

2026

STATE OF REVENUE AI



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Introduction

We're living through one of the most profound transformations in business history. The rise of artificial intelligence has ushered in what we call the AI Economy, an era where intelligence, not information, powers productivity, innovation, and growth.

For revenue organizations, this shift represents both a challenge and an opportunity. The playbooks built for manual inputs and incremental change no longer apply. The pace of business now moves at the speed of intelligence, rewarding those who can adapt, automate, and lead with clarity.

In this new environment, productivity has become a primary growth lever and a defining measure of success. The leaders who thrive will be those who redesign their organizations around AI, not as a tool, but as a strategic capability.

They will engineer change into their operating systems, embedding automation and intelligence into every layer of the revenue engine.

Through our research, we've uncovered what separates AI deployments that truly drive commercial impact from the 95% that are falling short. This year's State of Revenue AI report examines how the world's most forward-thinking revenue teams are embracing this shift to drive productivity, create value, and gain a competitive advantage.

We hope these insights provide leaders with the benchmarks, actionable strategies, and best practices to thrive in 2026 and beyond.



Shane Evans
CRO, Gong

Executive summary

We collected the data featured in this report using an anonymous online survey of 3,048 global revenue leaders, the demographics of whom are listed in the appendix. In addition to the survey data, the Gong Labs research team analyzed 7.1 million sales opportunities from 3,613 companies to measure the impact of AI and performance across revenue teams.

Insights uncovered in the research include:

✓ **The traditional growth engine is losing steam:**

After last year's revenue rebound, average annual growth has slowed to 16% in 2025, and sales velocity metrics have plateaued. This highlights the need for new strategies, smarter automation, and AI-driven productivity to reignite momentum.

✓ **Productivity becomes the primary lever for growth:**

Increasing the productivity and output of existing teams was the highest-ranked priority by revenue leaders when asked how they plan to grow in 2026.

✓ **AI becomes a standard for revenue:**

With top-down mandates and pressure to increase productivity with technology, 96% of revenue leaders expect their teams to be using AI by next year.

✓ **Domain expertise drives commercial impact:**

Teams leveraging AI solutions with revenue domain expertise grew more in 2025 and reported more commercial impact from their investments and deployment.

✓ **AI gets a seat at the table:**

Leaders using solutions with revenue-specific domain expertise report higher levels of trust in the insights delivered by AI. These teams utilize AI as an input in their decision-making processes and are seeing tangible results.

✓ **Measuring AI's Impact:**

Organizations with high AI utilization within their deals drive productivity, reporting significantly higher win rates and revenue per sales rep.

ONE

Growth decelerates in 2025

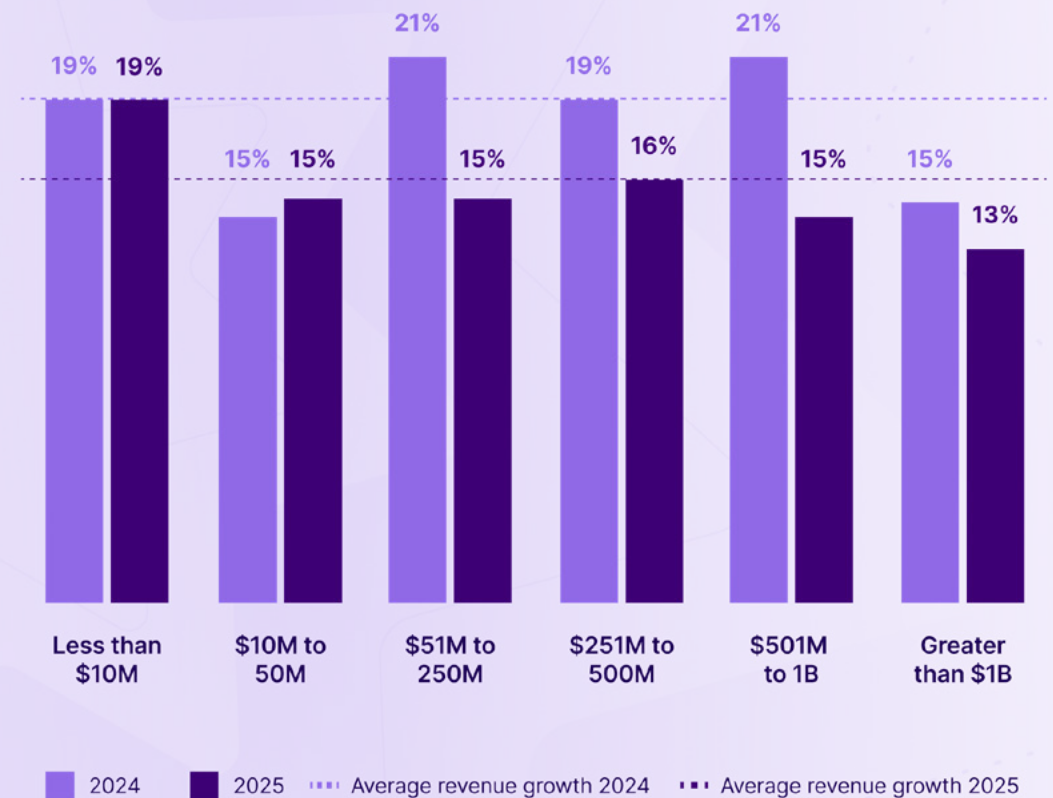
Following a strong rebound in 2024, average annual revenue growth decelerated to 16% in 2025, marking a 3-point decline year-over-year for US organizations.

