Sourcescrub

GenAI in Dealmaking: Real Value or Just Hype?

Everyone's been buzzing about generative AI, but how are dealmakers really leveraging this and other advanced technology? And how much does this data and technology actually impact their performance? Our survey results provide some insightful answers.

Most Dealmakers Rate Their Orgs as *Average*

How would you rate your organization's use of dealmaking data and technology?

22%	**58%**	**20%**
Sophisticated	**Average**	**Below Average**
We use the ideal mix of tech and data across the entire deal flow process.	We consistently use tech and data to improve a few specific dealmaking activities.	We have a few tools that we use occasionally to support the most time-consuming or error-prone activities.

Dealmakers Have Doubts but Still Plan to Adopt AI

The majority of dealmakers use tech for...

74%	**63%**	**58%**
Email Outreach	**Pipeline/Portfolio Monitoring**	**Deal Sourcing**

57%	**53%**	
Market Mapping	**Conference Strategy & Planning**	**...but only 52% of organizations use AI.**

64%	**<10%**	**80%**
Believe that AI's potential impact on dealmaking has been overhyped	Have a data scientist or data engineer in place	Plan to increase AI usage over the next 12 months

Orgs That Prioritize Data and Tech Perform Better

The top 3 data and technology benefits:

#1	**#2**	**#3**
Increased efficiency and time savings	The ability to connect with targets faster/earlier	The ability for teams to focus on more strategic work
62%	**41%**	**40%**

Of dealmakers at technologically sophisticated orgs:

100%	**61%**
directly sourced at least 25% of deals in the last 12 months	cite better quality opportunities as a top data/tech benefit
60%	**58%**
say data/tech have enabled them to win deals against competitors	have yet to experience any negative effects of GenAI

Compared to dealmakers at technologically below average orgs:

19%	**38%**
directly sourced less than 25% of deals in the last 12 months	have yet to experience any benefits from data/tech
88%	**75%**
have not won any deals against competitors thanks to data/tech	have yet to experience any negative effects of GenAI

It's Time for Dealmakers to Get Real About GenAI

Download the report today to learn about the major gap between dealmakers' future AI-related intentions versus their preparedness, plus the single tool that seems to serve as a gateway to technological maturity and differentiated value.

Get the Report