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 1:00 PM ET

What's Actually in the 2026 AI GTM Stack and What It Really Costs: Data & Intelligence Edition

Speaker

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VP of Marketing, SpendHound



Speaker

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VP of Revenue Strategy & Operations, YipitData



Speaker

Jeff Ignacio

Dean of RevOps School, Pavilion
Founder, RevOps Impact



WEBINAR

Today's agenda

01 What are GTM teams actually **buying**?

02 What are GTM teams actually **paying**?

03 What are GTM teams actually **keeping**?

A dark teal silhouette of a dog's head, facing right, with a small circle for an eye. It is positioned on the right side of the slide, partially overlapping the text area.

01

**What are GTM teams actually
buying?**

What's the hardest part of managing your GTM stack today?

- A** Choosing the right tools
- B** Making sure we're actually using what we buy
- C** Managing renewals and vendor negotiations
- D** Defending the budget internally
- E** Figuring out what we can eliminate

The four subcategories of the stack

Contact & Company Data

The job	Find and verify accurate B2B contacts and company records
Summary	Prospecting backbone
Owner	Sales, RevOps
Sample vendors	ZoomInfo, Apollo.io

Account Intelligence & Intent

The job	Identify which accounts are in-market right now
Summary	Finds active buyers
Owner	Marketing demand gen, RevOps
Sample vendors	6sense, Demandbase

