

AI in outbound: what the 2026 data means for revenue leadership

Every activity dashboard improved this year.
Pipeline did not follow.



AI arrived everywhere. Headcount grew anyway.



99%

of BDRs use AI

53% two years ago

8%

cut headcount

58% grew the team

34

touches per contact

17 two years ago

Every team gained capacity in the same year. **So capacity stopped being worth anything.**

Inbox access became the scarce resource



8% vs 3%

Generated copy is flagged as spam at three times the human rate.

Spacing beat every subject line tested. **Cadence length is now a deliverability decision.**

71% → 93%

Inbox placement, sending every day against every third day.

Four decisions this reopens



HEADCOUNT

Budget for people again

The absorption thesis reversed. Most teams grew.

FORECAST

The activity anchor broke

Coverage built on touches now overstates, and widens each quarter.

BUDGET MIX

Coaching beats licences

Identical tooling, 23 points of quota apart. Support decided it.

RISK

Reputation is company-wide

Invoices and contracts inherit a decision made in the sales stack.

Outbound deliverability belongs on the risk register. Not in the sales stack.

Change what reaches the board



Retire

~~Emails sent~~

~~Accounts researched~~

~~Sequences launched~~

~~Touches completed~~

Activity now rises on its own. **Which makes it the easiest number to beat and the hardest to defend.**

Report

Inbox placement rate

Touches per contact

Meetings held

Opportunities created

GrowthStack Advisory



Outbound engines built for growth-stage technology companies, **then handed over.**

FOUNDED BY

Shobhit Gupta

A decade leading sales development and revenue operations in-house, before founding GrowthStack in 2024.

CLIENT WORK

Easyship, ConvertCart, NuVista AI, WorkStore

Logistics, e-commerce, AI infrastructure and distribution.

MORE AT

growthstackadvisory.com

Case studies with the figures and timeframes attached.