GETREV GUIDE · 2026

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The definitive guide to GTM targeting.

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INTRODUCTION

Why targeting is the crucial lever you're overlooking.

This guide is written by the team at GetRev, the AI demand generation company. We run end-to-end demand generation for B2B marketing teams — and we've learned, the hard way, that no amount of AI, creative, or budget compensates for bad targeting. Targeting is the foundation everything else rests on. So that's where we're going to start.

Every day across companies, the GTM pulse races: marketing racing to execute campaigns, sales scrambling to hit quota, ops battling forecast noise, and executives watching margins tighten. But beyond the dashboards and the tactics, one invisible factor determines whether the GTM engine hums along or grinds to a halt.

That factor is targeting.

In recent years, reaching buyers has gotten far harder. Email inboxes fill with hundreds of messages daily, and only 6% of cold emails are even accessed. Cold calls rarely connect — some companies note that fewer than 2% of cold calls result in meetings, while others report 80% go straight to voicemail. Many buyers ignore unsolicited outreach altogether — over 80% say they routinely dismiss it.

Meanwhile, competition has multiplied. A flood of new vendors, pitch decks, and forced personalization bombards prospective buyers at every touchpoint. Vendors say they can't reach decision-makers. Buyers say they're overwhelmed.

In this environment, spraying messages at anyone who fits a broad firmographic profile isn't just outdated — it's unserviceable. Yet that's exactly what happens when targeting relies on vague filters like industry, size, or geography.

Consider a CMO reviewing campaign performance: engagement is soft, MQL volume is mixed, and pipeline contribution is down. It's unclear whether the issue is creative, channel mix, or audience. Often, the real problem is the audience itself — campaigns reaching accounts that were never structurally likely to buy. Marketing pours budget into buying lists, sales chases anyone who picks up, and good-fit buyers sit untouched. That disconnect breeds frustration, blame, and burnout.

And behind that, the organization fractures. Marketing launches campaigns based on its hypotheses. Sales reaches its own conclusions. Ops tries to force structure. Yet no one can say objectively: why did that campaign work — or fail?

There's also a paradox of short- versus long-term goals. The immediate pressure is hitting the number — this quarter's revenue, that quarter's attainment. But imagine how much easier hitting that number becomes when every campaign is reaching accounts that structurally want to buy. Better yet, those accounts also have higher long-term LTV. **Our data shows close rates and LTV for high-fit accounts outpace low-fit accounts by 50–300%.** This isn't a subtle difference — it's the highway to sustainable growth.

In short: poor targeting doesn't just waste week-to-week effort — it blinds your GTM engine, sabotages attainment, destroys growth potential, and erodes confidence across the organization.

This guide lays out an alternative: a modern, exegraphic approach to targeting. One that is proven by leaders like Vista Equity Partners and The Pipeline Group, accelerated through AI automation, and built into every AI demand generation engagement GetRev runs.

EXECUTIVE TAKEAWAY

B2B marketing and selling today are exponentially harder, and standard industry/size/geo targeting isn't just inefficient — it causes real human dysfunction across marketing, sales, and long-term growth strategies.

CHAPTER 01 · THE OLD WAY

The old way — why industry, size, and geo don't cut it anymore.

Companies have long leaned on three simple filters to define prospective accounts — industry, size, geography. On paper, these feel logical. They map cleanly in CRMs. They make for neat charts. But they're profoundly misleading.

Think of a mid-sized healthcare client and a mid-sized fintech firm — both "healthcare" or "fintech," both "$200M revenue," both "North America" — yet they have drastically different buying processes, modern technology stacks, buyer personas, and risk appetites.

Even when teams believe they've narrowed the profile, the inside story is different. One startup-sized bank might have an aggressive digital roadmap and a budget for innovation. Another, same size and sector, might just be stabilizing after layoffs with limited capacity to buy.

Worst yet: firmographics rarely correlate with outcomes. Teams adopt them because data is available, not because it's predictive. So campaigns get aimed at thousands of "lookalike" accounts that go nowhere.