While increased investments in big AI players drove economic optimism across headlines this year, rising costs, weakening demand, and trade uncertainty have had a substantial impact on revenue performance.

This trend signals a turning point: Traditional revenue playbooks and tactics are no longer sufficient in a market shaped by data complexity, evolving buyer expectations, and heightened demands for efficiency.

Teams grew revenue in 2025 by an average of 16%

Annual growth rate by revenue



BASE: US REVENUE LEADERS

TWO

Sales productivity plateaus

In 2024, leaders reported that an average of 52% of their reps attained or exceeded their quota. This year that number dropped to 46%.

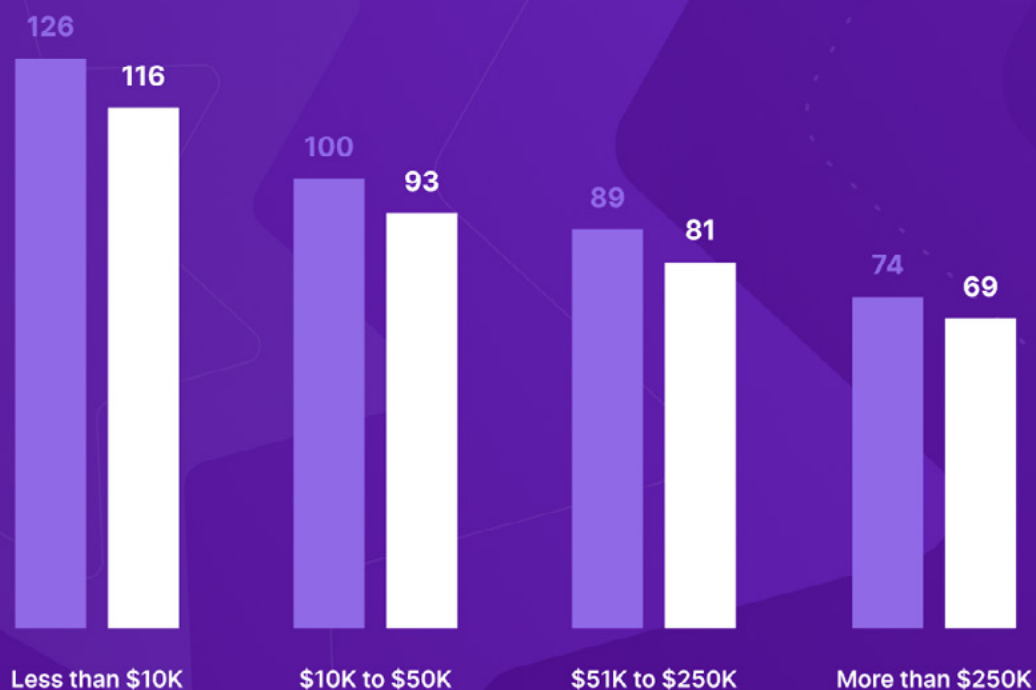
A Gong Labs analysis of more than 7.1 million opportunities from 3,613 organizations highlights why this performance has leveled off.

This data suggests that the dip in revenue growth and rep participation is due to sellers getting fewer attempts.

While average win rates and deal duration remained consistent, reps worked fewer opportunities in 2025.

Opportunities per rep by deal size

■ 2024 ■ 2025



GONG LABS ANALYSIS OF 2024 AND 2025 OPPORTUNITIES

The new playbook for growth

To reignite growth in 2025, leaders shifted their focus from customer and market expansion to maximizing team output. Productivity and efficiency now top the list of growth levers for 2026.

While productivity has remained an evergreen priority for revenue leaders, this is the first time it has ranked number one.

This is a clear signal that to outperform in 2026 and beyond, revenue teams will need to reengineer their organizations, processes, and roles to maximize the output of their existing resources.

Leaders should treat their productivity initiatives with the same attention, rigor, and measurement as a new product launch or geographic expansion.

Revenue leaders ranked productivity as the number one growth driver anticipated for 2026

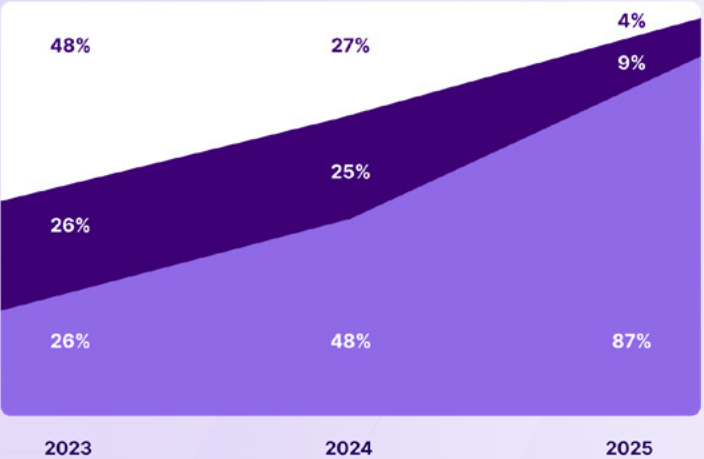
Top revenue growth initiatives (ranked)

| 2024 | 2025 | |
|------|------|--|
| 4 | 1 | Increase the productivity/output of our existing teams |
| 1 | 2 | Upsell/cross-sell existing customers |
| 3 | 3 | Bring new product services to market |
| 2 | 4 | Expand sales into new geographies, industries, or segments |
| 5 | 5 | Target new buyer personas or centers |

