

REPORT

# State of Revenue Growth 2025

Reigniting growth in the era of AI

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# Introduction

Since 2022, we've grappled with market volatility, rapidly shifting buyer expectations, and economic pressures that challenged even the most talented teams.

In response, revenue leaders around the globe adopted new strategies, reorganized teams, and doubled down on customer-led growth. Heading into a new year, the data is clear: revenue organizations that prioritize customer obsession and innovation through technology will chart a new path to sustainable growth.

This report highlights the pivotal trends that have defined 2024 as we've seen revenue performance begin to rebound. One of the most prominent shifts has been the acceleration of digital transformation efforts, which now permeate nearly every layer of the revenue engine. New insights and automation powered by AI are helping companies understand and better serve their customers while optimizing their go-to-market strategies with a new level of precision.

With these new capabilities, organizations will rethink their path from growth-at-all-costs to one of sustainability. As a result, go-to-market efficiency will emerge as a guiding principle separating truly best-in-class teams from their peers.

We hope these insights provide leaders with actionable strategies and best practices to thrive in today's dynamic market and to build resilient, future-ready revenue organizations in 2025 and beyond.



**SHANE EVANS**  
CRO, Gong

# Executive Summary

We collected the data featured in this report using an anonymous online survey of 617 global revenue leaders, the demographics of whom are listed in the appendix. In addition to the survey data, the Gong Labs research team analyzed 1.3 million sales opportunities and 42 million sales interactions from 811 companies to measure sales productivity trends and the impact of AI across revenue teams.

Insights uncovered in this research include:

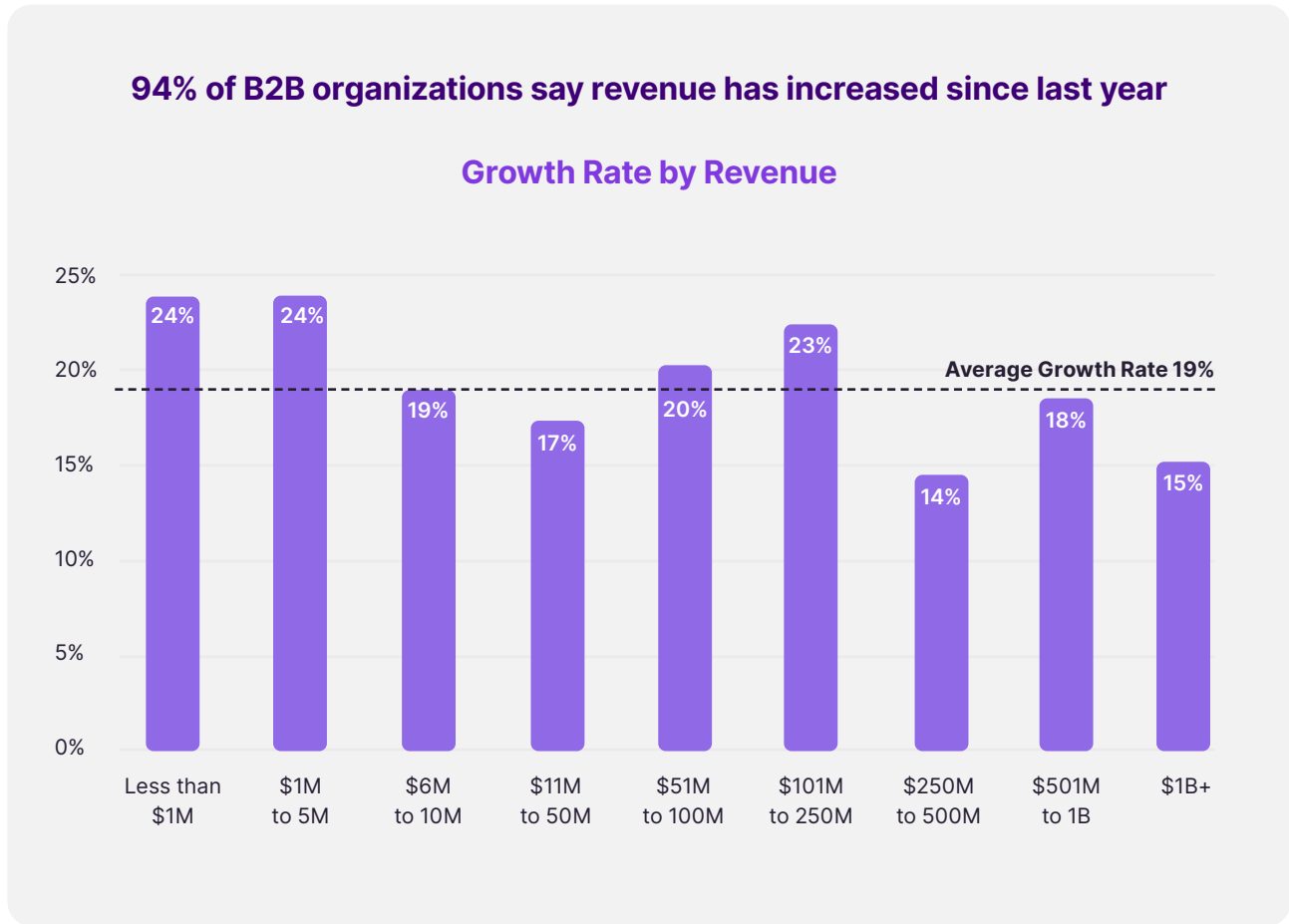
- **Revenue organizations are rebounding:**  
After two challenging years, average revenue growth across respondent organizations is 19%, up from 11% this time last year.
- **Sales velocity accelerated in 2024:**  
Revenue teams are optimizing their sales processes through automation and insights to increase rep capacity, average deal size, and average win rate.
- **Existing customers will be a critical growth lever:**  
Leaders highlight upselling and cross-selling existing accounts as their top growth strategy.
- **CRM is falling short:**  
Customer-centricity is more important than ever, but leaders lack confidence in both their team's ability to understand their buyers, and their existing tools' ability to deliver actionable insights and ROI.
- **AI powers improved automation and insights:**  
AI is improving revenue productivity, but to fully realize its potential teams need to enable their teams and solidify their data strategy.
- **GTM efficiency is the new north star.**  
Organizations report modest increases in spend as they reallocate investments to areas of the business that will drive long-term sustainable growth.