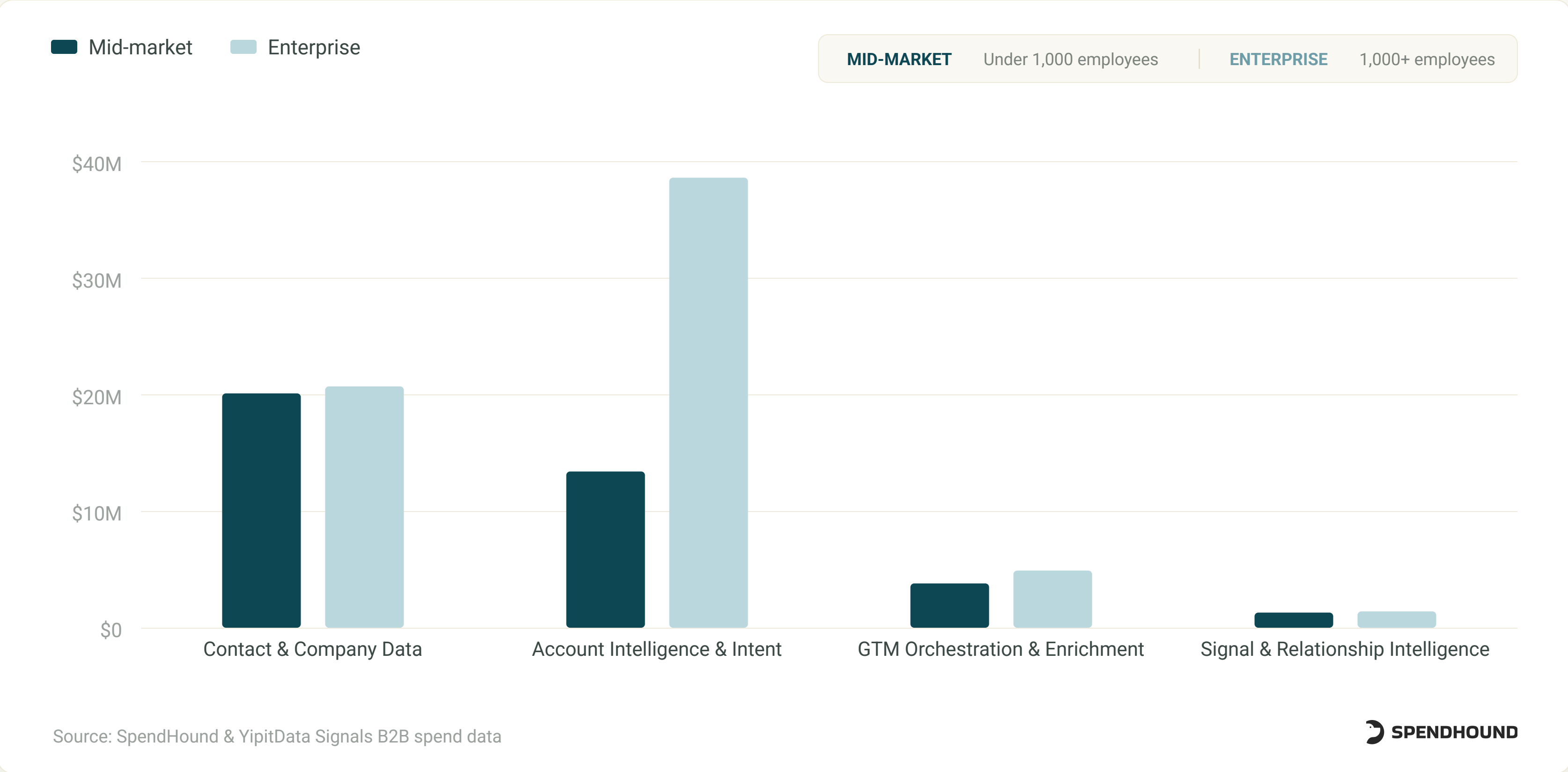
GTM Orchestration & Enrichment

The job	Unify data and automate the workflows around it
Summary	Connective tissue for the GTM stack
Owner	RevOps and GTM engineering
Sample vendors	LeanData, Clay

Signal & Relationship Intelligence

The job	Optimize engagement from high-intent buyers
Summary	Surface people- and event-based signals
Owner	Sales dev and marketing
Sample vendors	UserGems, Common Room

Total annualized spend for Data & Intelligence: Mid-market vs enterprise



POLL #2

LIVE AUDIENCE

Which Data & Intelligence vendor do you think added the most customers over the last year?

