most likely to perform. For B2B marketers, this can make it easier to test messaging, landing pages and digital journeys rather than relying on assumptions about what buyers want.



AI features

- **AI content variants:** Generates alternative versions of marketing content for testing.
- **AI experimentation assistance:** Helps marketers create and manage digital experiments.
- **Predictive personalization:** Uses behavior to tailor digital experiences to visitors.
- **Automated recommendations:** Suggests content or experiences based on audience signals.
- **Content optimization:** Uses data to help improve marketing content and experiences.
- **Experiment analysis:** Helps interpret results and identify stronger-performing experiences.

Does it offer a free trial? No

Pardot / Account Engagement

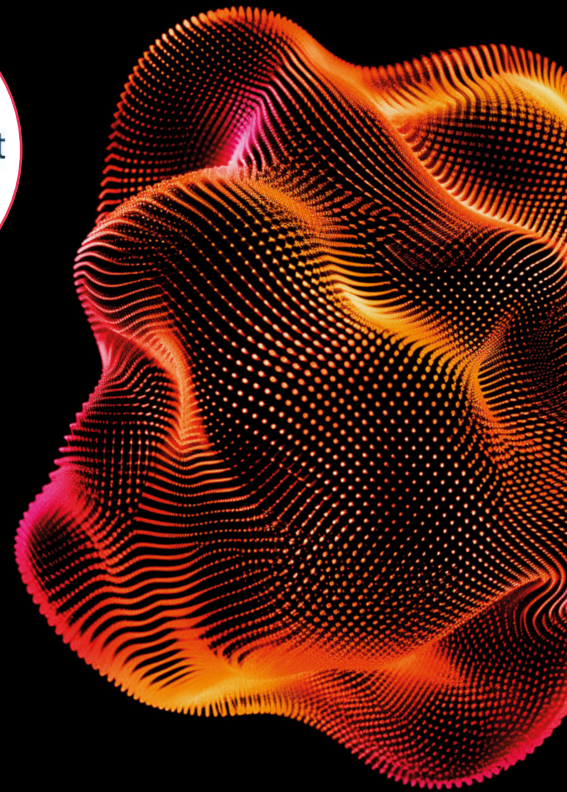


salesforce.com/uk



What does it do?

Salesforce Account Engagement is a B2B marketing automation platform designed to help marketers manage campaigns, nurture prospects and connect marketing activity with sales. Its AI capabilities add predictive insights and personalization to these workflows. For B2B marketers, it can help identify stronger leads, automate engagement and make better use of the customer data sitting within Salesforce.



AI features

- **Predictive lead scoring:** Helps identify prospects most likely to engage or convert.
.....
- **AI campaign insights:** Uses marketing data to surface useful campaign patterns.
.....
- **Lead prioritization:** Helps teams focus on prospects showing stronger signals.
.....
- **AI-generated content:** Supports the creation of marketing copy and campaign assets.
.....
- **Personalization:** Uses prospect information to make communications more relevant.
.....
- **Predictive engagement:** Uses behavior to anticipate likely future interactions.

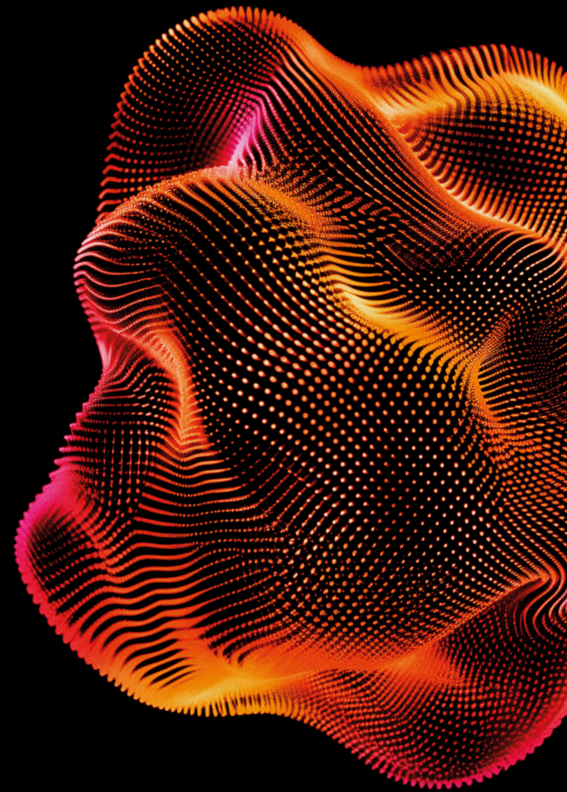
Does it offer a free trial? Yes

Sprinklr



What does it do?

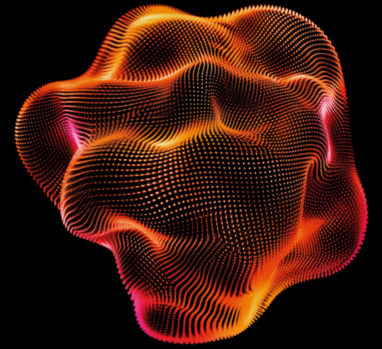
Sprinklr brings social, marketing, customer service and customer experience activity together across multiple channels. Its AI can analyze customer conversations, identify sentiment and help automate responses and content. For B2B marketers, this provides a way to understand what customers and prospects are saying across channels and respond more quickly and consistently.