# Back to growth in 2024

Earlier this year, two-thirds of leaders were optimistic that their revenue performance would improve in 2024. Their teams delivered.

48% of sellers hit their quota for the most recent reporting period, up five percentage points from this time last year. This improvement signals that teams are now navigating the complex and challenging market conditions they have experienced since 2022.

Similarly, revenue leaders report an average growth rate of 19%, up from 11% in 2023, with small and mid-sized organizations experiencing the highest growth in 2024.



# How revenue teams are adapting and accelerating

## So what factors are driving this revenue growth rebound?

In January of 2024, 81% of leaders told us their team’s deals had become significantly more complex. Open opportunities were taking longer to close, average deal sizes were shrinking, and organizations struggled to generate and close pipeline.

At the end of this year, we’re finding that organizations have navigated this complexity by identifying process improvements to accelerate their team’s sales velocity and rechart their paths to sustainable growth.

Sales velocity is a productivity metric that identifies how quickly an organization can generate revenue within a given period of time. It gives leadership insight into how efficiently they’re turning leads into revenue and is calculated using four main factors:

- **Number of Opportunities:** The total number of deals in the sales pipeline.
- **Average Deal Size:** The typical amount of revenue generated from each closed deal.
- **Win Rate:** The percentage of deals closed successfully.
- **Sales Cycle Length:** The average time it takes to close a deal, from initial engagement to final sale.