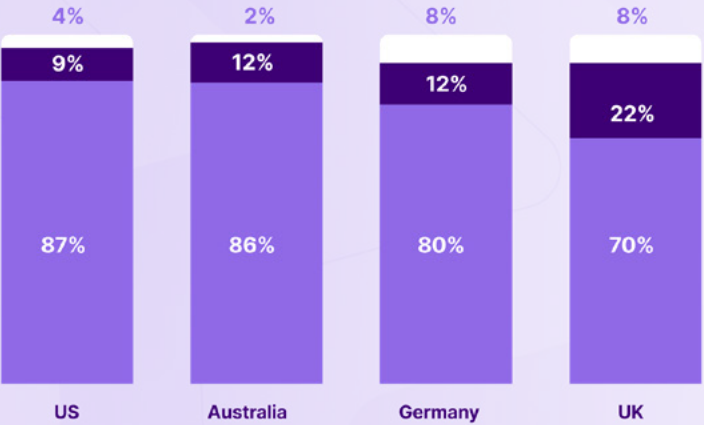
BASE: GLOBAL REVENUE LEADERS

96% of revenue teams will use AI in 2026

AI adoption by year



UK adoption of AI has lagged 12-18 months behind the US



Does your team currently use AI?

No No, but we plan to in the next 12 months Yes

FOUR

AI moves from experimental to essential

The prevalence of AI in 2025 is fueling the growing demand for increased productivity.

After nearly doubling year over year in 2024, AI adoption across US revenue teams increased a whopping 81% in 2025.

87% of US organizations now use AI, with another 9% planning to deploy AI within the next 12 months.

Across each country surveyed, a minimum of 92% of respondents indicated that their revenue teams will use AI in 2026.

What was once an experiment in 2023 is now the standard for nearly all modern revenue teams.

FIVE

Depth of AI adoption matters

While AI adoption is wide, it's ultimately how deeply it's adopted that dictates a return on investment.

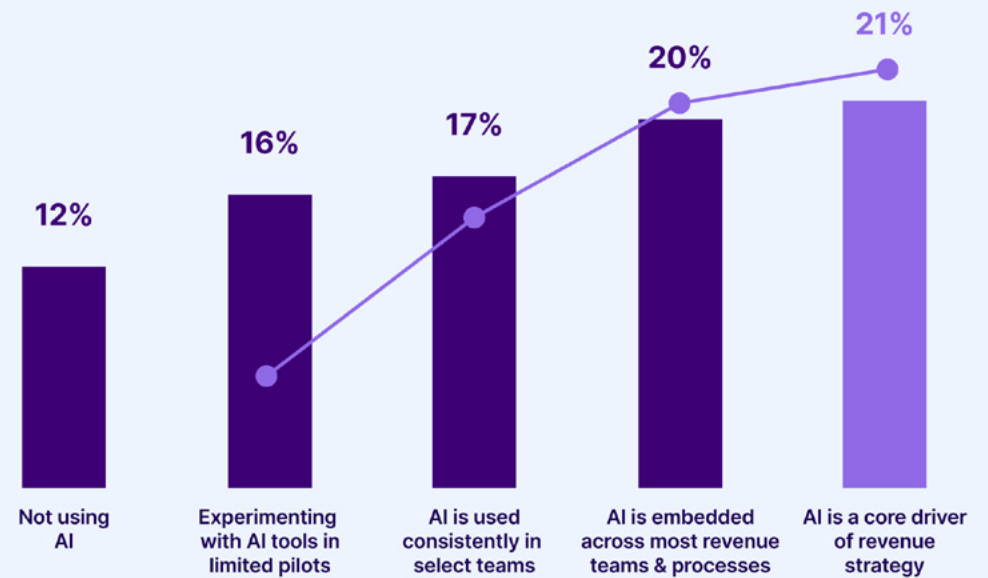
For example, organizations with AI as a core part of their strategy in 2025 reported 31% higher revenue growth than those teams currently running limited pilots.

Globally, this same group was 65% more likely to increase win rates in 2025.

