

# 6Sense — Deep Research

## Klarix Competitive Intelligence

May 2026

Here is the enriched competitive intelligence dossier for 6sense, tailored for your GTM data landscape analysis.

## Key Personnel

- **Robert Goldenberg:** Founder / CEO (*Source: GetLatka*)
- **Viral Bajaria:** Founder (*Source: GetLatka, Dexteragent*)
- **Amanda Kahlow:** Founder (*Source: Dexteragent*)
- **Premal Shah:** Founder (*Source: Dexteragent*)
- **Bathrinath Chandrasekaran:** Marketing Ops / 6senser (*Source: RevCity by 6sense*)
- **Julien Clement:** 6senser (*Source: RevCity by 6sense*)
- **Paulo Moreira:** 6senser (*Source: RevCity by 6sense*)

*Note: Client contacts mentioned in case studies include Jayashree Rajan (VP of Marketing, Five9) and Hannah Horning (Demand Generation Manager, ArcherPoint).*

## Financial Profile

METRIC	VALUE	SOURCE
<b>Annual Recurring Revenue (ARR)</b>	\$200M (2024) to >\$300M (Late 2024 est.)	<i>GetLatka, Businessmodelcanvastemplate</i>
<b>Latest Valuation</b>	\$5.2 Billion (Series E, Jan 2022)	<i>GetLatka, Dexteragent, Clay</i>
<b>Total Funding</b>	\$426M to \$526M (across 9-10 rounds)	<i>Dexteragent, Clay, Tracxn</i>
<b>Net Dollar Retention Rate (NRR)</b>	120%	<i>GetLatka, Businessmodelcanvastemplate</i>
<b>Gross Revenue Churn Rate</b>	~6%	<i>GetLatka</i>
<b>Sales Efficiency (Magic Number)</b>	1.0 to 1.1	<i>GetLatka</i>
<b>Target Burn Rate</b>	~\$1 Million / month	<i>GetLatka</i>
<b>Sales Target per Rep</b>	\$1 Million ARR annually	<i>GetLatka</i>
<b>Average Contract Value / Pricing</b>	Starts at ~\$30,000/yr; scales to \$60,000+ to low six-figures	<i>TechnologyChecker.io, Modern Inbound, Warmly</i>

## Competitive Intelligence

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**Competitors \* Direct ABM & Intent Competitors:** Demandbase (closest direct competitor), Terminus, Madison Logic, Bombora (competes on data layer). *(Source: Dexteragent, Tofuhq, Cognism)* \* **Sales Intelligence & Contact Data:** ZoomInfo, Apollo, Cognism, Clearbit. *(Source: ZoomInfo Blog, Cognism, Warmly)* \* **Website Visitor Identification:** Leadfeeder (Dealfront), Warmly, Visitor Queue. *(Source: Leadfeeder, Warmly)* \* **GTM Automation:** N.Rich. *(Source: ZoomInfo Blog)*

**Clients & Market Share \* Known Clients:** Five9, ArcherPoint, Florence Healthcare, a "Global Financial Services Company". *(Source: 6sense Customer Stories)* \* **Market Share:** Holds approximately 0.43% of the broader marketing automation market, but dominates the premium enterprise ABM segment. *(Source: TechnologyChecker.io)* \* **Customer ICP:** Heavily skewed toward mid-market and enterprise. 25.6% of customers have 51-200 employees, while 15.0% have 1,001+ employees (higher enterprise ratio than HubSpot). *(Source: TechnologyChecker.io)*

**Partners & Integrations \* Data Partners:** Bombora, G2, TrustRadius, PeerSpot (used to aggregate third-party intent signals). *(Source: Influ2)* \* **Platform Integrations:** Salesforce, HubSpot, LinkedIn (for targeted ad serving). *(Source: Modern Inbound, 6sense Customer Stories)* \* **Service Partners:** 2X (Integrated Services Partnership launched Nov 2025). *(Source: Tracxn)*

**Investors & Cap Table \* Lead/Major Investors:** Insight Partners, SoftBank Vision Fund 2, Blue Owl (Lead for Series E). *(Source: Clay, Businessmodelcanvastemplate)* \* **Other Investors:** MSD Partners, B Capital Group, Franklin Templeton, Harmony Partners, Tiger Global, D1 Capital Partners, Sapphire Ventures, Battery Ventures, Venrock, Silicon Valley Bank (debt financing). *(Source: Dexteragent, Clay)* \* **Ownership Breakdown (Est. 2025):** Institutional investors control >60%; founders and employee pools hold roughly 15-20%. *(Source: Businessmodelcanvastemplate)*

**Acquisitions \* Acquired Fortella, Slintel** (to expand B2B contact data offerings), and **Saleswhale**. *(Source: Businessmodelcanvastemplate, Cognism)*

## Additional Intel

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**Company Background & Workforce \* Headquarters:** San Francisco, California, United States. *(Source: GetLatka, Dexteragent)* \* **Founded:** 2013. *(Source: GetLatka, Dexteragent)* \* **Headcount:** Estimates vary between 1,291 and 2,000 employees. Revelio Labs reports a 17.4% YoY decline in 2025, dropping headcount to ~1,300. *(Source: Revelio Labs, GetLatka, Dexteragent)* \* **Employee Metrics:** Average salary is \$93.8k; average tenure is 2.0 years. *(Source: Revelio Labs)* \* **Certifications:** Achieved ISO 42001 Certification in Nov 2025. *(Source: Tracxn)*

**Product & Strategy \* Core Products:** 6sense Revenue AI for Marketing, 6sense Revenue AI for Sales, 6sense Conversational Email, RevvyAI (GTM Command Center launched Nov 2025). *(Source: Dexteragent, Tracxn)* \* **Fall 2025 Product Updates:** Launched Connected TV for 6sense Advertising, a redesigned Chrome Extension Copilot with AI Writer, and expanded verified "Teal data" for the top 85K accounts. *(Source: RevCity by 6sense)* \* **Platform Sunsetting:** 6sense is sunsetting its "Orchestrations" feature by December 31, 2026, forcing users to migrate to "Intelligent Workflows". *(Source: RevCity by 6sense)* \* **Strategic Shift:**

Moving from "growth at all costs" to "efficient growth" with a focus on profitability, potentially eyeing a 2025/2026 IPO or strategic acquisition. Pushing "Revenue AI for Mid-Market" to capture 100-500 employee companies. *(Source: Businessmodelcanvastemplate)*

**Known Weaknesses & Market Vulnerabilities (For Competitive Positioning) \* Pricing & Complexity:** Highly expensive (often \$60k-\$100k+) and requires a complex, lengthy implementation cycle. Not ideal for teams under 25 seats or those running purely inbound motions. *(Source: ZoomInfo Blog, Modern Inbound)* \* **Data Gaps:** Lacks native phone-verified contact data and direct dials (a major gap compared to ZoomInfo and Cognism). Users report contact data can be outdated or contain duplicates. *(Source: Cognism, ZoomInfo Blog)* \* **Intent Signal Timeliness:** Relies heavily on account-level (rather than contact-level) intent data. Some users report that weekly intent signal updates are too slow for fast-moving sales cycles, leading to "false positives" or lagged outreach. *(Source: ZoomInfo Blog, LeadGenius, Influ2)*