

● THE ARCHITECTURE · 2026

The Martech Stack in 2026.

Four layers. 130+ tools. The shape of every serious B2B revenue org has inverted — from execution-down to *intelligence-down*. This is the map.

LAYERS

4

TOOLS MAPPED

130+

CHANNELS IN
PARALLEL

5

ERA

AI-native

— THE ARCHITECTURE

Top to bottom, the stack that *runs revenue*.

Read top down: intelligence decides, execution acts, data fuels, measurement closes the loop. Every layer below feeds the one above it.

LAYER 01 · INTELLIGENCE

MODELS · IDES · AGENTS

The *Intelligence* Layer.

FOUNDATION MODELS · THE BRAINS BEHIND EVERY WORKFLOW

Frontier models power agents, copy generation, research, classification, and reasoning. The choice of provider is now a stack-level decision, not a per-tool one.

Anthropic Claude

OpenAI GPT

Google Gemini

Meta Llama

xAI Grok

Mistral

Cohere

DeepSeek

AI DEVELOPMENT ENVIRONMENTS · BUILD THE WORKFLOW YOURSELF

The new GTM operator is an engineer-adjacent builder. Coding agents and AI-native IDEs let revenue teams ship custom integrations, scrapers, and internal tools *without filing JIRA tickets*.

Claude Code

Cursor

Antigravity

Windsurf

VS Code

GitHub Copilot

Replit Agent

Bolt.new

Lovable

v0

AI AGENTS & WORKERS · RESEARCHERS, SDRS, AND COPYWRITERS THAT DON'T SLEEP

Specialised agents that research accounts, draft personalised messaging, qualify replies, and run multi-step workflows. The category is consolidating fast, but the use cases are sticky.

Research agents

Claygent Relevance AI Lindy Decagon Manus

AI SDR / outbound

11x Artisan Regie.ai AiSDR Jason AI Bosh ENAI

Personalisation

Twain Lyne Humantic AI Crystal

Voice agents

Air AI Bland Vapi Retell

LAYER 02 · EXECUTION

ORCHESTRATION · OUTBOUND · INBOUND

The *Execution* Layer.

ORCHESTRATION & WORKFLOW · THE CONNECTIVE TISSUE

No single tool runs the play. Workflow engines stitch *signal* → *enrichment* → *message* → *CRM* → *reporting* into one continuous motion.

n8n Make Zapier Workato Tray.ai Pipedream Cargo Default

OUTBOUND EXECUTION · MULTI-CHANNEL, NO LONGER OPTIONAL

Email + LinkedIn alone is a 2023 motion. The 2026 stack runs five channels in parallel — and routes them based on signal strength, not seat license.

Email infrastructure

Smartlead Instantly Apollo Lemlist Salesloft Outreach
Mailshake ENAI

LinkedIn

HeyReach La Growth Machine Expandi Dripify Sales Navigator

Phone / dialler

Orum Nooks Aircall Dialpad

Video / direct mail

Sendspark Tavus Loom Sendoso Reachdesk

INBOUND & CONVERSION · FROM "FILL OUT THIS FORM" TO "LET'S TALK NOW"

When a buyer is ready, friction kills the deal. AI chat, instant routing, and on-page personalisation collapse the gap from *intent* → *conversation*.

AI chat / qualification

Qualified Drift Intercom Fin Sierra Ada

Routing & scheduling

Chili Piper Default RevenueHero Calendly Cal.com

Web personalisation

Mutiny 6sense Web Intellimize Dynamic Yield

LAYER 03 · DATA

SIGNAL · ENRICHMENT · RECORD

The *Data* Layer.

SIGNAL & INTENT · THE "WHY NOW" ENGINE

Cold lists are dead. The stack is now *signal-first* — buyer intent, visitor de-anonymisation, job changes, hiring patterns, technographics, community activity.

