

Manufacturing Pipeline: How AI Drove \$6.4MM at Google Next

Leveraging Gemini Enterprise to turn 30,000 attendees into highly qualified opportunities.

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The Challenge: Extracting Signal from Noise

The Situation: Fullstory was sponsoring Google Next (April 2026), an event with 30,000+ attendees and massive competing noise.

The Event: "Full Throttle" – a white-glove, \$300/head VIP experience (5 laps in a supercar).

The Problem: We couldn't just broadcast this. We needed a high hit rate to justify the spend, but waiting 6 weeks for marketing to manually bounce titles against a static ICP model wasn't going to cut it.



Step 1 – AI-Powered Prioritization (Finding the 1%)

NAME	TITLE	EMAIL	SCORING
James Doe	Team Manager	adoe@gmail.com	100
James Doe	Client Manager	jdoo@gmail.com	99
Farout Phron	Client Manager	clan@gmail.com	98
James Doe	Client Manager	jdoo@gmail.com	97
David Drante	Client Manager	ndvin@gmail.com	96
James Doe	Communicator	amss@gmail.com	95
Clarie Shone	Market Manager	lella@gmail.com	94
James Doe	Client Manager	jdoo@gmail.com	93
James Doe	Client Manager	jdoo@gmail.com	92
James Doe	Client Manager	jdoo@gmail.com	91
Kristin Fuoss	Client Manager	mico@gmail.com	91
David Drante	Complete Focus	ndvin@gmail.com	90
Marie Doe	Manual Manager	mvit@gmail.com	

The AI Action: Built a Gemini agent to act as a scoring rubric.

The Criteria: Scored 30,000 attendees from -50 to 100 based on ICP fit, lookalike factors, and real-time research into their public earnings and AI/data initiatives.

The Outcome: Within minutes, reduced the 30k list to a prioritized, stack-ranked target list of the top 300 prospects (scores 90+), complete with the rationale for why they ranked high.



Step 2 – Hyper-Personalized Outreach at Scale

The "Ticket to Ride": To get in the supercar, targets had to commit to a 30-minute pre-event discovery call.

The AI Action: Deployed a "Research Agent" to pull specific public messaging (earnings, press releases) for the top 300 targets, feeding it to a "Copywriting Agent."

The Execution: Generated bespoke email copy for every single prospect citing their specific business problems. Pushed this copy into a hidden field in Salesforce to automate the outreach campaign.

Rejected
Generic

Accepted
Personalized



Step 3 – Arming the AEs (Pre & Post-Call AI)

Pre-Call Briefs: The Research Agent generated a custom 30-minute call [plan/agenda](#) for the AE and dropped it directly into Slack.

Post-Call "Receipts": Transcripts from the discovery calls were run against the pre-call plan to generate a [Qualification Rubric Score](#).

The Impact: Removed subjectivity from pipeline creation. AEs were handed the exact reasons why an opportunity should be qualified (or exactly what next steps were needed to get it there).



The Results (By the Numbers)

Pre-Event Engagement: ~70 pre-event discovery calls completed.

Event Attendance: 160 highly curated attendees at the Full Throttle event.

Pipeline Creation: 60 total opportunities created.

Qualified Pipeline: ~40 opportunities qualified (approx. 20 before the event even started!).

Total Value: \$6.4 Million in Qualified Pipeline by the end of April.



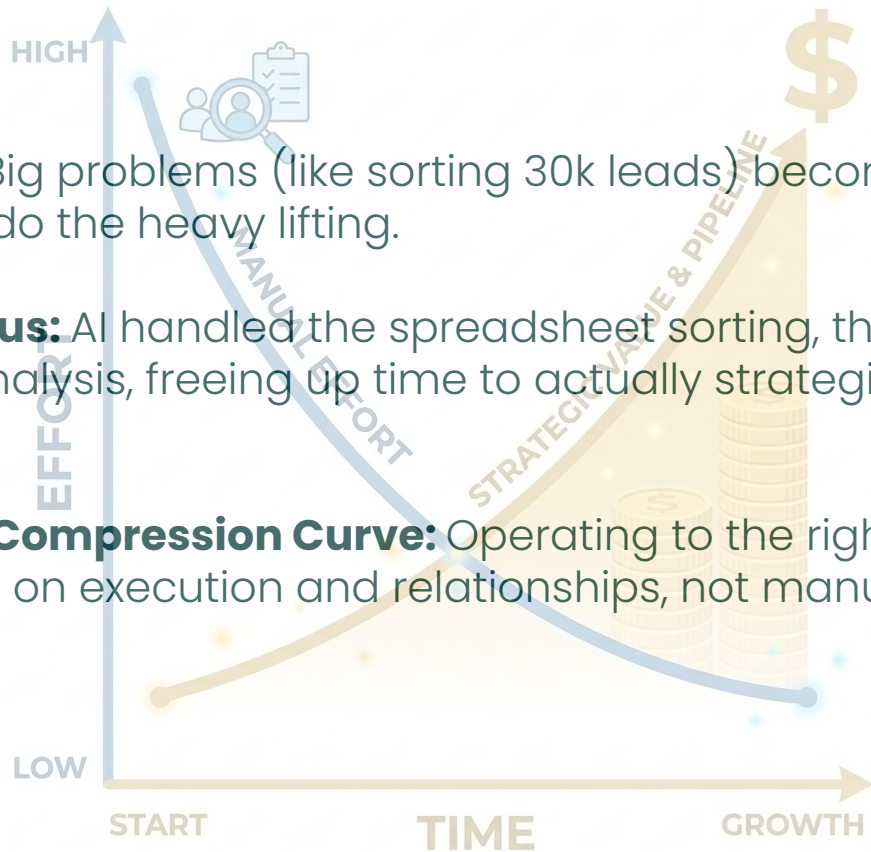


Key Takeaways for Partner Pros

Break it Down: Big problems (like sorting 30k leads) become manageable when you let AI do the heavy lifting.

Cognitive Surplus: AI handled the spreadsheet sorting, the copywriting, and the transcript analysis, freeing up time to actually strategize and move deals forward.

The Capability Compression Curve: Operating to the right of the curve means focusing on execution and relationships, not manual data entry.



Thank You!

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