SAMI Go-to-Market AI - Executive Summary

Buyer Profiling

- B2B: Identify job roles, buying committees, blockers.

- Consumer: Psychographics, triggers, channel preferences.

- Output: Ideal profiles, pain points, messaging hooks.

Product Usage & Retention

- Track feature adoption, session behavior, loyalty metrics.

- Spot churn risk by cohort, analyze time-to-first-value.

- Questions: What drives retention? Who are power users?

Launch & Campaign Effectiveness

- Evaluate ABM, webinars, influencer lift, ROAS, field events.

- Detect funnel leaks and messaging mismatches.

Marketing & Mix Optimization

- Analyze content, promos, shelf performance, event ROI.

- Apply market mix modeling, holdout tests, omnichannel sequencing.

Predictive GTM Analytics

- B2B: Lead scoring, upsell triggers, churn models.

- Consumer: LTV prediction, price sensitivity, affinity clusters.

GTM Dashboards & Reporting

- Visualize funnel slippage, persona performance, CAC by region.

- Track engagement and revenue per channel.

Optimization Playbooks

- Recommend funnel fixes, 30/60/90 day activation follow-ups.

- Double down on high-ROI channels.

Additional Functions

- Competitive benchmarks: support speed, brand sentiment.

- Recommend tools and data strategies: Pendo, Gong, NielsenIQ.