

From AI Experimentation to Transformation

What B2B marketers told us + what we brought back from HubSpot UNBOUND 2026

74%

are already using or testing AI



10%

say AI is integrated across most workflows



You probably do not need another AI tool. The harder question is where to start, what is actually worth the effort, and how to turn the tools and data you already have into better GTM results.

48%

TOP GTM NEED

Get found + stay visible
to the right buyers

26%

TOP AI RISK

Chasing tools
without a strategy

26%

TOP AI RISK

Separating real value
from hype

UNBOUND sharpened the “what comes next” question.

- **Production is getting cheap.**
Judgment is getting more valuable.
- **AI gets more useful with better context.**
Bad context can accelerate bad work.
- **GTM is becoming a connected system.**
Visibility, signals, CRM data and action have to work together.

So what separates AI experimentation from transformation?

Two things show up again and again: better context + better judgment.

Better context + better judgment

Models are getting easier to access. Your advantage comes from what the AI knows about your business and how well your team decides what to do with it.

1 | BUILD A CONTEXT SYSTEM

The goal is to stop starting from scratch. Give AI the business, buyer and situational context your best team member would need to do the job well.

PERSISTENT

What AI should know all the time

- ICP + buyer problems
- Positioning + POV
- Customer language
- Proof + examples
- Brand voice + taste

CONNECTED

What is changing right now

- CRM + customer data
- Sales conversations
- Account activity
- Buying-group signals
- Opportunity history

SITUATIONAL

What this job requires

- Goal + task
- Audience
- Constraints
- Examples
- Guardrails + approvals

HubSpot's direction at UNBOUND: make the CRM a richer system of context that AI can draw from, not just a system of record.

2 | KEEP JUDGMENT IN THE LOOP

Context tells AI what is true and relevant. Judgment decides what deserves attention, what to trust and what action makes sense.

1 Choose the right problem

Start with a business outcome, not a new tool.

2 Decide what "good" looks like

Use taste, expertise and buyer understanding to set the bar.

3 Validate before you act

A signal is a clue, not proof. Check fit, recency and pattern.

4 Keep humans on consequential calls

Let AI assist the work. Keep accountability with people.

The shift: from asking AI to make things -> giving AI the context to help make better decisions.

What to KEEP / FIX / STOP after UNBOUND

You do not need to do everything UNBOUND showed us. You need to know what deserves your attention next.

KEEP

Experimenting with AI

Tie tests to an outcome, not novelty.

Human expertise

Use AI to extend judgment, not erase it.

Buyer education

Create useful POV, proof and guidance before the hand raise.

Short learning loops

Test, learn, refine. Do not wait for perfect plans.

FIX

Your context foundation

Make ICP, positioning, customer knowledge and CRM data usable by people + AI.

AEO + discoverability

Amplify where your ICP learns and where AI engines cite trusted sources.

Signal-to-action rules

Decide which signals matter and what each should trigger.

Buyer enablement

Make it easier to discover, understand, trust, evaluate and choose you.

How you measure AI

Show leadership what got faster, better, more visible or more effective - not how many assets or agents you launched.

STOP

Chasing every tool

A bigger stack is not a strategy.

Measuring AI by output

More content is not the same as more impact.

Treating every signal as intent

Sometimes the right move is education - or no outreach.

Optimizing only for clicks

Discovery increasingly happens before, or without, a website visit.

Automating broken processes

AI can make a bad system fail faster.

THE BOTTOM LINE

AI transformation is not about doing more with AI. It is about using better context and better judgment to become more winnable with the right buyers.

Need help achieving transformational impact with AI + HubSpot?

Talk with Vende at VendeDigital.com