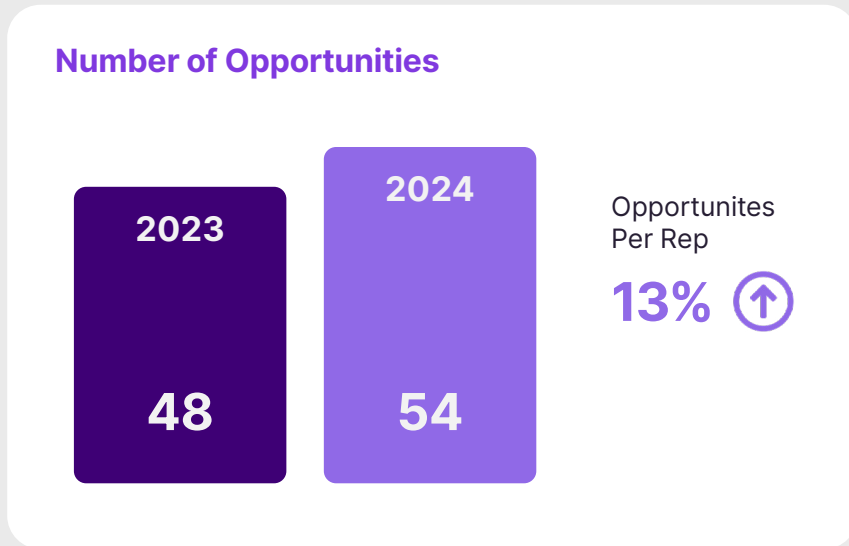
By increasing any part of the numerator or decreasing the denominator, sales cycle length, organizations can increase their sales velocity, which means more revenue in less time.

Sale velocity is calculated using the following formula:

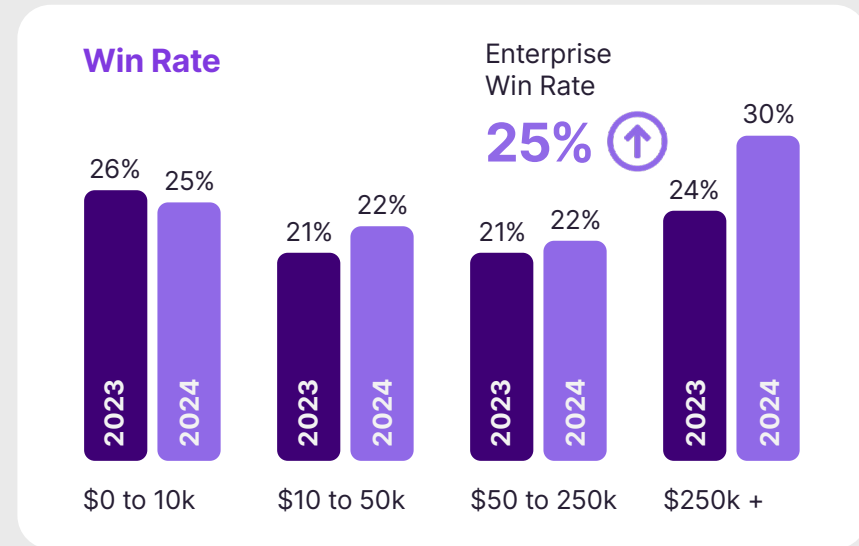
$$\text{Sales Velocity} = \frac{\text{Number of Opportunities} \times \text{Average Deal Size} \times \text{Win Rate}}{\text{Sales Length Cycle}}$$

# A Gong Labs study of sales velocity

The [Gong Labs](#) team analyzed more than 1.3 million opportunities from 811 companies to highlight how sales velocity is changing across organizations as they update processes to drive more efficient growth.

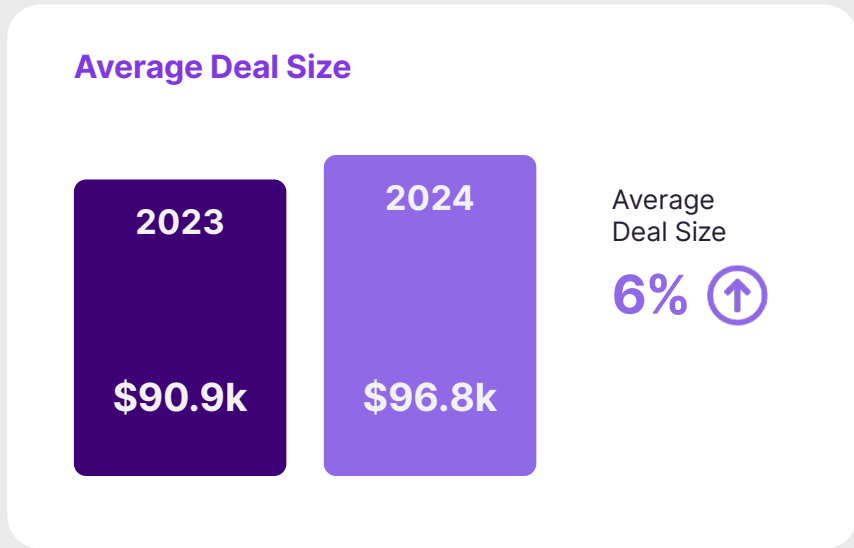


With the help of AI, sellers increased their capacity in 2024. The average of number opportunities per rep increased by 13% from 2023 to 2024.