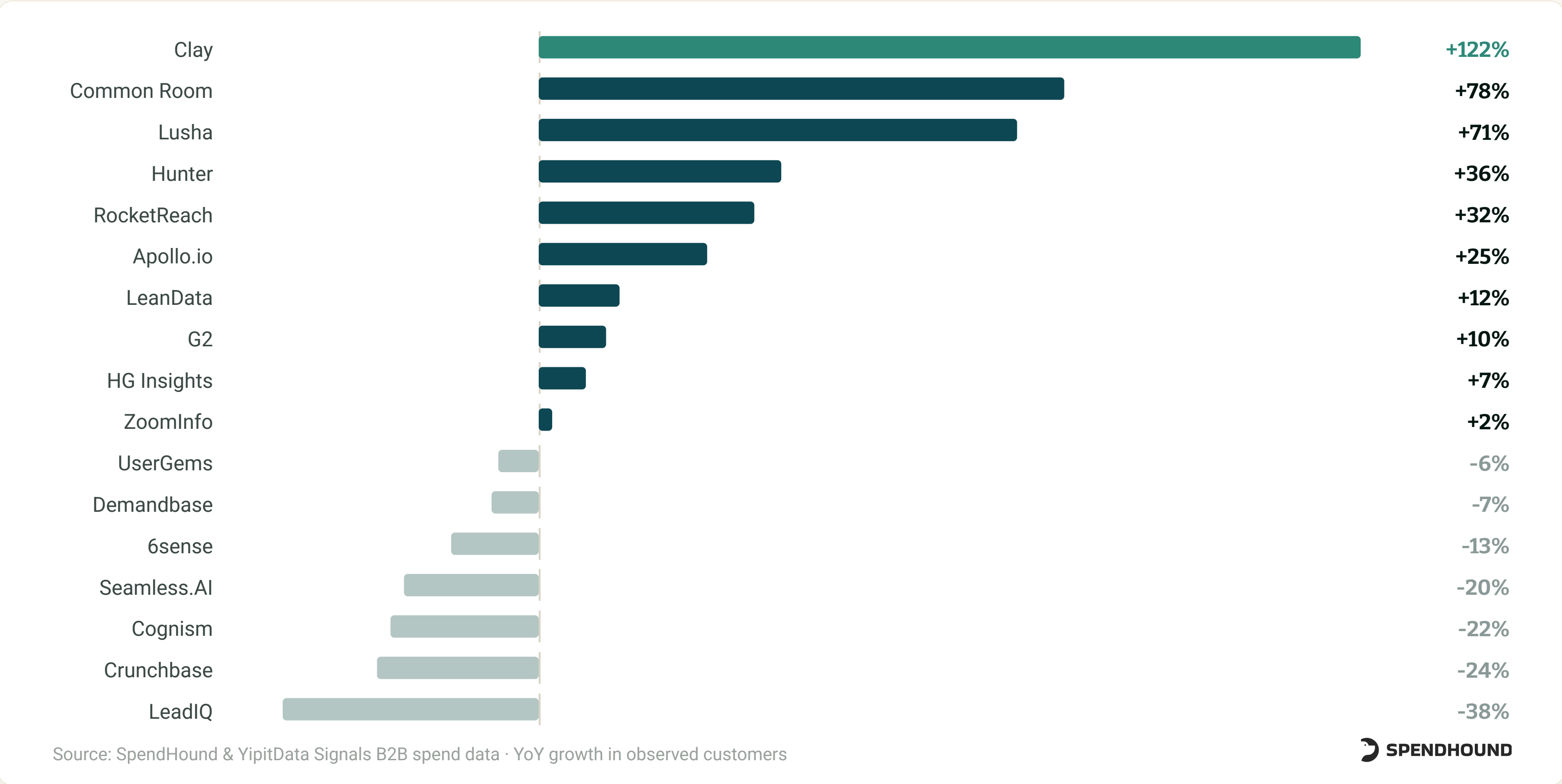
A 6sense

B Apollo.io

C Clay

D ZoomInfo

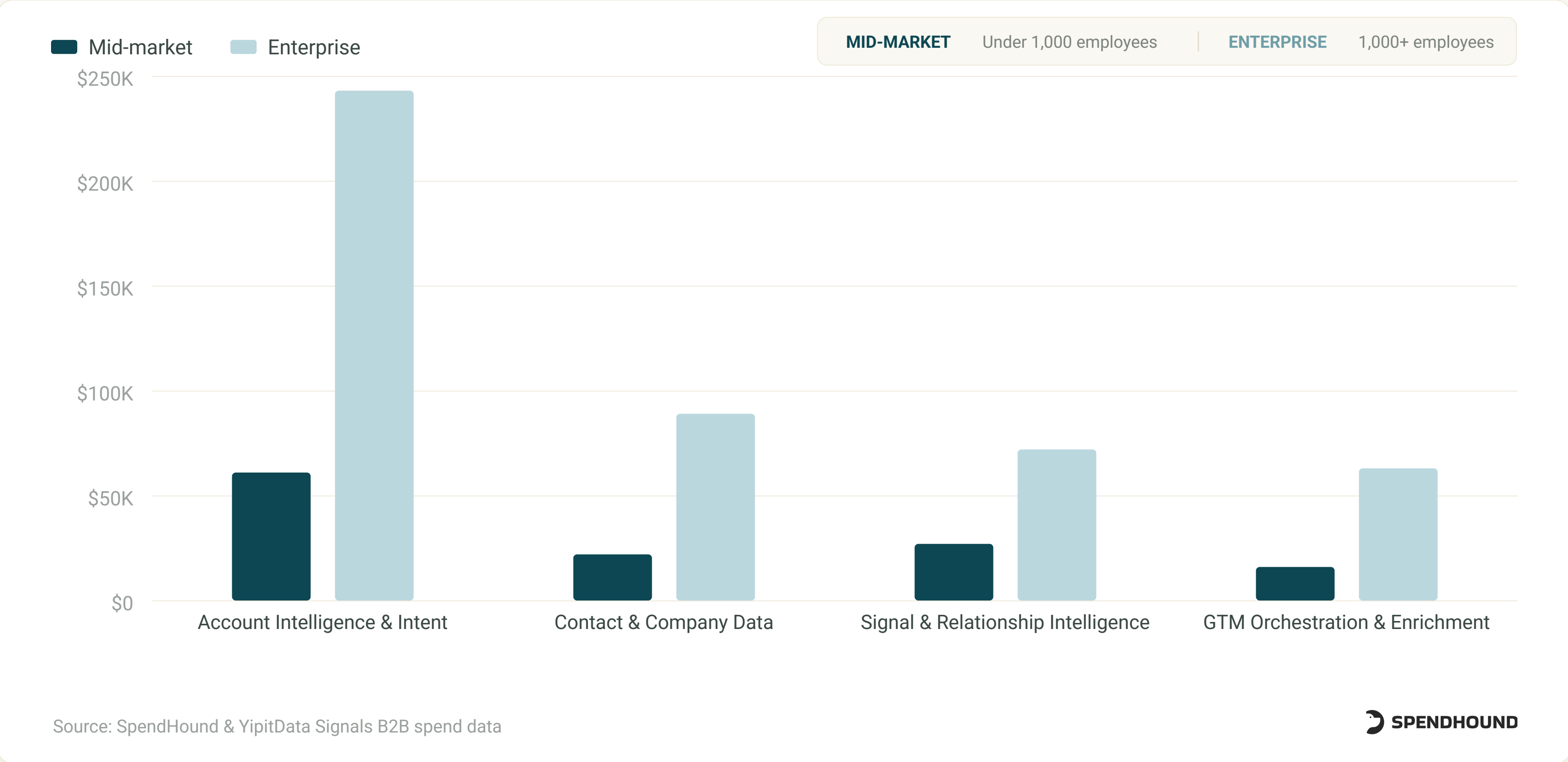
Mid-market YoY customer growth by Data & Intelligence vendor



