

# Clearbit — Deep Research

## Klarix Competitive Intelligence

May 2026

## Key Personnel

- **Matt Sornson** - Founder / CEO (Source: Tracxn, GetLatka)
- **Alex MacCaw** - Founder (Source: Tracxn)
- **Amit Vasudev** - Founder (Source: Tracxn)
- **Harlow Ward** - Founder (Source: Tracxn)
- **Andrew O Neal** - Founder (Source: Tracxn)
- **Rob Holland** - Founder (Source: Tracxn)
- **Mandi Tallion-Cavano** - Co-Founder (Source: RocketReach - Note: RocketReach data often conflicts with other sources)
- **Jess Cody** - Content/Marketing (Source: Clearbit Blog)
- **Charlotte** - Employee mentioned in Mutiny use case (Source: Clearbit Resources)

## Financial Profile

METRIC	VALUE	SOURCE
<b>Annual Revenue (2023)</b>	\$31.5M ARR	GetLatka
<b>Annual Revenue (2022)</b>	\$41.4M	GetLatka
<b>Estimated Revenue (2025)</b>	>\$200M (for Clearbit-powered data intelligence within HubSpot)	BusinessModelCanvasTemplate
<b>Estimated Revenue (2026)</b>	\$41.6M (RocketReach) / \$18.6M (Growjo)	RocketReach, Growjo
<b>Total Funding</b>	\$38.5M across 3 rounds (2015 Pre-Seed: \$2M, 2019 Series A: \$15M, 2022 Funding: \$21.5M)	GetLatka, Tracxn
<b>Enterprise Value</b>	\$60M — \$90M	Dealroom.co
<b>Pricing (Legacy)</b>	\$20,000/year average; Basic packages started at \$99	Growjo, Nubela
<b>Pricing (HubSpot/Breeze)</b>	\$10 per 1,000 additional credits. Annual platform costs range from ~\$108 (Starter) to ~\$43,200+ (Enterprise)	Landbase
<b>Acquisition Status</b>	Acquired by HubSpot on Dec 06, 2023	Tracxn, Cognism

## Competitive Intelligence

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**Competitors:** \* **Direct/Primary:** ZoomInfo, Apollo.io, 6sense, Demandbase, Cognism, Lusha, Seamless.AI. \* **Secondary/Niche:** Dropcontact, Reverse Contact, Leadfeeder, Lead411, Sales Navigator, Datanyze, UpLead, HG Insights, People Data Labs, Landbase, AiSDR, ListKit, RB2B, LeadGenius, Lift AI, Foundry, SMARTe, AeroLeads. \* **Legacy:** Dun & Bradstreet.

**Partners & Integrations:** \* **Parent Company:** HubSpot (Clearbit is fully integrated into HubSpot as "Breeze Intelligence" as of June 2025). \* **Key Integrations/Partners:** Salesforce, G2, Drift, Clari, Mutiny, Affinity, Google Analytics, Slack, Jira, Microsoft.

**Known Clients:** \* Reportedly has 907 customers (*Source: GetLatka*). \* Mentioned case studies/users: Livestorm, Frame.io, Chargebee, Optimizely, Amplitude, Brex, Zendesk.

**Strengths & Differentiators:** \* Real-time data enrichment with high accuracy and live-refresh architecture. \* Developer-friendly, fast RESTful APIs (millisecond response times). \* Form-shortening capabilities to boost inbound conversion rates. \* Strong IP-to-company mapping for website visitor identification (Clearbit Reveal).

**Weaknesses & Vulnerabilities:** \* **Pricing:** Escalates quickly with high-volume usage; restrictive credit models under HubSpot. \* **Feature Gaps:** Lacks built-in sales execution/outreach tools (unlike Apollo.io) and comprehensive ABM orchestration (unlike 6sense/Demandbase). \* **Data Coverage:** Incomplete coverage for regions like Europe; users report occasional outdated information and inconsistent accuracy. \* **Support:** Users report poor customer support response times and a lack of pricing transparency.

## Additional Intel

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- **Corporate Rebranding:** Following its December 2023 acquisition by HubSpot, Clearbit's services have been fully integrated into the HubSpot platform and rebranded as "**Breeze Intelligence**" (effective June 2025). It now operates on a "HubSpot Credits" system rather than standalone credit packs.
- **Company Details:** Founded in 2014/2015. Headquartered at 90 Sheridan St, San Francisco, California 94103, US.
- **Employee Count:** Estimates vary wildly by source for 2026: 120 employees (*GetLatka*), 133 employees (*Growjo*), 25-27 employees (*Tracxn/RocketReach*).
- **Strategic GTM Shift:** Clearbit publicly shifted its Ideal Customer Profile (ICP) strategy from a traditional funnel focused on top-line growth (initial sales) to a "bow tie model." This model focuses heavily on retaining and expanding customers, noting that 86% of their long-term revenue came from just 18% of their leads.
- **Product Expansion:** Launched "Powered by Clearbit," allowing product and engineering teams to provision API keys and offer data credits to their own end-users, shifting toward a platform/infrastructure play for other B2B SaaS tools.