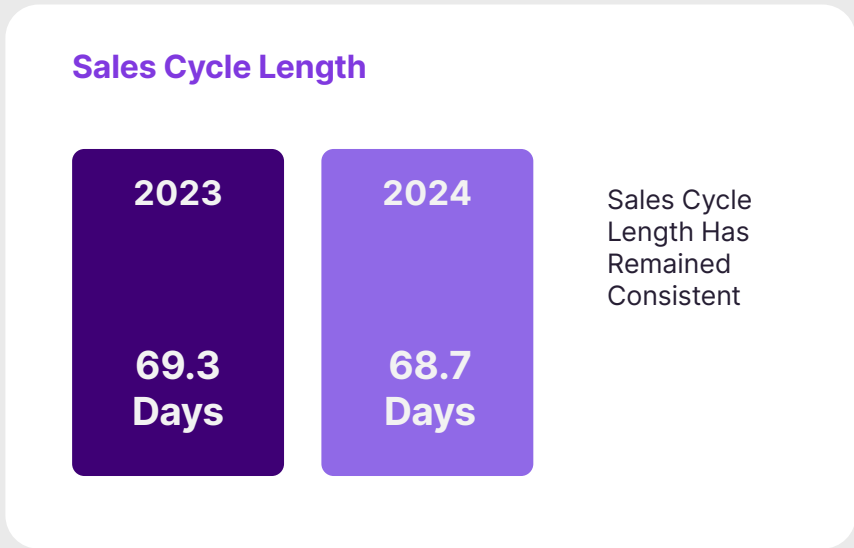


Average win rates only increased by 3% in 2024, but enterprise sellers saw much more of a gain, with an average increase of 25% in deals over \$250,000.

# A Gong Labs study of sales velocity



As budgets became tighter, revenue teams were forced to navigate significant pricing pressure in 2023. Year over year, they increased their average deal size by an average of 6%.



While average sales cycle length remained unchanged, organizations have a large opportunity to decrease their deal duration by leveraging AI to guide and optimize their teams' next-best actions.

These incremental improvements had a compounding effect on revenue efficiency in 2024, signaling that clearer skies are ahead.



## Existing customers will be a primary growth lever in 2025

Revenue leaders tell us their primary initiative in 2025 is to grow revenue through their existing customers.

65% of respondents report that they plan to refocus their efforts on upselling and cross-selling. Other top growth priorities include expansion into new markets and launching new offerings, reported by 57% and 56% of respondents, respectively.

**After 73% of organizations missed renewal targets in 2023, leaders see existing customers as a top priority for revenue growth.**

### Top 2025 Growth Initiatives



## Understanding customers in dynamic market conditions

Revenue teams will need to make customer insights readily available to deliver on their big bets of customer-led growth.

In our survey, only 27% of respondents were extremely confident that their teams fully understand their customers' needs, preferences, and buying behaviors. Rapidly changing markets are the number one factor contributing to this lack of confidence, followed by a lack of access to reliable data and insights.

To solve the latter, leaders are looking to technology to equip their teams with the actionable insights required to serve and delight their customers. But legacy systems like CRM are falling short.

### Revenue teams struggle to understand their customers

#### Top 3 Challenges

#1



Rapidly changing markets

#2



Lack of reliable data and insights

#3



Inadequate sales training

# CRM alone is leaving teams in the dark

When asked if their CRM provides a comprehensive understanding of their customers, their interactions, their needs, and their intent to buy, only 10% strongly agreed.

Why? For a majority of organizations, CRMs lack the essential capabilities today's organizations need to succeed. More than half of leaders report their CRM lacks automation and actionability. As a result teams are left questioning their investment, with only a little more than one-third of respondents agreeing that their CRM delivers strong ROI.

To close the gap, revenue teams are exploring how they can enhance customer insights with revenue AI.