Meanwhile, industry benchmarks show the consequences:

- Close rates in B2B are stuck in the high teens — 17–20% at best.
- Pipeline generation has slumped nearly 50% in some verticals.
- Quota attainment is down for over 40% of sales teams.

The result? Marketing teams fund campaigns that produce noise. Sales rings phones, floods InMails, and fills inboxes. And high-priority targets sit silently in the noise, untouched.

EXECUTIVE TAKEAWAY

Firmographic targeting is not just outdated — it contributes to GTM decay. Every campaign and every conversation aimed by guesswork dilutes your chances of hitting the number.

CHAPTER 02 · THE HUMAN COST

The human cost — missed numbers, guesswork, and GTM chaos.

When targeting is fuzzy, human systems crack.

Marketing pours budget into lists that don't convert. Campaigns go out to broad audiences, hoping volume will trigger response. Engagement looks soft, so the team changes creative, swaps channels, or pushes more frequency — without ever knowing whether the underlying problem was the audience. Demand-gen leaders feel pressure mounting: spend is up, MQLs may be up, but quality and conversion are down. The team is busy, not productive.

Sales reps work hard — but on the wrong accounts. They chase anyone who answers, pouring weeks of effort into conversations that end with no deal, or worse — a small customer who quickly churns. Sales leaders can't tell whether it's a coaching problem, a content problem, or a targeting problem. That uncertainty breeds mistrust and defensive meetings.

Marketing ops or RevOps tries to pull it all together, but lacks data to say definitively what's working. Forecasts remain inaccurate. Cross-functional friction persists.

All of this wastes time. But it also destroys morale. People feel like they're working hard, and still failing — through no fault of their own.

Then there's the customer side: wrong message, wrong account, wrong timing. Buyers feel spammed, fatigued, and suspicious. Meanwhile, good-fit accounts get left behind because no one saw them in the noise.

Gone unchecked, this dynamic not only sabotages hitting today's number — it shatters momentum toward longer-term growth.

EXECUTIVE TAKEAWAY

Poor targeting fractures teams internally, strains morale, and causes misallocation of effort — all while clouding accountability and undermining long-term value creation.

CHAPTER 03 · THE IDEAL STATE

The ideal state — total alignment on who's worth the chase.

Picture a GTM organization where there is no debate about which audiences are worth pursuing and which are not. Marketing, sales, and ops all share the same evidence-based view of the market. The entire company agrees: these are the buyers our campaigns should reach, these are the ones we'll leave alone — and they know why.

For marketing, that clarity changes everything. No more spend on audiences that will never convert. Every campaign, every dollar, every piece of content is aimed at the segments most structurally likely to engage and buy. Instead of spraying the market, marketing becomes a precision discipline — content matched to audience, delivered through the right channel, at the moment the buyer is structurally ready to hear it. Awareness compounds. Engagement rises. Pipeline contribution climbs.

Sales benefits from the same intelligence. Reps stop wondering whether the issue is their technique or their territory; the leads in their queue are pre-qualified for fit and arrive tagged with the context that explains why. Win rates climb. Average deal size rises. Lifetime value grows. Even upsell velocity improves, because the customers entering the base already fit the ideal profile.

And the customer experience transforms. High-fit accounts get the right kind of outreach — relevant, informed, and timely — rather than being treated like one of a thousand names on a list. Low-fit accounts aren't bombarded with irrelevant pitches, preserving brand reputation and reducing noise in the market.

Perhaps most importantly, the organizational tone shifts. Friction between marketing and sales fades because everyone's rowing in the same direction. Meetings become about strategy and execution, not arguments over whose "gut feel" is right. The entire GTM engine runs quieter, smoother, and faster — freeing leadership to focus on growth rather than firefighting.

EXECUTIVE TAKEAWAY

When marketing, sales, and ops all agree which audiences and accounts deserve focus — and which to leave alone — every GTM process becomes more efficient, predictable, and effective. Hitting both short-term and long-term numbers becomes the natural outcome.