AI features

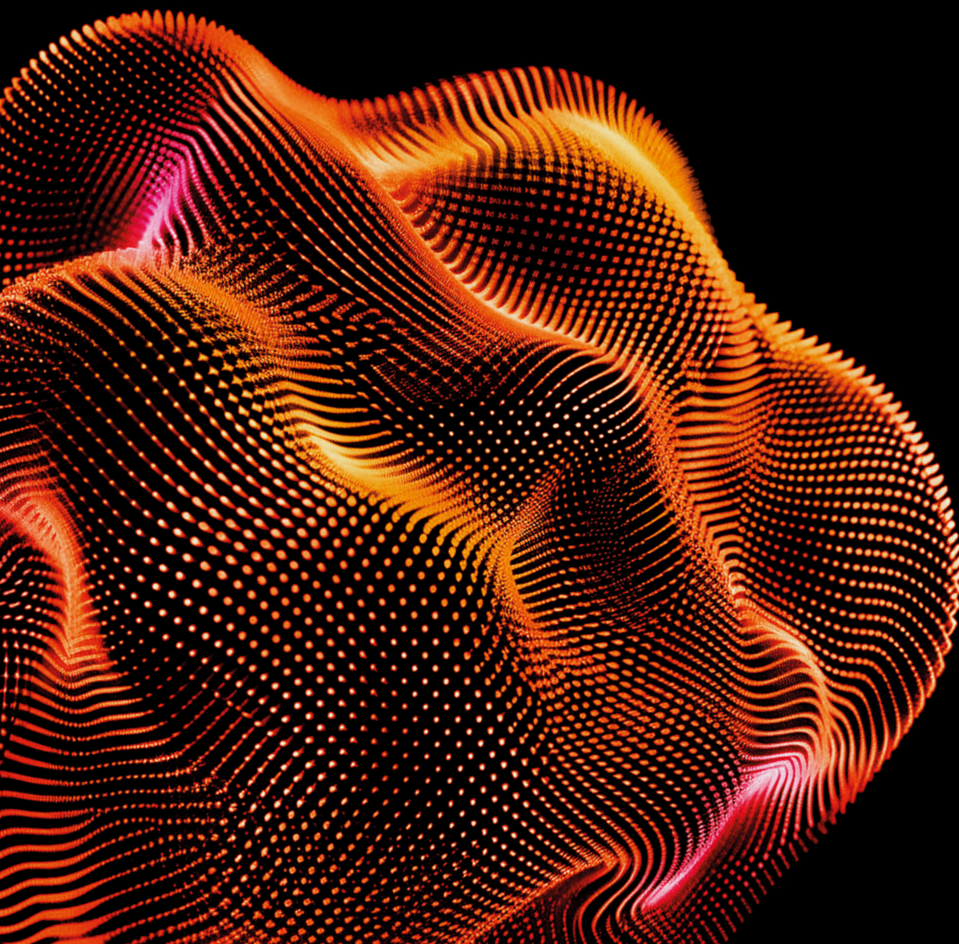
- **AI customer insights:** Analyzes customer interactions to identify useful patterns and themes.
.....
- **Sentiment analysis:** Identifies the tone and sentiment behind customer conversations.
.....
- **AI content generation:** Creates or adapts content for different customer interactions.
.....
- **Conversational AI:** Enables automated, AI-powered customer conversations.
.....
- **Automated response generation:** Helps teams respond to customer interactions more quickly.
.....
- **Customer journey intelligence:** Connects interactions across channels to provide a fuller customer view.

Does it offer a free trial? No



AI REVENUE EXECUTION & SALES INTELLIGENCE

These tools help revenue teams understand buyer behaviour, prioritize opportunities and identify where deals may be at risk — helping to uncover the “**ghost revenue**” that can sit hidden in the gaps between marketing activity, sales engagement and closed-won business. AI can surface these missed opportunities by analyzing pipeline, conversations and buyer signals, helping teams improve conversion, shorten sales cycles and generate more revenue from demand they are already creating.

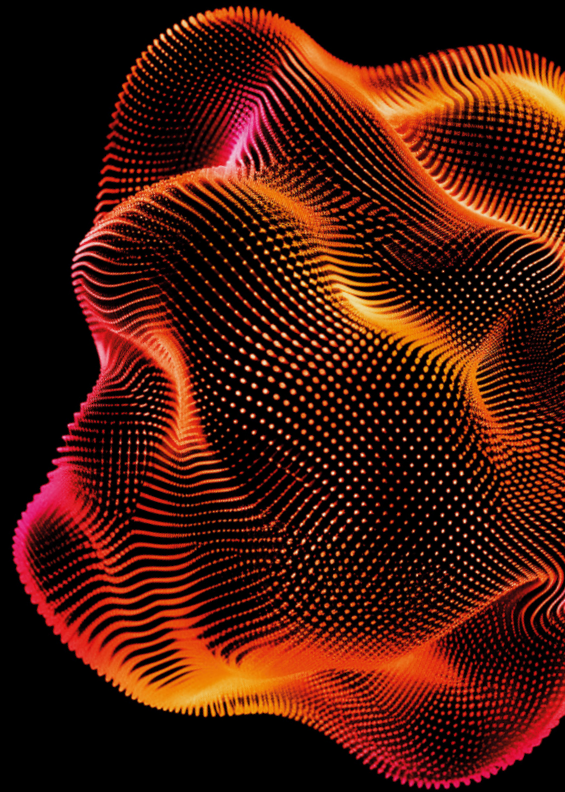


Apollo



What does it do?

Apollo.io combines B2B data, prospecting and sales engagement tools to help teams find and contact potential buyers. Its AI can assist with prospect research, prioritization and personalized outreach, reducing some of the manual work involved in building pipeline. For B2B marketers, it can support audience building and prospect activation while helping sales teams act on marketing-generated demand.



AI features

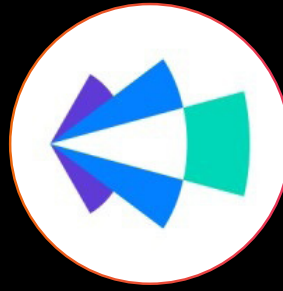
- **AI prospect research:** Quickly summarizes relevant information about target companies and contacts.
- **AI-generated outreach:** Creates personalized sales messages based on prospect information.
- **Lead and account prioritization:** Helps identify prospects most worth pursuing.
- **Contact recommendations:** Suggests relevant people to target within an account.
- **AI-assisted sales workflows:** Automates repetitive prospecting and outreach tasks.
- **Intent and buying-signal analysis:** Uses behavioral signals to identify potential interest.

