

The GTM Agent Layer

A person doing go-to-market work is an **operator**: they bring judgment about what to do next, and logins to a dozen different systems. AI agents already have the judgment. This is the layer supplying **the logins and the expertise to orchestrate many tools at once**.

Current as of July 2026

Position shows function, not rank.

Numbers are category IDs from the guide, not a reading order. Alphabetical within groups.

THE MARKET buyers, prospects, the actual humans being contacted

▲ MESSAGES OUT · REPLIES BACK ▼

4 Channels & outreach — what actually touches the customer. Where actions become irreversible.

Apollo ♦ · Cal.com · Expandi · GTM API · HeyReach · Instantly · Iemlist · Recall.ai · Salesforge · Smartlead · Unipile

SENDING INFRASTRUCTURE — UNDERNEATH THE SEQUENCERS

Hypertide · InboxKit · Infraforge · Maildosio · Mailforge · Mailreef · Primeforge · Warmforge · Warmy · Zapmail

▲ INSTRUCTIONS TO SEND

THE AGENT Claude & other assistants — holds the judgment, needs everything below

9 Unified verb layers

The same routing, extended over **actions as well as data** — including sends that can't be undone

ColdIQ · GrowFlex

3 Workflow & orchestration

Where multi-step work is composed

Apollo ♦ · Bitscale · Cargo · Clay · Persana AI · SyncGTM

8 Agent plumbing

Generic routers, gateways, managed logins

Composio · Klavis · Pipedream · Scalekit

▲ FACTS IN · ▲ CONTEXT IN

2 Data routing

— one call, many **data** sources, first usable answer wins. Answers questions; takes no actions

BetterContact · Cleanlist · Crustdata · Databar.ai · Deepline · Exa · Explorium · FullEnrich · Waterfall.io

1 Data sources — each sells one class of fact

Apollo ♦ · Cognism · DataForSEO · Findymail · Firecrawl · Hunter · LeadMagic · People Data Labs · PredictLeads · Prospeo · Serper · Signado · TheirStack · Wappalyzer · ZeroBounce

▼ WRITES · READS ▲

5 Systems of record — the floor of the stack. Where state lives, and what everything above reads from and writes back to.

Amplitude · Attio · folk · HubSpot · Pipedrive · PostHog · RudderStack · Salesforce · Segment

■ Closest to the customer ■ The agent layer ■ Data acquisition ■ Supporting & structural

7 AI SDRs

Closed-loop platforms

— SPANS EVERY LAYER —

11x
Amplemarket
Artisan
Copy.ai GTM
Landbase
Regie.ai
Relevance AI
Unify

Not a layer — a vertical slice. These do everything on this map internally and sell the booked meeting rather than the infrastructure. Drawn outside the stack because you don't compose them with it.

♦ **appears in more than one band** — Apollo is a data source, a workspace and a sequencer at the same time. Altitude, not category, places it.

Representative, not exhaustive. ~82 of 119 companies shown; the full inventory is in the accompanying guide. Alphabetical within every group — no ranking implied, and nothing here is a recommendation.

Compiled by the team building GrowFlex,
one of the companies listed.
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