Vista Equity's playbook — CAPDB and the science of GTM efficiency.

Vista Equity Partners is one of the most respected private equity firms in the world, managing over $100 billion in assets and known for its operational rigor. They invest in enterprise software, data, and technology-enabled businesses — and their entire model depends on making those businesses grow faster and more efficiently.

Vista doesn't just buy companies and hope for the best. They actively work with each portfolio company to implement proven processes that improve execution. And when it comes to go-to-market, they've identified one methodology as essential across the board: **CAPDB**.

CAPDB stands for *Customer and Prospect Database*. It's not just a spreadsheet — it's a structured, comprehensive, and data-rich view of every account a company could sell to, ranked by their likelihood to buy. Vista believes this is so critical to GTM efficiency that they require all of their portfolio companies to build and maintain a CAPDB.

The CAPDB process works. It starts with brainstorming purchase drivers — the structural traits and need signals that might indicate a company is a great fit. These can range from team growth trends to recent leadership changes, technology adoption patterns, expansion into new markets, or budget shifts. Once the list is built, data must be sourced or purchased for each signal — often from multiple vendors. Then comes the most painstaking step: manually correlating each signal with actual GTM outcomes like engagement rate, conversion rate, ASP, LTV, and upsell velocity.

Once the analysis is complete, the team builds a weighted model that grades every account from A to D. The result is a prioritized list: A accounts are your best bets, D accounts are long shots you shouldn't waste time on. With that list in hand, GTM leaders deploy it to marketing, sales, and ops so everyone has the same targeting framework.

It's powerful — but also painfully slow. Even with dedicated effort, building a CAPDB manually can take **six to nine months**. And by the time it's finished, parts of it are already starting to erode — data goes stale, market conditions shift, companies restructure, leadership changes.

That's where AI changes the game. At GetRev, automated CAPDB construction is the foundation of every AI demand generation engagement we run. Our team identifies candidate purchase drivers, sources and enriches the necessary data, runs correlation analysis, and delivers a live, prioritized audience and account list — in **two to three weeks** instead of six to nine months. Even better, the list stays fresh: as new data comes in, the model updates automatically.

EXECUTIVE TAKEAWAY

The CAPDB process is proven to deliver targeting precision. GetRev compresses it into weeks, making it viable for every GTM team — and keeps it live so it never goes stale.

Introducing Exegraphics — the building block of better targeting.

If CAPDB gives you the road to follow to achieve better targeting, Exegraphics are the fuel.

Exegraphics are the structural details about how a company operates — the internal characteristics that determine how it makes decisions, allocates budget, and executes strategy. Where firmographics tell you what a company is (industry, size, location), Exegraphics tell you how it works. They capture elements like whether a company's IT department is stretched thin, how sophisticated its marketing efforts are, how fast certain teams are growing or shrinking, whether it's centralizing or decentralizing decision-making, and where it's focusing investment.

> ***Firmographics make companies look identical. Exegraphics show you the truth.***

Here's why that matters. Imagine Caterpillar and John Deere. On paper, they're firmographic twins: both are Fortune 100 industrial machinery companies with tens of thousands of employees and global operations. But exegraphically, they're opposites. Deere has a growing sales team, a sophisticated ESG function, and an overwhelmed IT department — conditions that make it a perfect target for certain solutions. Caterpillar's sales team growth is flat, its ESG function less mature, and its IT department has capacity — meaning the same pitch would likely fall flat.

For years, marketing and data teams dreamed of having a dynamic, detailed view of company "fit" like this — going far beyond industry, size, or even technographics. The problem was never the concept, it was the execution. The data was scattered, incomplete, and expensive to gather. Even when you could get it, analyzing it at scale took so long that by the time you finished, much of it was already stale.

That has changed. Two forces have collided to make Exegraphics possible in a way that simply wasn't before.