Does it offer a free trial? No

Clari + Salesloft

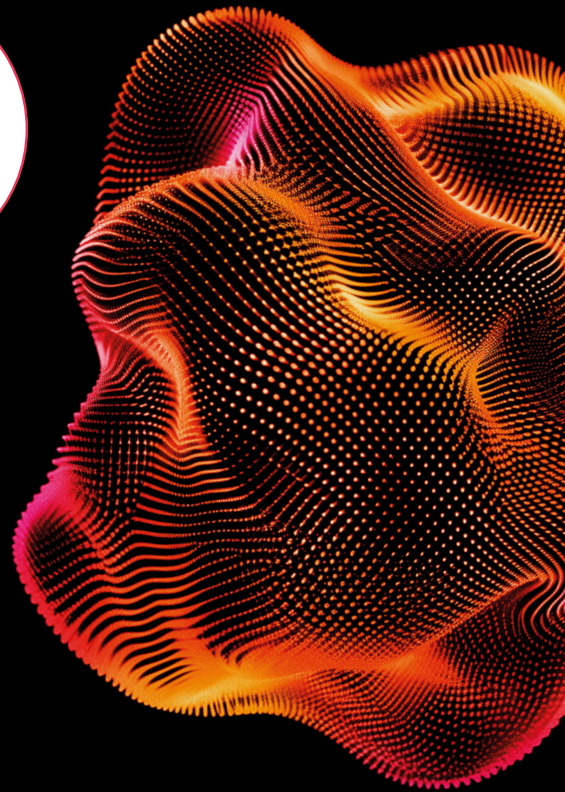


salesloft.com/clari-salesloft-merger



What does it do?

Clari and Salesloft have combined to create the Predictive Revenue System, bringing together revenue intelligence and sales engagement to help teams understand what is happening across the pipeline and take action to accelerate growth. Its AI analyzes buyer engagement, pipeline activity and revenue signals to help teams identify risks, prioritize opportunities and determine what to do next. For B2B marketers, the value is a stronger connection between demand generation and revenue execution helping teams understand not just whether marketing is creating opportunities, but how those opportunities progress and convert.



AI features

- **Predictive revenue intelligence:** Uses revenue data to identify trends, risks and opportunities across the pipeline.
- **AI forecasting:** Predicts future revenue and highlights factors that could affect the forecast.
- **Pipeline risk detection:** Flags opportunities that may be at risk of slipping or being lost.
- **AI-guided selling:** Recommends actions based on buyer and deal activity.
- **Buyer engagement analysis:** Identifies patterns in how prospects interact with sales teams.
- **AI sales prioritization:** Helps sellers focus on the opportunities most likely to progress.
- **Conversation intelligence:** Analyzes sales conversations to surface important buyer signals.
- **AI-generated summaries:** Turns sales activity and conversations into concise, actionable insights.
- **Deal intelligence:** Brings together signals across opportunities to give teams a clearer view of deal health.

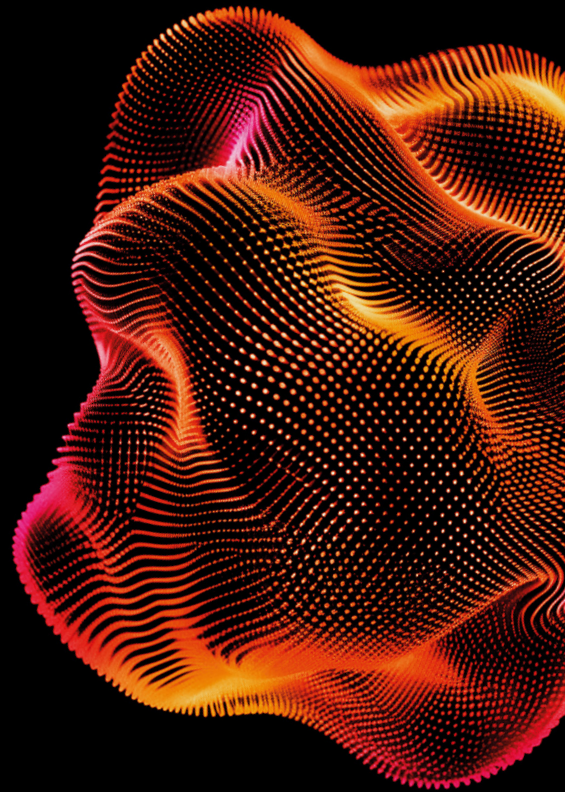
Does it offer a free trial? No

Gong



What does it do?

Gong captures and analyzes sales conversations, emails and other customer interactions to help revenue teams understand what is really happening across their pipeline. Its AI can identify patterns, risks and opportunities within deals and turn conversations into actionable insights. For B2B marketers, this can provide a useful view into what prospects are actually saying, helping inform messaging, content and sales enablement.



AI features

- **Conversation intelligence:** Analyzes sales conversations to identify important themes and signals.
- **AI call summaries:** Turns sales calls into concise summaries and key takeaways.
- **Deal risk detection:** Identifies signals that suggest a deal may be at risk.
- **Pipeline intelligence:** Analyzes conversations and CRM data to reveal pipeline patterns.
- **AI forecasting:** Uses revenue and engagement signals to improve sales forecasts.
- **Next-best-action recommendations:** Suggests actions based on deal and buyer behavior.
- **AI sales coaching:** Identifies patterns that can help improve seller performance.