These same teams also reported 2.6x higher commercial impact scores. Commercial impact is an index calculated based on a revenue leader's perception of AI to increase revenue performance factors like win rates, data quality, forecast accuracy, and more.*

Deeper AI deployments correlate with higher revenue growth and commercial impact

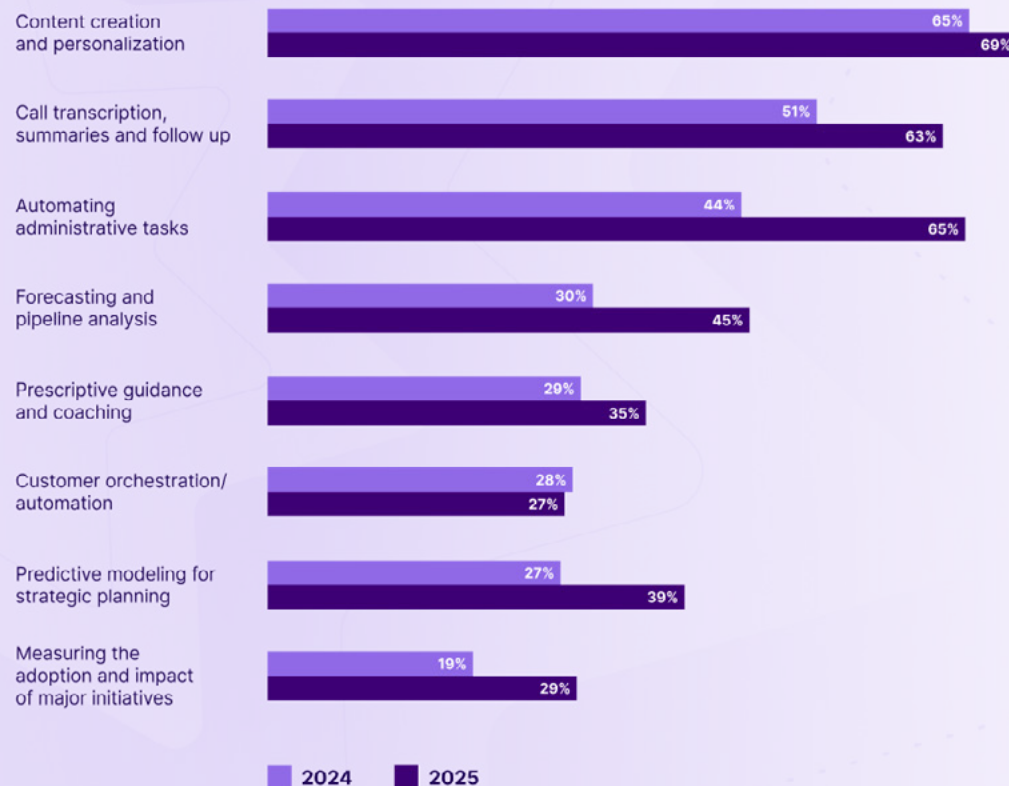
Annual revenue growth and commercial impact by AI deployment type



BASE: US REVENUE LEADERS

Strategic use case adoption grew in 2025

Year-over-year AI use case adoption



SIX

From automation to intelligence

As AI adoption increased this past year, so did the number of revenue-specific use cases rolled out.

In 2024, a majority of revenue teams utilized AI to automate tasks such as note-taking, content creation, data entry, and other similar tasks.

While these use cases continue to grow, 2025 was characterized by an uptick in intelligence delivered by AI.

For example, the number of organizations using AI to forecast and measure the success of their strategic initiative both increased by 50% in 2025.

Instead of fueling individual productivity via efficiency, these types of strategic use cases create wider productivity gains by making the entire organization more effective.

Why is this important? Organizations falling within the 95th percentile of commercial impact were two to four times more likely to have these use cases in place.

The case for domain expertise

To power these strategic use cases, leaders look to providers with expertise in the revenue domain. These types of AI solutions provide revenue-specific workflows out of the box.

In fact, teams using revenue-specific solutions were twice as likely to report using AI for forecasting and predictive modeling.

These solutions are also driving the highest impact. Adoption of revenue-specific AI correlates with 13% higher revenue growth and 85% higher commercial impact.

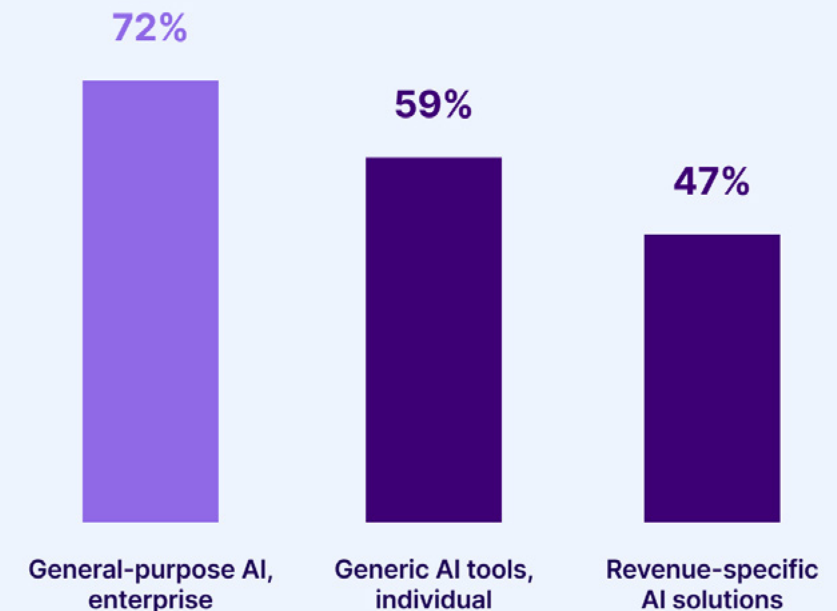
However, data shows that general-purpose AI is much more prevalent across the industry, with enterprise general-purpose AI being the most common, followed by general-purpose tools used by individuals (e.g. a rep using ChatGPT at work).