“Leaders often rely on incomplete and fragmented data points, like call notes taken by their team, scant customer feedback, and possibly some product usage metrics, to try and develop an image of the truth. In reality, this is more like panning for gold than accurate risk mapping. Fragmented data leads to an incomplete image of the truth.”

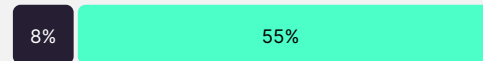


**JOANNA JOHNSTON**  
Senior Vice President, Customer Success

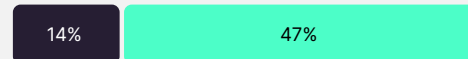
## Leaders are hopeful AI will improve lackluster data, insights, and actions delivered by CRM

### Our CRM...

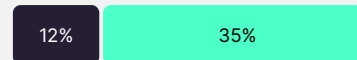
...captures accurate and up-to-date data.



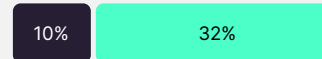
...is easy for our reps to use.



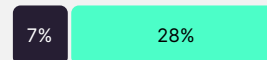
...quickly delivers actionable insights and reporting.



...automates routine tasks for my team and I.



...delivers strong ROI for our organization.



Strongly agree Agree

## AI adoption in revenue

For more than two years, AI has dominated the business landscape, promising to completely transform how organizations operate. 48% of revenue teams are already using AI, and another 24% plan to incorporate it into their teams' workflows in 2025.

For revenue teams to successfully implement AI, they will need to ensure they have the right skills, processes, and data strategy to make it impactful.

**While 48% of leaders report that their revenue teams are using AI, 85% of revenue professionals are already experimenting with AI use cases.**

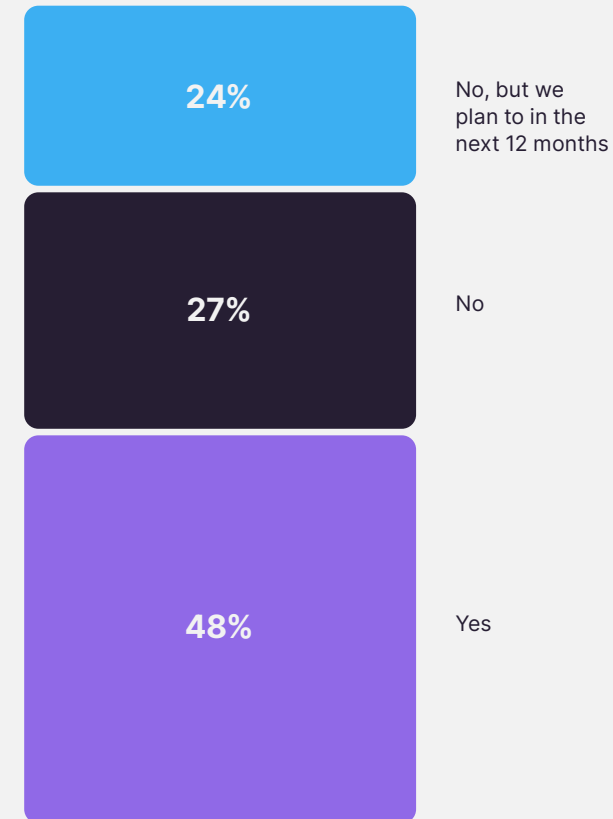
“Our sales leaders and reps will never be able to go back to life without access to valuable insights derived from customer interactions and the power of AI.”



**MONIKA OWCZAREK**  
Vice President of Strategic Sales Processes, BairesDev

### 3/4's of revenue teams plan to use AI in 2025

Does your revenue organization currently use AI?