1. The explosion of public-domain data. Today, more useful targeting signals are freely available than at any other point in history. Job postings reveal not just headcount changes but strategic priorities — hiring a Head of AI? That's a signal. Press releases and funding announcements expose expansion plans, acquisitions, or new product lines. Executive interviews, investor decks, and regulatory filings hint at budgets, growth markets, and pain points. Company websites and LinkedIn profiles show sophistication in key functions, skill gaps, and organizational focus areas.

2. AI's ability to process and interpret it at scale. Even five years ago, the human effort required to collect, normalize, and correlate this data to campaign and revenue outcomes was prohibitive. Today, AI can parse millions of job descriptions, scan news feeds, track organizational changes, and flag relevant developments in near real-time. It doesn't just collect the data — it learns which need signals matter most for your specific GTM outcomes and weights them accordingly.

This is the leap: Exegraphics are the application of AI to this vast, newly accessible data universe to create a structural profile of every account in your market. They tell you not just who a company is, but how it operates, where it's investing, and whether it's primed to buy from you.

EXECUTIVE TAKEAWAY

Exegraphics transform targeting from a static, manual exercise into a real-time, AI-driven engine — leveraging the world's exploding pool of public data to keep every marketing and sales motion aimed at the right audiences, all the time.

CHAPTER 06 · HOW AI DEMAND GENERATION WORKS

How GetRev's AI demand generation works.

For years, even the best targeting frameworks — CAPDB included — were limited by the speed and cost of execution. Building them required manual data gathering, spreadsheet wrangling, and weeks of correlation analysis. By the time you had a complete picture, parts of it were already stale.

Exegraphics change that. They make it possible to operate GTM targeting in a way that continuously reflects the most current and relevant view of your market — without the manual grind. Here's how it works inside a GetRev engagement.

1. Identify purchase drivers for your target segment. On every GetRev engagement, our AI demand generation team starts by analyzing your content assets, personas, buying groups, and success criteria. With that context, our AI suggests Exegraphics from GetRev's library of signals, proven across hundreds of B2B engagements, or custom-builds signals where unique drivers exist.

2. Simulate campaigns before you run them. GetRev runs campaign simulations across your existing content library — modeling how each asset will perform against the exegraphic profiles and buyer personas that drive your pipeline. Instead of guessing whether a case study will land with a CISO at a mid-market healthcare buyer, we predict the answer before a single email goes out.

3. Recommend the right audience and the right content. Based on those simulations, GetRev recommends the specific audiences worth pursuing and the content assets in your library best suited to engage them. For each priority segment, we identify the buying groups inside high-fit accounts and match them to the existing assets — case studies, one-pagers, briefs, ebooks — most likely to resonate.

4. Validate leads and deliver them to your systems. Every lead GetRev generates is AI-validated for data accuracy and match to the campaign goals established up front — so what reaches your team isn't just contact data, it's a buying-group lead with documented fit, deliverability, and intent. GetRev integrates natively with Integrate, Convertr, and similar lead-management platforms for normalization and routing, and with the marketing automation, CRM, and sales engagement tools your team is already using.

5. Learn for the next campaign. Demand generation doesn't end at lead delivery. Once validated leads flow into your nurture programs, GetRev closes the loop:

- **Hand off to your nurture programs.** Leads enter the MAP and CRM workflows your team has already built.
- **Track downstream performance.** We follow each lead's journey — engagement, progression to opportunity, win rate, ASP, and LTV.
- **Feed learnings back into the model.** Which exegraphic signals predicted real pipeline. Which personas converted. Which content drove movement.
- **Refine for the next cycle.** Purchase drivers, persona definitions, and content recommendations all get tuned based on what actually worked.

This closed loop is what makes AI demand generation a living discipline rather than a one-shot campaign.

EXECUTIVE TAKEAWAY

GetRev's AI demand generation engine turns demand gen into a closed loop — validating, delivering, and learning from every campaign so each one produces more pipeline than the last.

