

Clari — Deep Research

Klarix Competitive Intelligence

May 2026

Here is the enriched competitive intelligence dossier for Clari, based on the provided research results:

Key Personnel

- **Andy Byrne** – CEO (*Source: GetLatka*)
- **Allison Carroll** – Chief Customer Officer (Appointed December 2024) (*Source: Clari Newsroom*)
- **Brian Benfer** – Chief Revenue Officer (Appointed May 2026 for the combined Clari + Salesloft entity) (*Source: Clari Newsroom*)
- **Rajesh Krishnaswami** – Chief Technology Officer (Appointed May 2026 for the combined Clari + Salesloft entity) (*Source: Clari Newsroom*)
- **Maya Connet** – Director of Sales (*Source: Clari Blog*)

Financial Profile

METRIC	VALUE	SOURCE
2024 Revenue (ARR)	\$158.5M	<i>GetLatka</i>
2023 Revenue	\$97.5M	<i>GetLatka</i>
2022 Revenue	\$82.9M	<i>GetLatka</i>
YoY Growth	~45% in 2025 (Decelerated from triple-digits in 2022-2023); 62.6% historically	<i>InterviewPal, GetLatka</i>
Total Funding	\$496M - \$510M	<i>Contrary Research, Unify, GetLatka</i>
Latest Funding Round	\$225M Series F (Led by Sapphire Ventures)	<i>Salestools, GetLatka</i>
Valuation	\$2.6 Billion (Set during Series F)	<i>Salestools, GetLatka</i>
Average ACV	\$105.7K	<i>GetLatka</i>

Competitive Intelligence

- **Competitors:** Gong, Outreach, Revenue Grid, Aviso AI, Revenue.io, Agentforce Sales (Salesforce), People.ai, Default, HubSpot, Sybill.ai, and Oliv.ai. (*Sources: Forecastio, Revenue.io, Salesforce, Default, Docket.io, Oliv.ai*)

- **Partnerships:** 1mind (Strategic partnership for revenue orchestration). *(Source: Unify)*
- **M&A / Consolidations:**
 - **Salesloft:** Clari and Salesloft announced a definitive merger agreement in August 2025 (estimated \$1.1B deal), creating a combined "Revenue AI powerhouse." *(Sources: Clari Newsroom, InterviewPal)*
 - **Groove:** Acquired by Clari, which expanded its EMEA customer base. *(Source: Contrary Research)*
 - **Wingman:** Acquired/integrated to become Clari Copilot (Conversation Intelligence). *(Source: Clari Case Studies)*
- **Known Clients:** Adobe, HPE, Cisco, Okta, Thermo Fisher Scientific, Zoom, F5 Networks, Databricks, Socrate, Affinity, Kantata, MarketMan, Corporate Filming, and Leapwork. *(Sources: Clari Press Releases, Clari Customer Stories)*

Additional Intel

- **Pricing & Implementation Costs:** Clari utilizes modular per-seat pricing (Forecast, Inspect, Copilot, and Groove are licensed separately). The full bundle costs between \$200 to \$310+ per user/month. Year-one implementation adds an additional \$15,000 to \$75,000. *(Source: Docket.io)*
- **Headcount & Layoffs:** The company has roughly 541 to 800+ employees depending on the reporting period. On February 12, 2026, Clari cut 76 jobs (approx. 8% of the combined workforce) to eliminate overlapping sales, marketing, and engineering roles following the Salesloft merger. *(Sources: Unify, InterviewPal, GetLatka)*
- **Product Architecture & Capabilities:**
 - Core modules include *Clari Forecast* (including industry-first Consumption Forecasting), *Clari Inspect*, *Clari Copilot* (Conversation Intelligence), and *RevDB* (a time-series data model).
 - In April 2026, Clari + Salesloft announced a Model Context Protocol (MCP) Server to open revenue data and connect insights directly to seller execution. *(Sources: Clari Newsroom, Clari Blog)*
- **Market Footprint & ROI Claims:** Clari serves over 1,500 enterprise customers across 170 countries, managing over \$4 to \$5 trillion in revenue. A commissioned Forrester TEI study claims a composite enterprise using Clari achieved a 398% ROI, \$96.2M in benefits over three years, and payback in under six months. *(Sources: Clari Press, Forrester TEI)*
- **Vulnerabilities (For Competitive Positioning):** Reviews indicate Clari is highly complex, requires heavy ongoing admin resources, and suffers from slow setup times. It is built primarily for large enterprises; lean GTM teams often experience "shelfware" and low adoption due to rigid SaaS architecture and manual roll-up processes. *(Sources: Default, Docket.io, Oliv.ai)*