

Cognism — Deep Research

Klarix Competitive Intelligence

May 2026

Key Personnel

- **Dominic Allon:** Permanent CEO (Appointed in 2025; former CEO of Pipedrive).
- **James Isilay:** Co-founder and former CEO (Stepped down in 2025).
- **Stjepan Buljat:** Co-founder.
- **Chris Evans:** Chief Revenue Officer (Joined in 2025; former Intuit UK VP and Country Manager).
- **Viktoria Ruubel:** Chief Product, Data, and Technology Officer (Joined Jan 2026; former CPO at Pipedrive).
- **Pete Daffern:** Former Interim CEO (Served briefly in 2025 between Isilay and Allon).

Financial Profile

METRIC	VALUE	SOURCE
Annual Revenue	\$83 Million (2024) / \$71 Million (April 2026 report)	Dexteragent.ai, GetLatka, LeadIQ
YoY Growth	29.7% - 30%	GetLatka, The CRO Report
Average ACV	\$13,000	GetLatka
Latest Valuation	\$436 Million - \$450 Million	GetLatka, Dexteragent.ai
Total Funding	\$129.1M - \$281M (Discrepancy across sources; \$163M cited by CRO Report)	GetLatka, LeadIQ, The CRO Report
Latest Funding Round	Series C (Led by Viking Global Investors)	Dexteragent.ai, Tracxn

Competitive Intelligence

- **Competitors:** ZoomInfo, Apollo.io, Lusha, Clearbit/Breeze Intelligence, SalesIntel, Seamless.AI, RocketReach, LeadIQ, UpLead, TAMI, Amplemarket, 6sense, Upcell, Salesbolt, Lead411, Databar.ai.
- **Known Clients:** Over 6,400 customers worldwide, including Coralogix, Lalaleads, durhamlane, Axys, Openprise, DinMo, CEC Marketing, JOMA Packaging, Teamsunday, Darwinbox, Tharsus, Mollie, Cloudreach, Druva, Lead Forensics, Kinaxis, Scompler, and Unique AG.
- **Partners & Integrations:**
 - *Integrations:* Salesforce, HubSpot, Outreach, Salesloft, Pipedrive, Mailchimp, LinkedIn.
 - *Partnerships:* Crayon (competitive intelligence), Tuffon Hall Consultancy.

- *Data Partners:* Bombora (provides third-party buyer intent data).
- **Investors:** Viking Global Investors (Lead), AXA Venture Partners (AVP), Volution Capital Management LLC, VentureFounders.

Additional Intel

- **Company Footprint:** Headquartered in London, UK. Employs roughly 549–559 people globally, including 150 quota-carrying sales reps.
- **Core Value Proposition:** Cognism is positioned as a premium data layer rather than an all-in-one sales execution platform. It is highly regarded for its EMEA/European data coverage and strict GDPR/CCPA compliance.
- **Product Developments (2025):** Launched "Sales Companion" in March 2025, an AI-powered prospecting platform (Chrome Extension and Web App) featuring personalized dashboards, ICP fit checking, and smart personas.
- **Key Feature ("Diamond Data"):** Phone-verified mobile numbers boasting 98% accuracy and DNC (Do Not Call) screening across 15 countries. Case studies report it yields an 11.3% cold-call conversion rate and 1.55 calls-to-reach.
- **Known Weaknesses & Gaps:**
 - *Integration Gaps:* Lacks native integrations with Slack, Gong, or Clari.
 - *Feature Limitations:* Does not have built-in email sequencing or dialers (relies on Outreach/Salesloft).
 - *Pricing Friction:* Opaque pricing requiring a sales conversation, annual commitments only (no monthly billing), and license-based pricing that adds cost per user.
 - *Intent Data:* Relies on a third party (Bombora) for intent data rather than proprietary signals.