Interestingly, while only 59% of respondents indicated that their team was using these personal tools, research from MIT suggests that this number is closer to 90%.

This blind spot poses serious challenges for organizations, including security risks, disparate tech stacks, and security risks.

General-purpose AI exceeds domain-specific adoption

Adoption by solution type

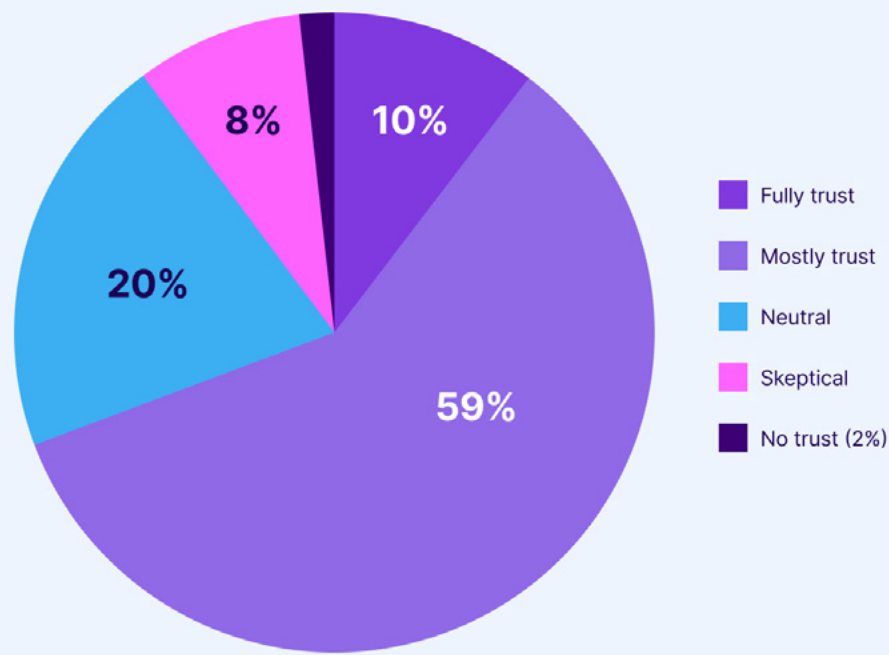


Revenue teams using AI with revenue domain expertise...

- 2X more likely to adopt strategic AI use cases
- 13% higher growth
- 85% higher commercial impact

BASE: US REVENUE LEADERS

69% of revenue leaders trust the insights delivered by AI



BASE: GLOBAL REVENUE LEADERS

EIGHT

AI gets a seat at the table

Following a strong rebound in 2024, average annual revenue growth decelerated to 16% in 2025, marking a 3-point decline year over year.

While increased investments in big AI players drove economic optimism across headlines this year, rising costs, weakening demand, and trade uncertainty have had a substantial impact on revenue performance.

This trend signals a turning point: Traditional revenue playbooks and tactics are no longer sufficient in a market shaped by data complexity, evolving buyer expectations, and heightened demands for efficiency.

7 in 10 revenue leaders regularly use AI to inform their decisions.



Winning more with Revenue AI

Last year, 92% of respondents reported that AI saved their sellers time, measuring the total number of hours saved by automating tasks and workflows with AI.

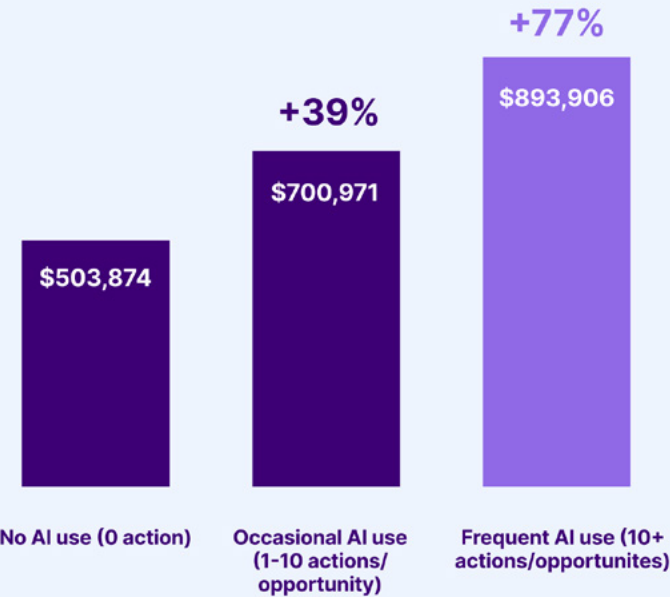
This year, leaders looked beyond hours saved and emphasized revenue generated per sales rep, providing a measure of both efficiency and effectiveness.

In our own Gong Labs analysis of 7.1 million opportunities worked in 2025, we examined how seller utilization of AI impacted revenue per rep.