CHAPTER 07 · FROM LEADS TO DEALS

From leads to deals — using Exegraphics to win more, faster.

Better targeting isn't just about knowing which audiences to engage — it's about knowing how to engage them in a way that's most likely to win. Exegraphics make that possible.

Marketing leads on this intelligence. With access to 20–30 or more exegraphic signals per account, marketers can craft micro-campaigns tailored to a buying group's org structure, growth stage, function, or strategic initiatives — making sure the right content reaches the right buyers at exactly the right time. This is where AI demand generation puts Exegraphics to work.

Sales benefits downstream. When validated leads land in a rep's queue, they arrive with the top Exegraphics that made the account a fit — context that turns a cold opener into a relevant conversation.

The results speak for themselves. High-fit accounts respond more often, convert faster, buy more, and stay longer. Across our data, **close rates and LTV for high-fit accounts outperform low-fit accounts by 50–300%**.

And this isn't a static list that gets stale. Exegraphic targeting is a living GTM engine that updates as the market changes. If a competitor launches a new product, if a prospect's leadership team changes, or if their hiring strategy shifts — your model sees it, weighs it, and adjusts automatically.

The benefits go beyond efficiency:

- **Faster activation.** New audience definitions and campaign launches go from 6–9 months to 2–3 weeks.
- **Higher precision.** Audience targeting and content selection are continuously tested and refined against live campaign outcomes.
- **Shared truth.** Marketing, sales, and ops work from the same up-to-date account intelligence.
- **Predictable impact.** With every campaign and conversation aimed at the highest-potential audiences — and a clear reason why — hitting both short-term revenue targets and long-term value goals becomes far more attainable.

In short, exegraphic automation doesn't just make targeting easier — it makes it smarter, faster, and impossible to ignore. It transforms targeting from a static, high-effort project into an always-on, AI-driven GTM capability that evolves with your market.

EXECUTIVE TAKEAWAY

When every GTM function works from the same live, exegraphic intelligence, targeting stops being guesswork. Marketing delivers precisely tailored campaigns to the right audiences, sales follows up with high-fit leads already armed with context, and the entire revenue engine stays aligned on the accounts most likely to win — driving faster closes, larger deals, and longer customer lifetimes.

CHAPTER 08 · IN PRACTICE

What AI demand generation looks like in practice.

Better targeting only matters if it produces demand — qualified meetings, engaged buying groups, and pipeline you can close. That's where GetRev's AI demand generation engine takes exegraphic intelligence and puts it to work across every demand channel.

Once your priority audiences and high-fit accounts are defined, GetRev operates the activation layer end-to-end:

Content syndication and intent activation. We place your existing content in front of the buying groups inside your high-fit accounts, at the moments their structural need signals indicate readiness.

Multi-channel orchestration. Email, paid, programmatic, outbound — all anchored to the same exegraphic target audiences, so every channel reinforces the others instead of working in isolation.

Buying-group engagement. We go beyond individual leads to engage the full set of decision-makers and influencers inside each target account. Demand gen is no longer a single-thread email campaign; it's a coordinated motion against the people who actually make the decision.

Full-funnel measurement. We track which exegraphic signals, which buying groups, and which content combinations are actually moving pipeline, then feed that learning back into the audience and content models. Targeting sharpens activation; activation sharpens targeting.

The result is a closed loop. Marketers stop running campaigns into the dark and start running coordinated demand-gen motions where every dollar is measurable against the accounts most likely to buy.

> ***Exegraphics are the foundation. Execution is the deliverable.***

This is what we mean by AI demand generation.

EXECUTIVE TAKEAWAY

Targeting precision is only valuable if it changes what your demand-gen engine actually does. GetRev runs the activation — campaigns, content, channels, measurement — on top of the exegraphic foundation, so insight converts directly to pipeline.

CHAPTER 09 · CASE STUDY

A Vista portco's GTM breakthrough.