Buyer intent

Bombora 6sense Demandbase G2 Buyer Intent TrustRadius
Vector ENAI

Visitor de-anon

RB2B Koala Warmly Clearbit Reveal Factors.ai

Job changes / triggers

UserGems Champify Common Room Pocus

Technographic

BuiltWith HG Insights Wappalyzer TheirStack

DATA & ENRICHMENT · WATERFALLS, NOT SINGLE-SOURCE

In 2026 you don't pick one provider — you orchestrate a waterfall. Enrich with provider A, fall through to B, finder for C. Clay made the pattern; everyone copies it.

Orchestration	Clay	Default	Cargo	Persana	Ocean.io	
Contact databases	Apollo	ZoomInfo	Cognism	Lusha	LeadIQ	SmartProspect
Email finders	Findymail	LeadMagic	Datagma	Hunter	Prospeo	Anymail Finder
Verification	NeverBounce	MillionVerifier	ZeroBounce	Bouncer		

SYSTEM OF RECORD · WHERE PIPELINE LIVES

CRM is the floor, not the ceiling. The 2026 stack treats CRM as one node in a graph that includes the warehouse, the CDP, and reverse-ETL pipes back to every activation tool.

CRM	HubSpot	Salesforce	Attio	Pipedrive	Close	Folk
Data warehouse	Snowflake	BigQuery	Databricks	Redshift	Motherduck	
CDP / Reverse-ETL	Hightouch	Census	Segment	RudderStack	Hull	

LAYER 04 · MEASUREMENT

CONVERSATION · ATTRIBUTION · BI

The *Measurement* Layer.

CONVERSATION & REVENUE INTELLIGENCE · WHAT GETS SAID ON THE CALL

Calls and meetings are the highest-signal data your org generates. Capturing them — and feeding the transcripts back upstream into messaging and forecasting — is now *table stakes*.

Calls / meetings	Gong	Chorus	Fathom	Granola	Otter	Fireflies	Read.ai
Forecasting	Clari	BoostUp	InsightSquared	Aviso			

ANALYTICS & ATTRIBUTION · CLOSING THE LOOP

Without attribution the stack is open-loop — money goes in, hope comes out. The 2026 stack ties *signal* → *activity* → *pipeline* → *revenue* across every channel.

B2B attribution

HockeyStack

Dreamdata

Demandbase

Factors.ai

CaliberMind

Web / product

GA4

Plausible

Mixpanel

Amplitude

Heap

PostHog

BI / reporting

Looker

Tableau

Mode

Hex

Metabase

Sigma

— THE SHIFT

What changed between *2024 and 2026*.

The tools didn't just multiply. The shape of the stack inverted — from execution-down to intelligence-down.

THEN · 2024

Execution-led. Tool-shaped.

- Single-vendor data — one DB, often outdated
- Email + LinkedIn was the entire motion
- Intent data was a "nice to have"
- SDRs wrote messages by hand or with templates
- Attribution lived in a Looker dashboard nobody opened
- CRM was the system of record. Period.
- "AI" meant a copywriting plugin

NOW · 2026

Intelligence-led. Decision-shaped.

- Data waterfalls across 5+ providers, orchestrated in Clay
- 5 channels run in parallel — email, LinkedIn, phone, video, mail
- Signal-first targeting; cold lists are obsolete
- AI agents research and personalise at scale
- Attribution is operational — feeds back into routing, not just reports
- Warehouse + CRM + CDP form a graph, not a hub
- Frontier models are a stack-level decision; agents do the work

Every layer of the stack got AI in 2024–2025. The teams that win 2026 are the ones that *turn that AI into pipeline* — not the ones with the longest tool list.



IndustryGeniuses is the AI Revenue Engine for B2B teams building serious pipeline in 2026. We turn the four-layer stack into a working motion — signal, message, conversation, attribution — without the consulting bill.

— LIVE IN MARKET

IndustryGeniuses AI Agents are live across retail & wholesale, technology, healthcare, law & accounting firms, finance, transportation & logistics, and real estate & construction sectors.

CONTINUE THE CONVERSATION

See the *full architecture* in action.

This stack is a map, not a motion. If you want the playbook for running it — the agents, the waterfalls, the routing logic, the attribution loop — start with the AI Revenue Engine.

industrygeniuses.com →