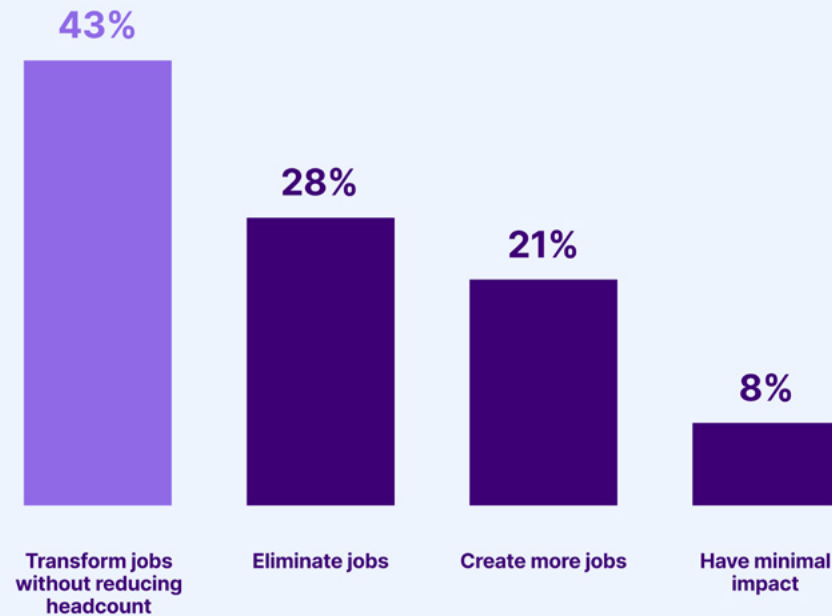
Sellers that frequently use AI generate 77% more revenue than those not using AI at all.

Sellers who frequently use AI generate 77% more revenue

Revenue per rep by AI utilization



A majority of revenue leaders believe AI will transform jobs without reducing headcount



BASE: GLOBAL REVENUE LEADERS

TEN

Shaping jobs, not taking jobs

While this newfound productivity enables revenue teams to do more with less (or the same), leaders still view AI as a catalyst for transformation rather than a threat to jobs.

When asked about the three-year impact AI will have on revenue headcount, 43% of respondents expect it to transform jobs without reducing headcount, making it the most common outlook. Only 28% anticipate job eliminations, while 21% foresee AI creating jobs. Just 8% predict minimal impact.

Engineering change in 2026 and beyond

The year ahead demands a fundamental shift in how revenue organizations operate. The data is clear: Traditional growth playbooks are no longer enough. To outperform in 2026, leaders must reengineer their revenue engines around AI-powered productivity not as a tool, but as a core strategic capability.

✓ Elevate productivity to a board-level priority

Growth will not solely come from expansion but from increasing output and effectiveness per rep. Treat productivity initiatives with the same rigor as new product launches by defining success metrics, embedding automation, and continually measuring impact.

✓ Move beyond AI experimentation

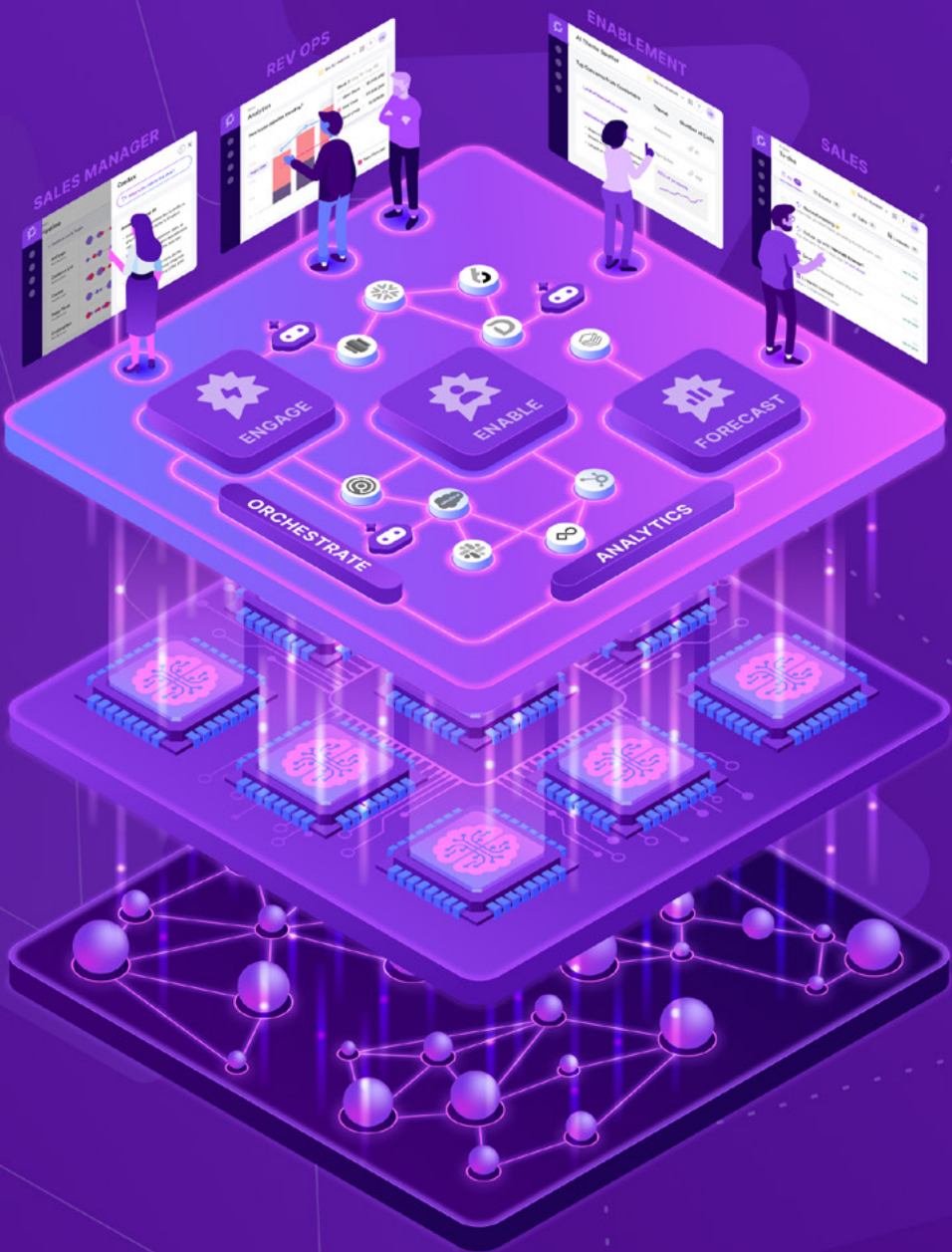
Nearly all revenue teams will adopt AI by 2026, but depth, not breadth, will separate outperformers. Organizations that have made AI a strategic pillar, rather than a pilot project, are already realizing 30%+ higher revenue growth and exponentially greater commercial impact. Build an AI roadmap that aligns with your GTM strategy, spanning tactical automation to strategic decision intelligence.

