



Sales Activity Data: B2B Marketer's New Secret Weapon

Salespeople are not going to fall in love with data entry anytime soon. Unless **sales activity data** gets accurately entered into the CRM, marketing is left with best-guessing on the appropriateness of their efforts and allocation of resources.

So, what does this mean for Marketing? Why are marketers getting so excited about sales activity data? Why is sales activity data a B2B marketer's new secret weapon? Below are three of the many reasons marketers are falling in love with AI that automatically capture and log sales activity data.

Read more: "[Sales Activity Data: B2B Marketer's New Secret Weapon](#)."

Learn more about: [AI for Sales](#), [AI for Marketing](#), [AI for Sales Ops](#), [Sales Effectiveness](#), [Sales Productivity Metrics](#)