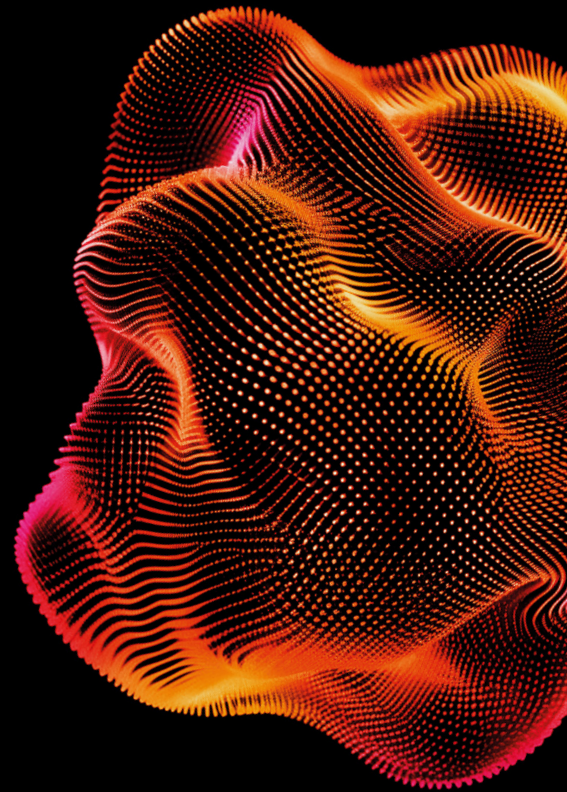
Does it offer a free trial? No

Highspot

highspot.com/en-gb

What does it do?

Highspot helps B2B sales teams find the right content, learn how to use it and understand which resources are helping move deals forward. Its AI recommends relevant content and guidance based on the seller, buyer and opportunity. For marketers, this can make it easier to get the right content in front of sales and understand which assets are actually contributing to pipeline.



AI features

- **AI content recommendations:** Suggests the most relevant content for a particular buyer or opportunity.
.....
- **AI-generated outreach:** Creates personalized sales messages based on prospect information.
.....
- **AI-powered content search:** Helps sellers find useful content using natural-language queries.
.....
- **AI sales coaching:** Provides guidance to improve seller conversations and performance.
.....
- **Adaptive learning:** Personalizes training and guidance based on individual needs.
.....
- **AI content governance:** Helps manage and maintain useful, relevant sales content.
.....
- **Deal-specific recommendations:** Matches content and guidance to the context of a live opportunity.

Does it offer a free trial? No

Hubspot AI

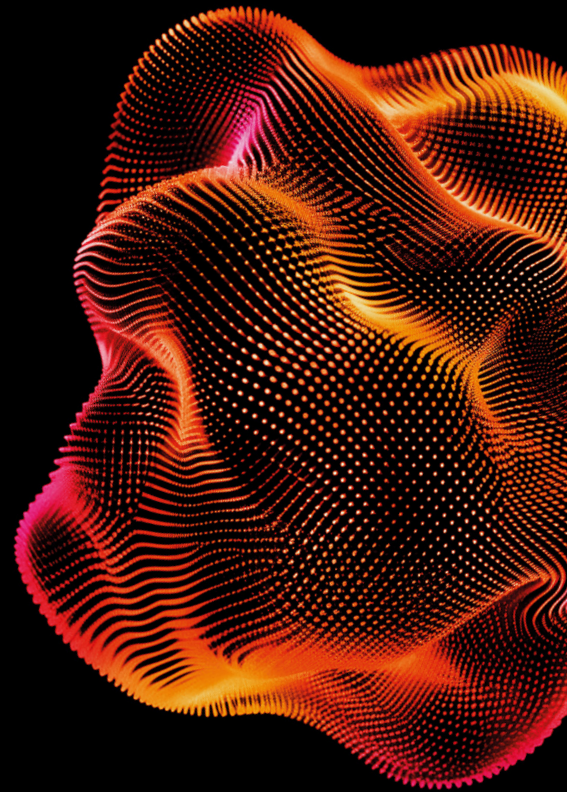


hubspot.com/products/artificial-intelligence



What does it do?

HubSpot's AI capabilities are built into its CRM and marketing, sales and customer service tools, helping teams automate tasks and work more effectively with customer data. Its AI can support prospecting, content creation, lead management and customer engagement. For B2B marketers, the benefit is having AI embedded directly into the platform they already use to manage campaigns, contacts and the customer journey.



AI features

- **AI prospecting agent:** Helps identify and engage potential buyers automatically.
- **AI lead recommendations:** Uses CRM signals to suggest which leads deserve attention.
- **Predictive forecasting:** Uses pipeline data to help anticipate future sales performance.
- **AI-generated sales outreach:** Creates personalized messages for prospects and leads.
- **AI CRM summaries:** Condenses contact, company and deal information into useful summaries.
- **AI customer agent:** Handles customer questions and requests using AI.
- **AI sales automation:** Automates repetitive sales tasks and workflows.

Does it offer a free trial? Yes

Outreach

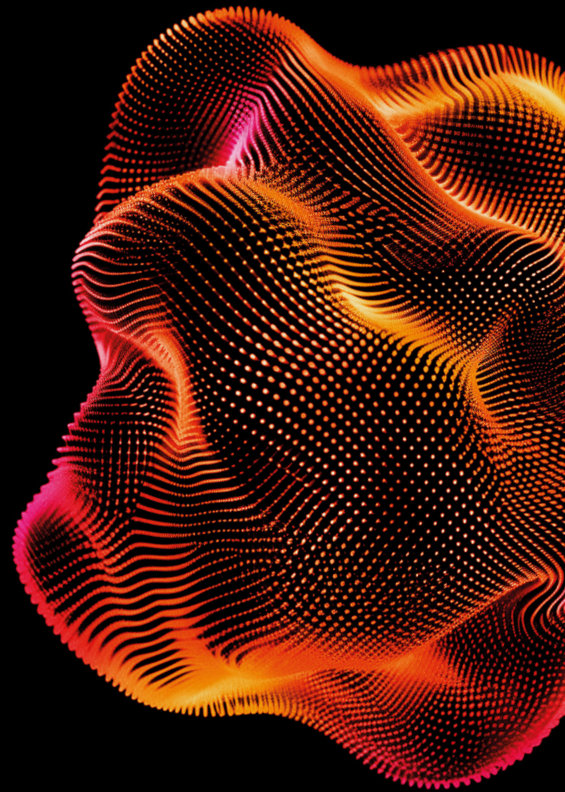


outreach.ai



What does it do?