02

What are GTM teams actually paying?

Average annual spend per customer: Mid-market vs enterprise



Sample Data & Intelligence actual pricing

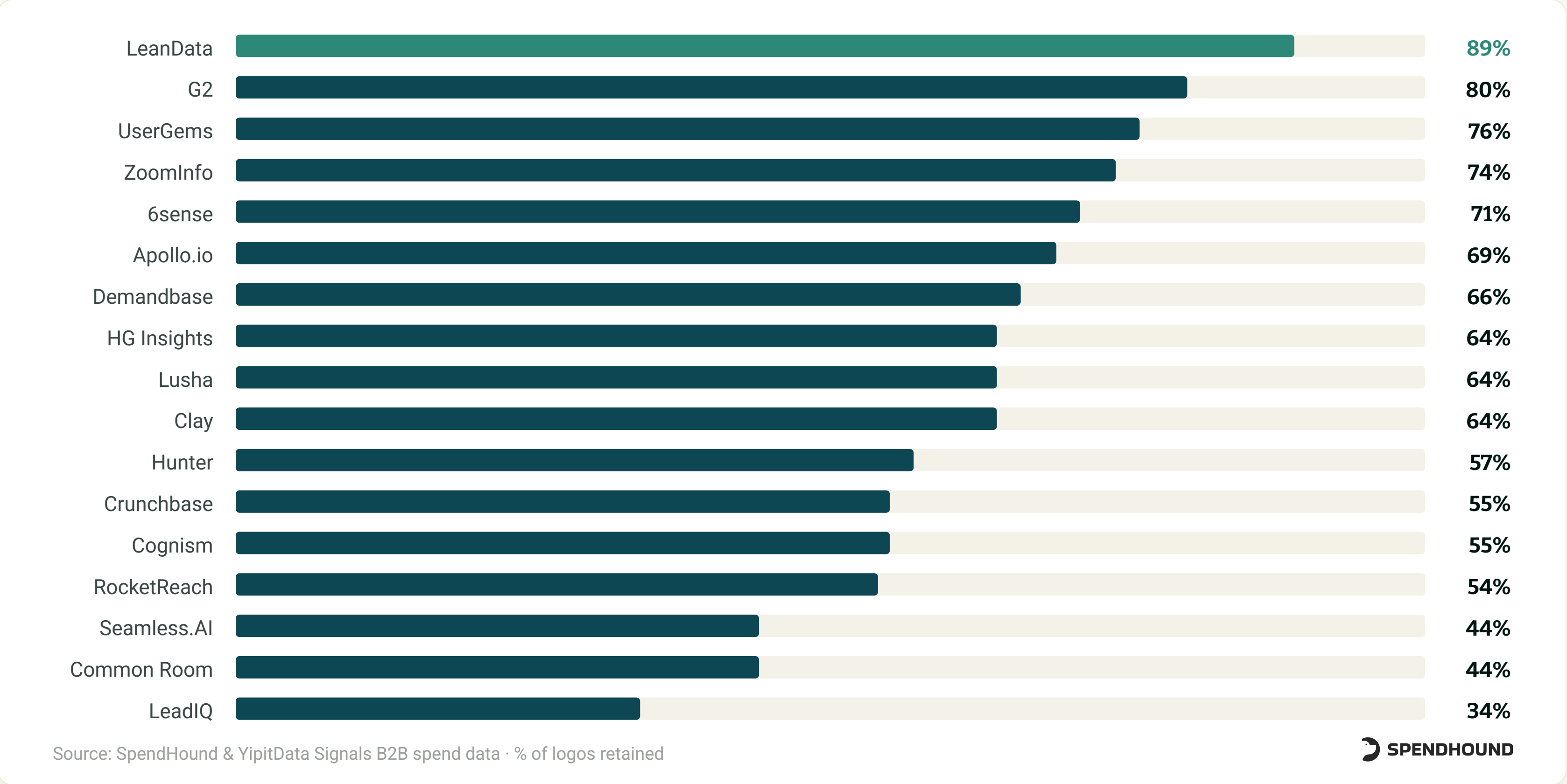
VENDOR	MID-MARKET AVG ANNUAL PRICE	ENTERPRISE AVG ANNUAL PRICE
6sense	\$111,364	\$402,612
Apollo.io	\$9,050	\$141,012
Clay	\$11,323	\$49,152
Demandbase	\$68,398	\$351,804
Lusha	\$3,641	\$34,308
RocketReach	\$1,606	\$9,780
UserGems ⚠	\$37,057	\$47,436
ZoomInfo	\$48,971	\$165,636