Earlier this year, we worked with a Vista portfolio company that was doing what many good growing businesses do — hustling hard, celebrating wins, and moving past losses without fully understanding why either happened. Marketing had one theory about the "sweet spot." Sales had another. Campaigns went to whoever fit broad firmographic criteria; reps chased the accounts they liked best. Everyone was running hard, but not in the same direction.

When GetRev stepped in, we put their sales and campaign history under the exegraphic microscope. Within weeks, the picture came into focus: their best deals weren't random at all. The strongest wins came when they engaged less sophisticated versions of their ideal buyer — companies that also happened to have large analytics teams. Those accounts moved faster, bought bigger, and stuck around longer.

50%

HIGHER WIN RATES ON HIGH-FIT ACCOUNTS

7×

HIGHER AVERAGE ARR PER WIN

5×

OVERALL EXPECTED VALUE

Armed with this clarity, we built them a tailored audience and account model that reflected these realities and was highly predictive against their past results. Suddenly, they knew exactly which buyers their campaigns should reach and why.

Before GetRev, **36% of their active pipeline** — the deals and campaigns their team was spending real time and energy on — were aimed at low-fit accounts. In other words, more than a third of their GTM effort was directed at audiences that simply weren't worth the focus.

With the new model in place, low-fit accounts came out of active pursuit, and high-fit audiences became the primary focus for both marketing and sales. Based on the strength of these insights, Vista expects to see a pipeline made up of **70–90% high-fit accounts**, leading to **25%+ gains in overall GTM efficiency**.

With this clarity, the company is positioned to channel its energy into the opportunities most likely to convert — and to do it with the confidence that every campaign, conversation, and dollar is time well spent.

EXECUTIVE TAKEAWAY

When you know why you win, you can focus only on the audiences that fit that profile — and watch efficiency, alignment, and results take off.

CHAPTER 10 · CASE STUDY

The Pipeline Group's predictive performance leap.

The Pipeline Group isn't your average outsourced SDR shop. With leadership experience from firms like TCV, Bain, and other top-tier operators, they know GTM strategy inside and out — and they've long understood the value of predictive targeting. Their customers expect results, and TPG has built a reputation for delivering them.

Generating meetings has never been their problem. The challenge was bigger: scaling a data-driven, predictive approach across **90 different client engagements at once**. For years, they'd wanted to integrate predictive targeting into every program they ran, but it simply wasn't possible without today's combination of rich public and commercial data and AI powerful enough to process it at scale.

With GetRev, that barrier disappeared. Now, for each engagement, TPG works with GetRev to build a custom A–B–C–D scoring model backed by deep exegraphic insight. Every account they call on is ranked for fit and tagged with the key exegraphic signals explaining why it's a high-potential prospect.

The data reinforced their instincts. Looking across all engagements, TPG found that **86% of wins came from A accounts** — accounts with distinct, repeatable characteristics that could be identified early. Just as telling, 22% of those A accounts weren't assigned to any rep, and every single engagement showed territory imbalances — some SDRs had more high-fit accounts than they could possibly work, while others didn't have enough.

86%

OF WINS CAME FROM A ACCOUNTS

22%

OF A ACCOUNTS UNASSIGNED

13

MEETINGS BOOKED IN WEEK ONE (VS. TYPICAL 4–5)

Armed with these insights, TPG now starts each engagement by balancing territories, ensuring every SDR has enough high-fit accounts to focus on, and deprioritizing low-fit accounts entirely.

The payoff was immediate. In week one of a new-client program, TPG typically sets 4–5 meetings. With exegraphic targeting from GetRev, they booked **13 meetings in that first week** — more than doubling results, and with accounts that had a much stronger chance of converting.

EXECUTIVE TAKEAWAY

With more complexity, precision multiplies in impact. GetRev gave TPG the ability to scale predictive targeting across every engagement, ensuring every meeting they book is with a high-fit account — and that every client sees exactly why.

From fragments to full picture — why Exegraphics change the game.