## Preparing your people for revenue AI

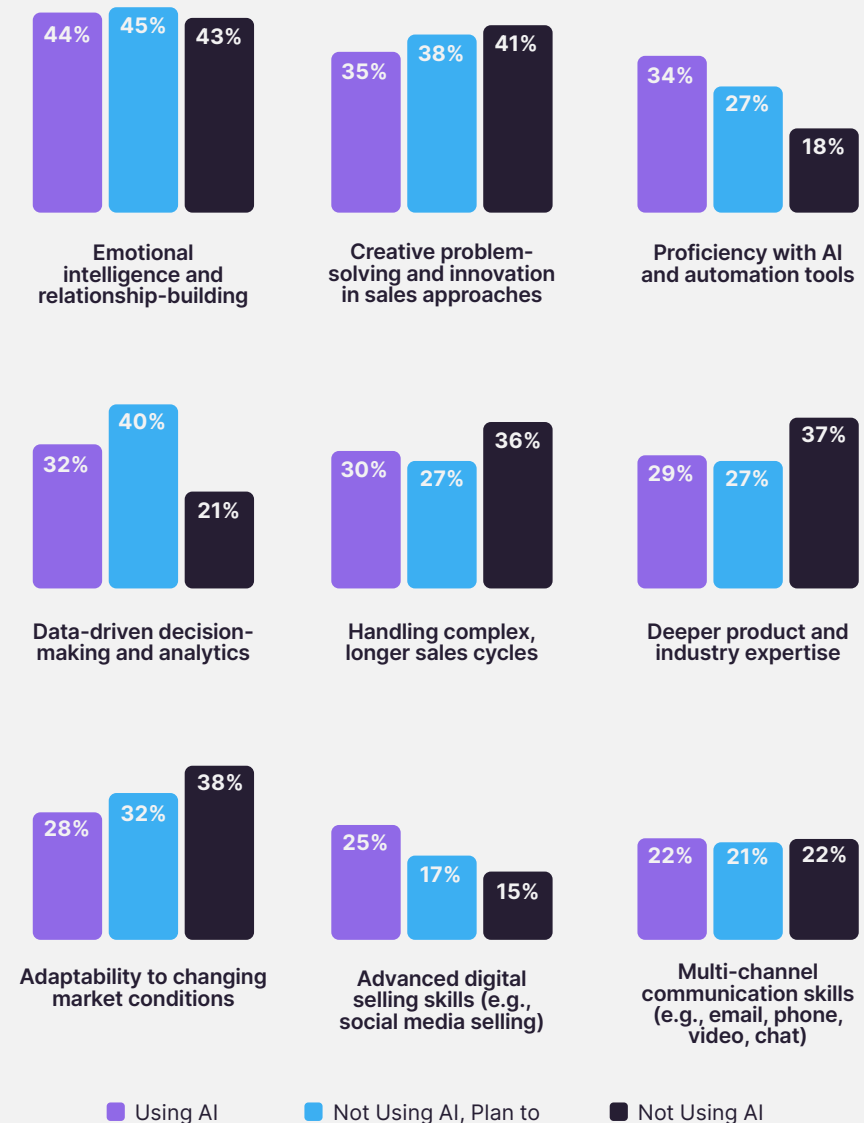
In a study Gong conducted earlier this year, 85% of revenue professionals told us they're already experimenting with AI to complete their work, but they have become increasingly anxious about the potential impact AI might have on their livelihoods. While their concerns are valid, data from our study indicates that AI might actually provide more opportunities in the near future.

With 22% planning to increase revenue headcounts by 10% or more in 2025, organizations already using AI report slightly more aggressive hiring plans than their peers not yet using AI.

These organizations also recognize the need for their talent to develop new skills and competencies in order to be successful.

When asked what they prioritize when hiring, AI revenue organizations were nearly twice as likely to list proficiency with AI and automation tools as a top skill sellers need to succeed in 2025 and beyond. Similarly, early AI adopters were 52% more likely to highlight data-driven decision-making as an essential competency for team members.

### Top skills for sellers in 2025 and beyond



# Preparing your data for revenue AI

Garbage in, garbage out. It's been a business mantra for decades, but it's never rang more true. An organization's data strategy is the largest factor that will determine the success of AI initiatives. AI relies on high-quality, accurate, and well-organized data to deliver meaningful insights and recommendations that drive revenue performance.

To fuel their AI initiatives with reliable data, 89% of organizations are already capturing customer interactions through email capture, call recordings, and more. AI will provide these teams with the opportunity to extract exponential value from this data set.

In fact, revenue organizations who fuel their AI customer interaction data grew 54% more this year than those using CRM data alone.


“AI surfaces insights from conversation intelligence data that better reflect the voice of the customer... All of the teams can better empathize with the pain that customers feel, and understand each other's perspectives on an issue using real data.”