⚠ = Small observed customer count

03

What are GTM teams actually keeping?

Mid-market logo retention by Data & Intelligence vendor



POLL #3

LIVE AUDIENCE

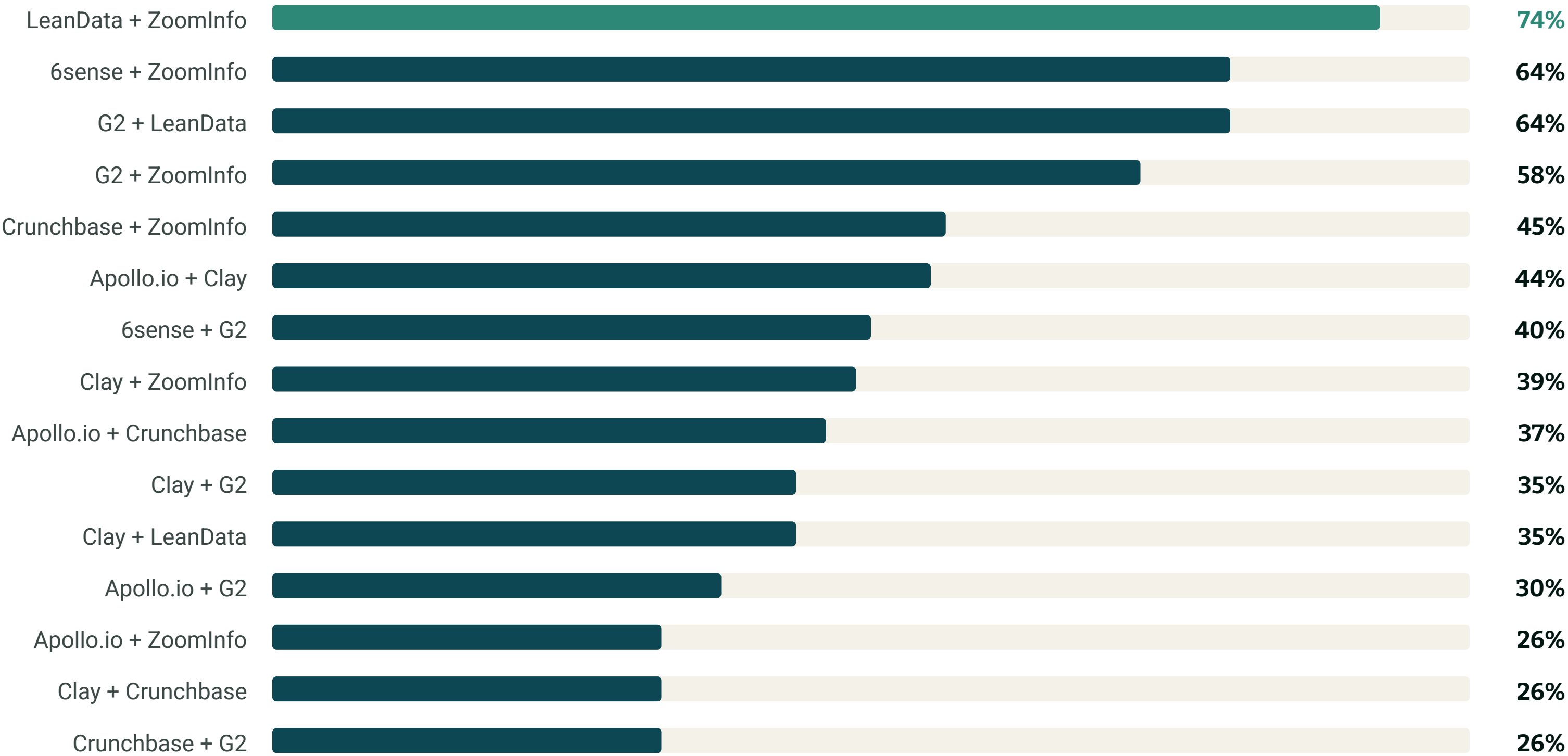
Do you have just one tool per data and intelligence subcategory, or multiple?