Outreach helps sales teams manage prospect engagement, sequences and follow-up across the sales cycle. Its AI analyses engagement and sales activity to help sellers prioritize prospects, improve messaging and decide what to do next. For marketers, this can help connect campaigns and content with the day-to-day sales activity that follows a marketing interaction.



AI features

- **AI-powered sequences:** Helps automate and optimize sales engagement journeys.
.....
- **AI reply generation:** Helps sellers respond to prospects more quickly and effectively.
.....
- **Buyer sentiment analysis:** Identifies signals in buyer interactions that indicate interest or concern.
.....
- **Sequence optimization:** Uses engagement data to improve outreach timing and messaging.
.....
- **Sales activity prioritization:** Helps sellers focus on the most valuable opportunities.
.....
- **AI sales insights:** Surfaces patterns across sales activity and buyer engagement.

Does it offer a free trial? No

Salesforce Einstein

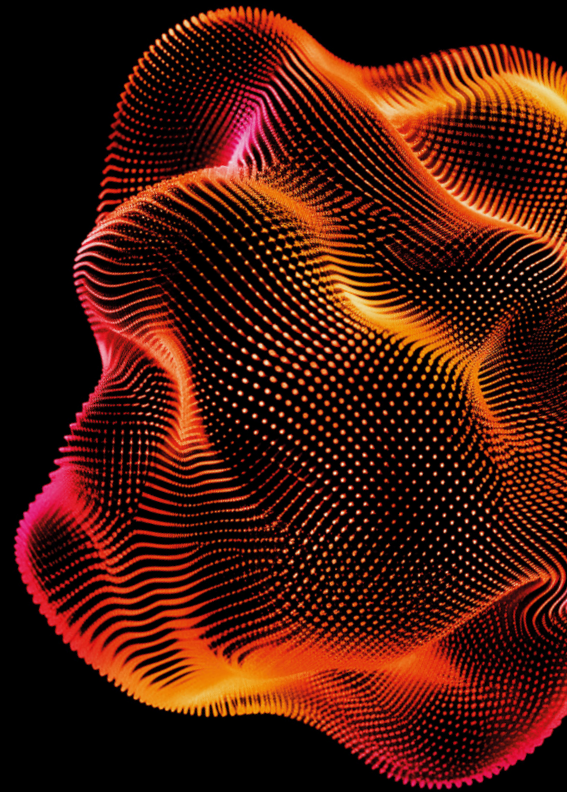


[salesforce.com/uk/
artificial-intelligence/](https://salesforce.com/uk/artificial-intelligence/)



What does it do?

Salesforce Einstein brings AI directly into Salesforce's CRM, helping sales and marketing teams work with customer data more intelligently. Its capabilities include predictive scoring, AI-generated content, summaries and recommendations that help teams prioritize opportunities and automate routine work. For B2B marketers, it can help turn CRM data into more useful audience insights, lead prioritization and personalized engagement.



AI features

- **Einstein lead scoring:** Predicts which leads are most likely to convert.
- **Einstein opportunity scoring:** Assesses opportunities to identify those most likely to progress.
- **Predictive forecasting:** Uses pipeline and historical data to improve revenue forecasts.
- **AI-generated sales emails:** Creates personalized sales outreach using CRM context.
- **Account and opportunity summaries:** Condenses CRM information into quick, useful overviews.
- **AI-driven deal insights:** Surfaces patterns and risks within sales opportunities.
- **Agentforce for sales:** Uses AI agents to support and automate sales tasks.

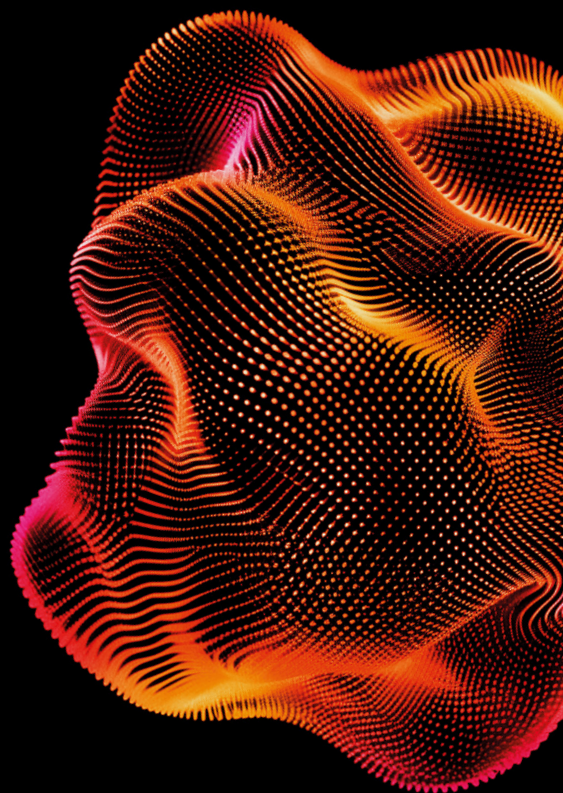
Does it offer a free trial? Yes

Seismic

seismic.com/uk

What does it do?