**NICK LEWIS**

Global Head of Revenue Enablement, Uber for Business

## Orgs Capturing Customer Interactions + AI

More likely to increase forecast accuracy  
 144%

More likely to drive better GTM alignment  
 66%

Higher growth  
 54%

# Increasing revenue efficiency in 2025 in beyond

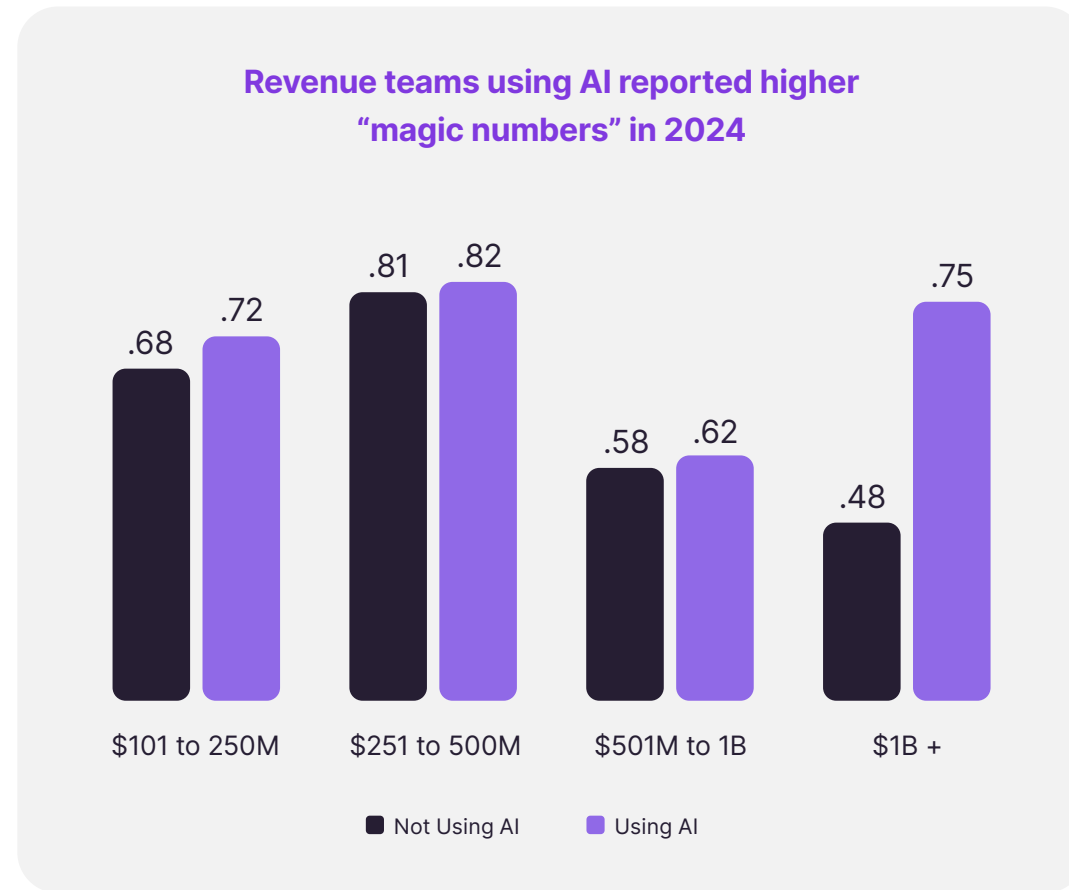
The headwinds leaders faced in the past two years drove a change in mindset within organizations. As capital became harder to come by, teams pivoted away from a growth-at-all-costs strategy to focus on intentional ways to improve revenue effectiveness and efficiency.

Through improved automation and insights, AI introduces a tremendous opportunity for scale, In fact, organizations already using AI reported significantly higher revenue efficiency than their peers not yet using it in 2024.

“Instead of focusing on rapid expansion fueled by easy access to capital, companies are building sustainable business models that prioritize long-term value creation. This transition involves a strategic re-evaluation of investment priorities and emphasizes the importance of operational efficiency, predictability, and profitability.”