✓ Invest in domain-specific AI built for revenue

Tools that understand sales language, workflows, and performance metrics drive significantly higher ROI than general-purpose AI. These systems accelerate insight delivery, improve forecast accuracy, and increase seller capacity, resulting in measurable gains across win rates and revenue per representative.

✓ Trust and empower AI as a decision partner

Top-performing organizations are now consulting AI, not just using it. By integrating AI insights into strategic planning, leaders can make faster, clearer, and more confident decisions.



WIN MORE WITH REVENUE AI

See how the Gong Revenue AI OS transforms insights into action with the most accurate AI, custom-built for revenue teams.

[Book a demo](#)

Survey respondent demographics

The respondent data featured in this report was collected via an anonymous online survey through paid partnerships with [Emporia Research](#) and [Censuswide](#). The Gong Labs data featured in this report was captured from 3,613 revenue teams using Gong in 2024 and 2025.

Respondent demographic and firmographic information is detailed below:

| By title | | By # of employees | | By industry | | By country | |
|-----------------------|-----|-------------------|-----|-------------------------|-----|----------------|-----|
| C-Level | 24% | Less than 100 | 36% | Advanced manufacturing | 8% | Australia | 16% |
| Senior Vice President | 15% | 100 to 500 | 25% | Business services | 23% | Germany | 16% |
| Vice President | 21% | 501 to 1000 | 15% | Financial services | 12% | United Kingdom | 33% |
| Director | 40% | More than 1000 | 24% | Healthcare | 12% | United States | 35% |
| | | | | Media | 3% | | |
| | | | | Software and Technology | 30% | | |
| | | | | Other | 12% | | |

Commercial impact index explained

The commercial impact index is a calculated quantitative score based on the respondents agreement with qualitative Likert scale questions listed below. Points were assigned based on the level of agreement and then normalized.

Select your agreement with the following statements (Strongly agree to strongly disagree):

Implementing AI has...

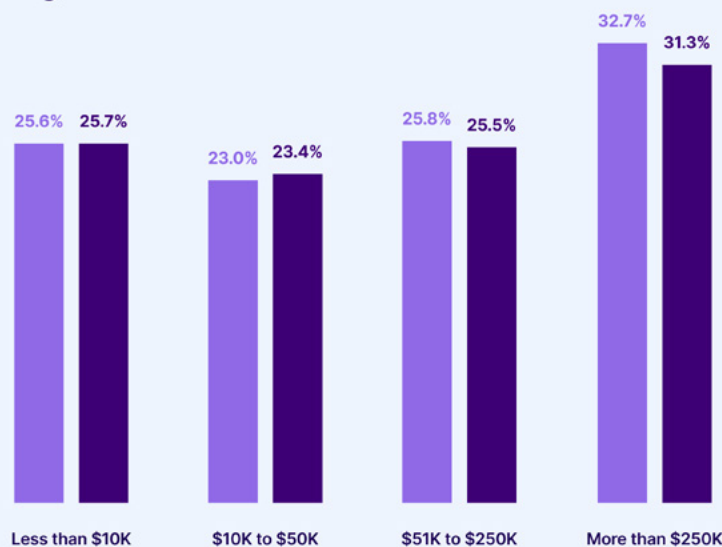
- ...increased the number of hours our reps spend selling
- ...increased the average revenue closed per rep
- ...increased our average win rate
- ...decreased our average deal duration (sales cycle length)
- ...improved the quality of our revenue data
- ...increased our forecast accuracy
- ...made our customer-facing teams more aligned
- ...improved our buyer/customer satisfaction
- ...allowed leadership to make better-informed decisions
- ...increased the number of team members our managers can manage
- ...increased our overall revenue performance

Sales productivity plateaus (continued)

Although the average number of opportunities per sales rep has decreased year over year, win rates and deal duration have remained consistent.