A Just one

B Multiple

C Not sure

% Overlap of stacked vendors across Data & Intelligence



Source: SpendHound & YipitData Signals B2B spend data · % of stacks running both vendors



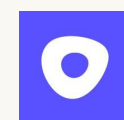


IN-PLATFORM BENCHMARKING

Stop guessing if you're getting a fair price

See how your SaaS & AI pricing compares to peer market rates, with real-time pricing intelligence powered by 1,300+ companies.

- ✓ Benchmark vendors against real contract data
- ✓ Walk into renewals knowing the market rate
- ✓ Free for companies under 1,000 employees



Outreach

Benchmarking



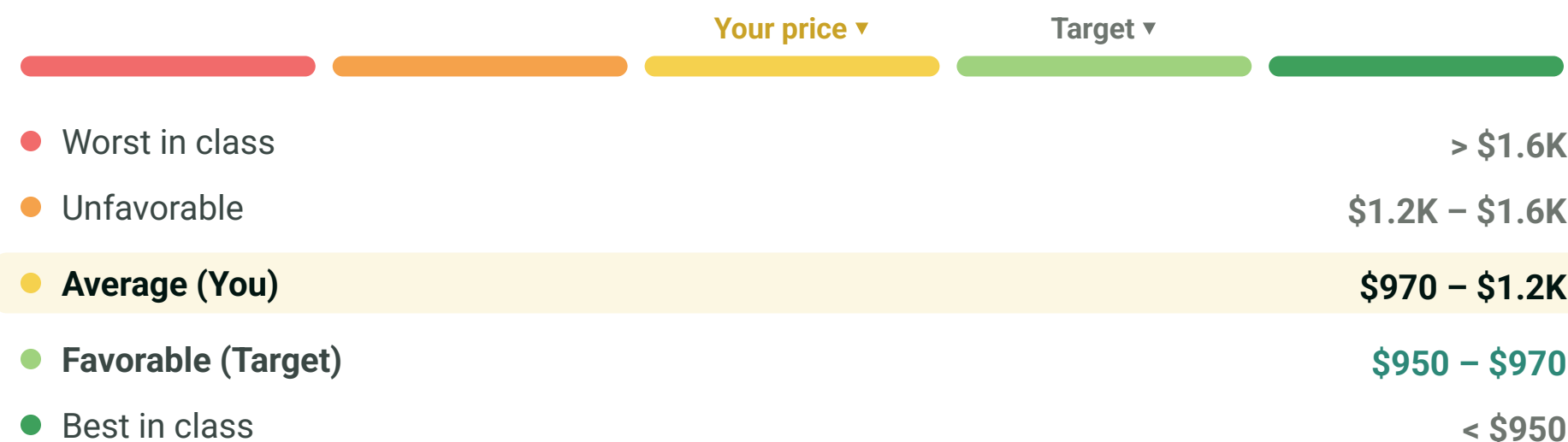
Your Outreach pricing is **Unfavorable**

Higher than market median

High confidence

Your Benchmark Position

Average



 SPENDHOUND ×  Pavilion

Q&A

Ask us anything about the 2026 GTM stack

POLL #4

LIVE AUDIENCE

Which GTM category should we benchmark next?

A Sales Engagement & AI SDR

B Marketing Automation

C Revenue Intelligence

D CRM

E Conversation Intelligence and Enablement

F RevOps Automation

G AI Content & Creative



Thank you

CONTACT DETAILS

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