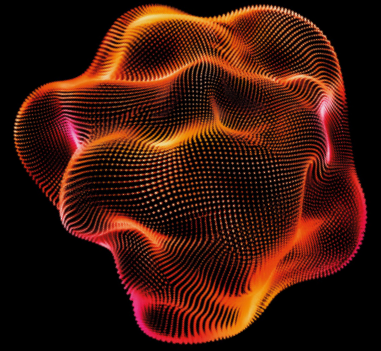
Seismic brings sales content, training and enablement together to help revenue teams give sellers more relevant guidance. Its AI helps surface useful content, personalize recommendations and identify opportunities to improve seller performance. For B2B marketers, it provides a way to make content more useful to sales while gaining greater visibility into how it is being used.



AI features

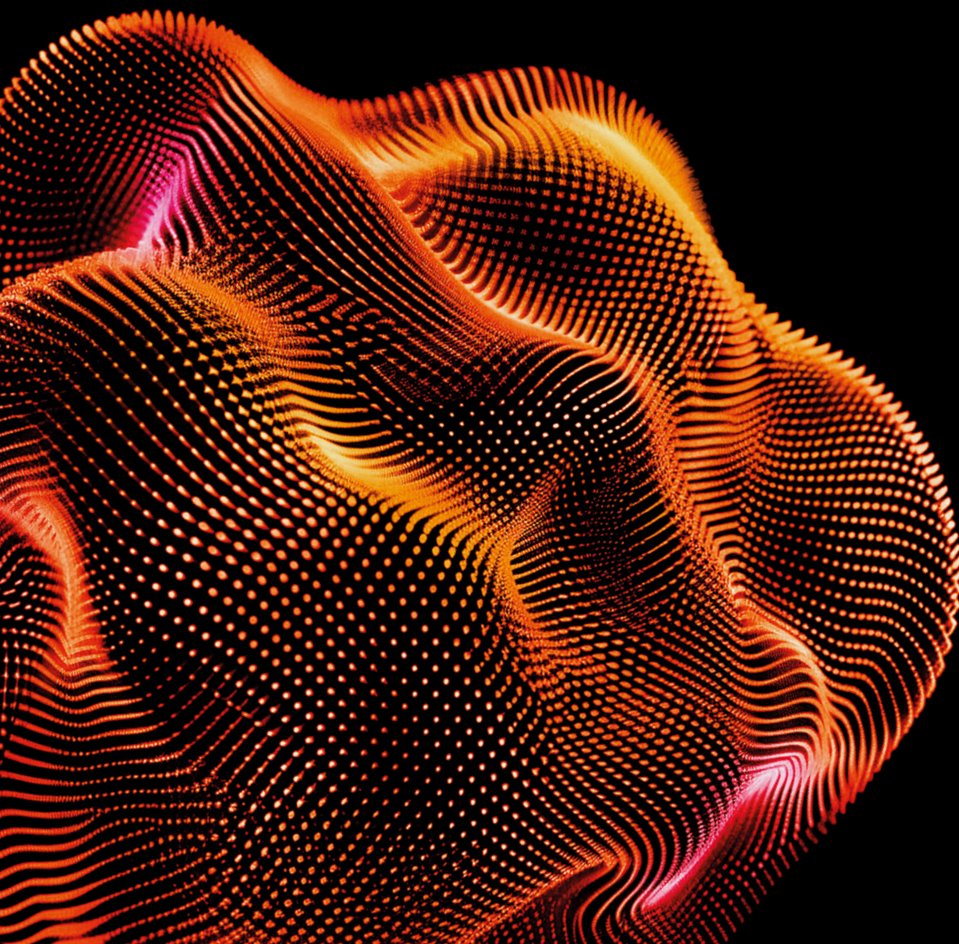
- **AI content recommendations:** Suggests content based on the buyer, seller and opportunity.
.....
- **AI-powered search:** Helps sellers find relevant content using natural-language queries.
.....
- **Intelligent sales guidance:** Provides recommendations based on the context of a sales opportunity.
.....
- **AI coaching and training:** Personalizes learning and development for sales teams.
.....
- **Enablement performance recommendations:** Identifies opportunities to improve sales enablement activity.
.....
- **Sales content personalization:** Helps adapt content for different buyers and sales situations.

Does it offer a free trial? Yes



AI SEARCH, SEO & ORGANIC GROWTH

B2B search is undergoing a fundamental shift as AI changes how buyers discover, evaluate and shortlist vendors. Our [GEO report](#) shows that traditional SEO is no longer enough, with brands increasingly needing to be cited, trusted and surfaced in AI-generated answers. AI search and SEO tools can help marketers understand and improve their visibility across these new discovery channels protecting brand consideration and creating future sources of qualified demand as AI becomes a bigger part of the buying journey.

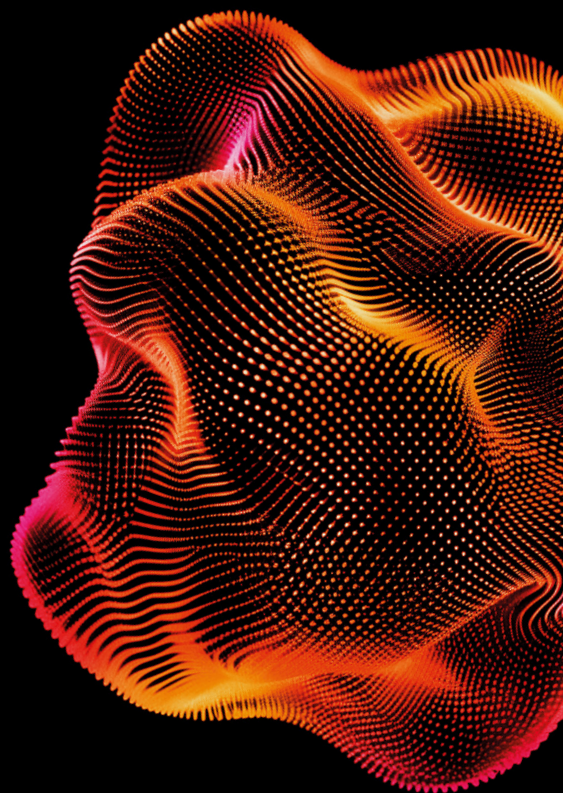


Ahrefs

ahrefs.com

What does it do?