Exegraphics represent the next evolution in how we understand and target accounts — an evolution that's here to stay. For years, GTM teams relied on data types that gave only part of the picture. Technographics told us whether a company used a particular tool. Intent data showed if they were searching or reading about a topic. Pipeline history told us what had worked before. Each offered value — but each was also incomplete on its own.

In the past, that was the best we could do. But today, in a world where we can analyze exponentially more data, exponentially faster, we can take a higher-order view. The question is no longer simply, "Does this company use that software?" It's:

- How do they use it?
- What else do they use it with?
- And what does that combination tell us about how they operate and what they're most likely to buy next?

Exegraphics make it possible to answer those questions because they unify these disparate data streams and interpret them through the lens of how a company actually executes.

And the real leap is not just having that insight — it's turning it into audiences you can actually segment, reach, and activate. Exegraphics combine with your other data to define target audiences at a fidelity firmographics never could: not "mid-market healthcare," but **"growing healthcare buyers with maturing analytics functions and overburdened IT"** — the kind of definition campaigns can be built around, content can be matched to, and channels can deliver against.

Intent data stops being a generic indicator of "in market" and instead helps generate a clear view of whether an account's structure, behavior, and priorities match the buyers who actually respond to you. Pipeline history stops being a backward-looking record and becomes a source of patterns you can apply to every new audience you're trying to reach — and every campaign you build to reach them.

EXECUTIVE TAKEAWAY

Exegraphics elevate all the other data you have and put it to work where it matters: defining the audiences worth your awareness spend, engaging them with the right content, and turning interest into qualified pipeline. They turn fragments of information into a living view of your market that keeps every campaign aimed at the buyers most ready to hear from you.

CHAPTER 12 · THE FUTURE

The future belongs to the precise.

"Spray and pray" is over. Buyers ignore generic messaging. Engagement costs climb. Teams burn out. Quotas are missed. And yet, some companies are still winning — decisively.

The difference? They know exactly which audiences deserve their time. Our data shows that high-fit accounts outperform low-fit by **50–300% in close rate and LTV**. Consistently reaching and engaging those audiences doesn't just make GTM more efficient — it transforms it. It's how you hit your number this quarter while building sustained growth for years to come.

In today's GTM environment — remote teams, intense competition, digital saturation — precision targeting isn't a luxury, it's a requirement. It keeps your investments focused where they have the highest probability of returning revenue and provides the only scalable way to balance short-term attainment with long-term customer value.

> ***Hit the number. Grow sustainably. The future belongs to the precise.***

Leaders like Vista Equity Partners and The Pipeline Group have already made the shift. They're not just hitting targets; they're rebuilding their GTM engines around exegraphic intelligence — aligning marketing, sales, and ops around a single, data-driven view of their market, and pursuing only the accounts most likely to buy.

The path is clear: build your exegraphic foundation, align your teams, focus your campaigns and content on the audiences most likely to engage, and commit only to accounts that behave — and buy — like your best customers. Do that, and every campaign, conversation, and dollar becomes time well spent.

Will you lead it?

ABOUT

Generate demand with AI precision.

GetRev is the AI demand generation company. We use predictive data and full-service execution to deliver pipeline — not just leads. At the core is our proprietary Exegraphics dataset, which reveals how companies operate and make decisions — providing insight into which accounts are structurally most likely to buy. With this intelligence, GetRev helps marketers maximize the impact of their existing content, targeting the right buyers with precision and efficiency.

Our team runs campaigns end-to-end, from audience selection and content syndication to delivery and measurement, ensuring every marketing dollar works harder. By combining advanced account intelligence with precision demand generation and full-funnel transparency, GetRev gives marketing teams not just smarter data — but smarter execution. No outdated targeting. No wasted spend. Just the right content, in front of the right buyers, at the right time.

Customers include leaders like **Salesforce**, **Splunk**, **Zendesk**, and many more.

TALK TO GETREV

To see how exegraphic targeting can sharpen your GTM, contact **sales@getrev.ai** or visit **getrev.ai**.