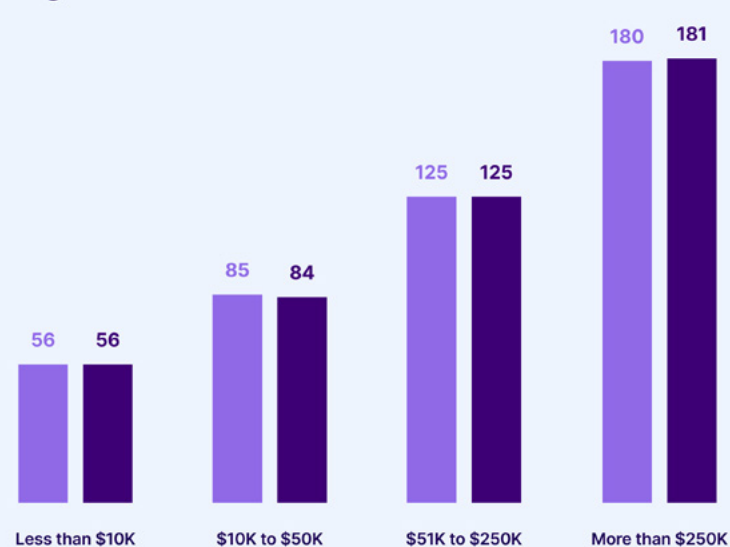
Average win rate by deal size

2024 2025



Average deal duration (days) by deal size

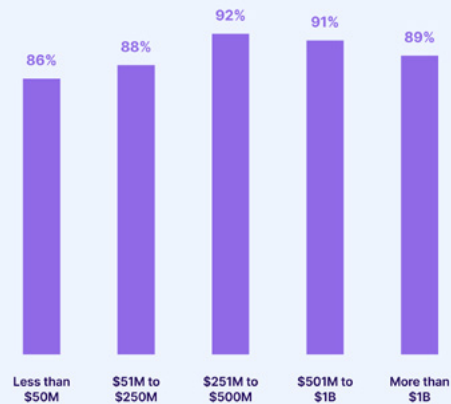
2024 2025



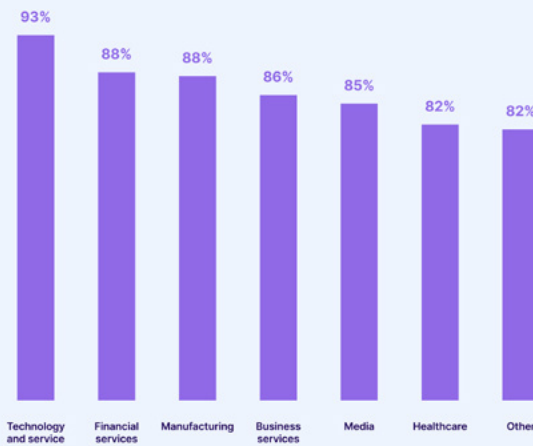
AI moves from experiment to essential (continued)

While AI is now widespread across revenue teams, mid-size organizations between \$250M and \$1B in revenue, report the highest adoption rate.

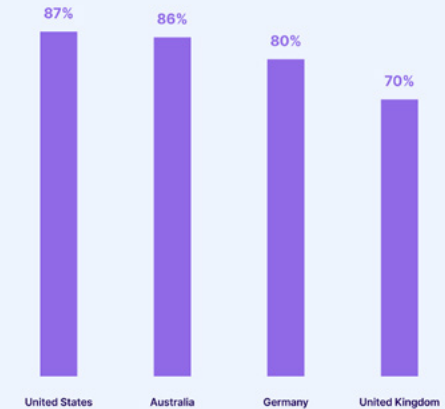
AI adoption by company size (annual revenue)



AI adoption by industry

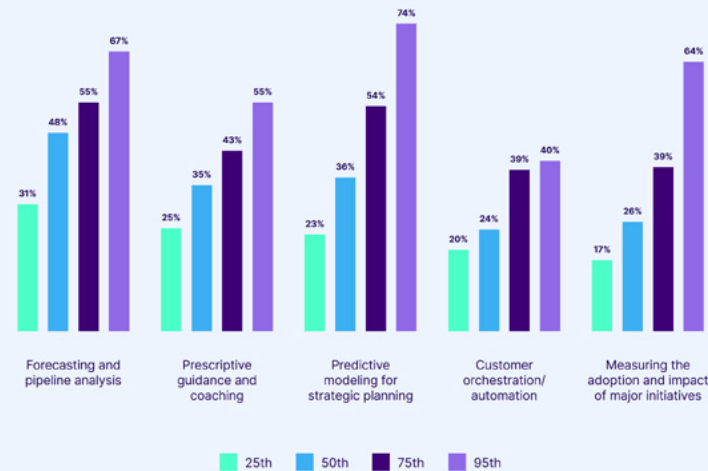


AI adoption by country



AI moves from experiment to essential (continued)

Strategic use case adoption by commercial impact (percentiles)



Strategic use cases drive commercial impact

Using AI insights to make decisions correlates with higher commercial impact