Ahrefs is an SEO and search intelligence platform covering keywords, backlinks, content and competitors. Its AI capabilities help marketers understand search intent, optimize content and increasingly monitor how brands appear in AI-generated search results. For B2B marketers, it provides a way to combine traditional SEO with the emerging challenge of being visible in AI search.



AI features

- **AI Content Helper:** Uses AI to help optimize content around relevant search topics.
.....
- **AI Search Intent:** Helps identify what users are trying to find behind a search query.
.....
- **AI content recommendations:** Suggests ways to improve content based on search opportunities.
.....
- **AI visibility monitoring:** Helps track how brands appear in AI-powered search.
.....
- **AI-generated titles and meta descriptions:** Creates SEO metadata to support search optimization.
.....
- **AI technical SEO assistance:** Helps identify and address technical SEO opportunities.

Does it offer a free trial?

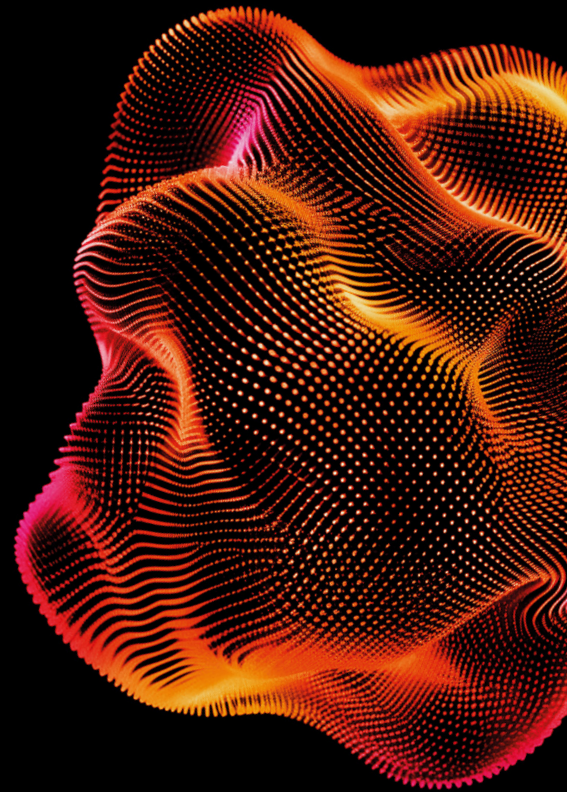
No — free plan available for selected functionality

Botify



What does it do?

Botify focuses on technical SEO and helps large organizations understand how search engines crawl, index and rank their websites. Its AI capabilities can help identify technical issues, spot opportunities and prioritize actions across large websites. For B2B marketers, this is particularly useful when complex websites make it difficult to understand why content is not being discovered or performing in search.



AI features

- **AI crawl analysis:** Uses AI to identify patterns and issues across website crawling data.
- **Automated technical SEO recommendations:** Highlights actions that could improve search performance.
- **Indexation analysis:** Helps identify which content search engines are discovering and indexing.
- **Search performance prediction:** Uses data to help anticipate potential SEO outcomes.
- **AI anomaly detection:** Flags unexpected changes in crawling, indexing or search performance.
- **SEO opportunity prioritization:** Helps teams focus on the technical changes most likely to matter.

Does it offer a free trial? No

Conductor

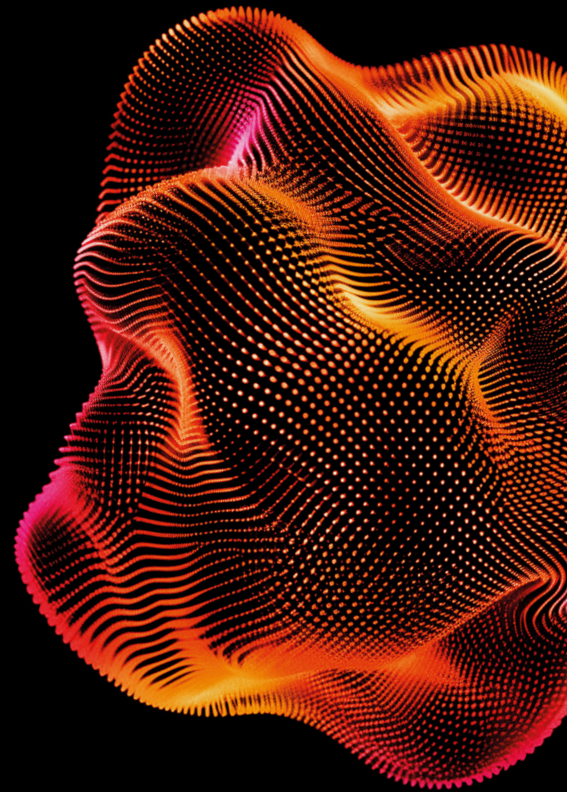


conductor.com



What does it do?

Conductor helps marketers improve organic visibility by combining SEO, content intelligence and search insights. Its AI capabilities can identify opportunities, analyse search intent and provide recommendations for improving content. For B2B marketers, it can help turn search data into a clearer content strategy and make sure content is aligned with what potential buyers are actually looking for.