**ABDE TAMBAWALA**  
Partner, Simon-Kucher



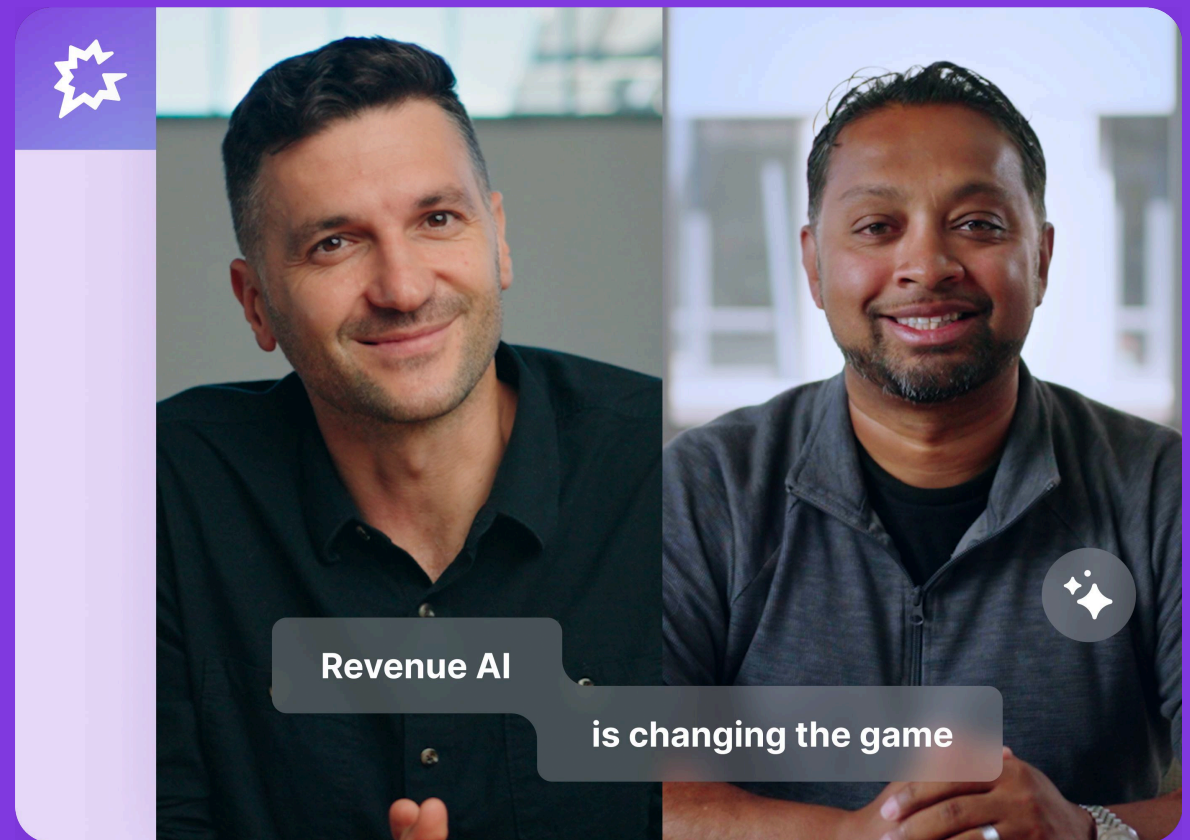
Magic Number is a metric used to measure revenue efficiency. It is calculated using the following formula:

$$\text{Magic Number} = \frac{\text{Current Quarter Revenue Growth}}{\text{Previous Quarter Sales} + \text{Marketing Expense}}$$

# A BETTER WAY TO REVENUE

See how  
leaders drive  
revenue success

[Watch the videos](#)





# APPENDIX: Survey Respondent Demographics

The respondent data featured in this report was collected via an anonymous online survey through a paid partnership with [Emporia Research](#). The Gong Labs data featured in this report was captured from 811 revenue teams using Gong in 2023 and 2024. Respondent demographic and firmographic information is detailed below:

## By Title

CXO	15%
Senior Vice President	11%
Vice President	19%
Director	55%

## By Number of Employees

Less than 100	37%
101 to 500	23%
501 to 1000	10%
More than 1000	30%

## By Industry

Technology, Software, and Services	32%
Business/Professional Services	17%
Financial Services	12%
Media	4%
Advanced Manufacturing	8%
Healthcare	8%
Staffing	1%
Telecom	1%
Other	12%

## By Geography

North America	47%
EMEA	28%
APAC	25%

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