AI features

- **AI content recommendations:** Suggests ways to improve content based on search behavior and performance.
.....
- **Search intent analysis:** Helps marketers understand what audiences are looking for behind queries.
.....
- **AI content optimization:** Recommends changes to improve relevance and visibility.
.....
- **AI visibility monitoring:** Helps track brand presence across AI-powered search experiences.
.....
- **Competitive search intelligence:** Shows how competitors are performing across search.
.....
- **Automated SEO recommendations:** Surfaces potential actions without requiring manual analysis.

Does it offer a free trial? No

Searchable

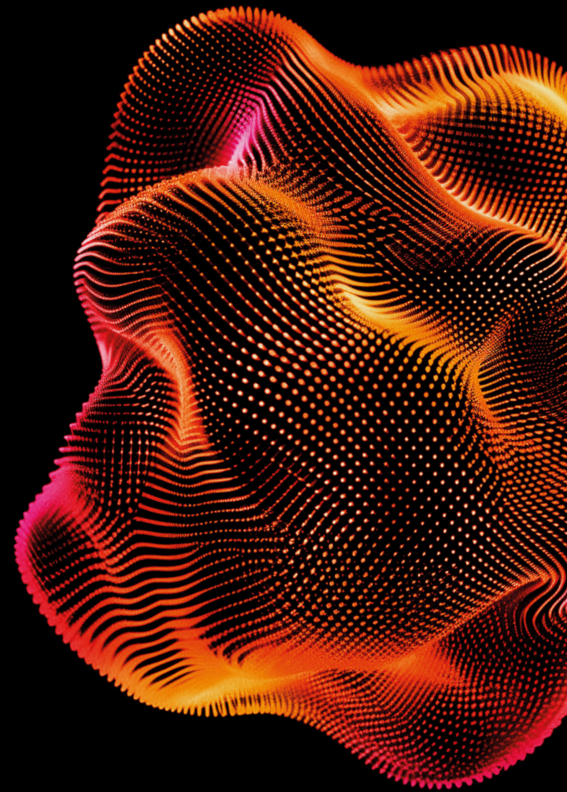


searchable.com



What does it do?

Searchable helps brands understand and improve how they show up in AI-generated answers across platforms such as ChatGPT, Claude, Gemini and Perplexity. It tracks visibility, rankings, share of voice, sentiment and citations, then connects those results back to the prompts and sources driving them. For B2B marketers, it provides a practical way to see whether they are being recommended when buyers ask AI tools category, competitor and problem-based questions and where they need to improve.



AI features

- **AI visibility tracking:** Measures how often and how prominently a brand appears in AI-generated answers.
- **Prompt tracking:** Monitors the AI questions and searches most relevant to a brand and its buyers.
- **Share of voice analysis:** Shows how often a brand appears compared with its competitors.
- **Citation tracking:** Identifies which sources AI platforms use when generating answers.
- **AI competitor analysis:** Shows which competitors are appearing instead and where they have an advantage.
- **Sentiment analysis:** Tracks how positively or negatively a brand is described in AI responses.
- **Prompt research:** Helps uncover new AI search queries worth monitoring based on a brand or category.
- **Content gap analysis:** Identifies opportunities to create or improve content that could increase AI visibility.
- **AI search recommendations:** Turns visibility data into practical actions for improving AEO performance.
- **AI visibility reporting:** Tracks changes in visibility, rankings and citations over time.

Does it offer a free trial? Yes - currently offers a 14-day free trial

Semrush

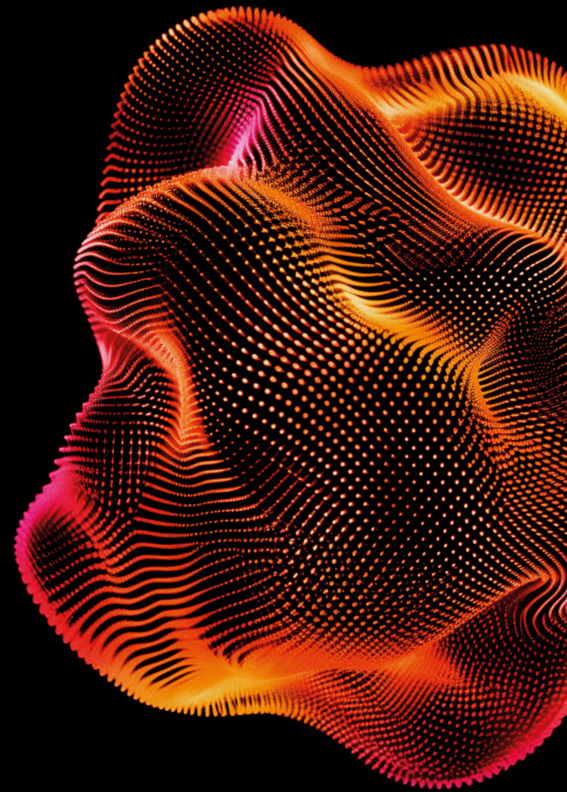


semrush.com



What does it do?

Semrush is a digital marketing and SEO platform that helps teams understand search demand, competitors and their own visibility. Its AI capabilities increasingly extend into content optimization and visibility across AI-powered search as well as traditional search engines. For B2B marketers, it can help identify what audiences are searching for and where brands have opportunities to improve their visibility.



AI features

- **AI content optimization:** Uses AI to help improve content relevance and search performance.
.....
- **AI search / GEO visibility:** Helps marketers understand how brands appear in AI-generated search results.
.....
- **AI content recommendations:** Suggests improvements based on search and content data.
.....
- **Keyword intent analysis:** Helps identify what searchers are actually trying to find.
.....
- **Competitive AI visibility insights:** Shows how competitors appear across emerging AI search experiences.
.....
- **Automated SEO recommendations:** Highlights potential improvements across SEO activity.

Does it offer a free trial? Yes

ABOUT B2B MARKETING

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

Deliver audience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

OUR PRODUCTS





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