

Drift A Salesloft Company — Deep Research

Klarix Competitive Intelligence

May 2026

Key Personnel

Drift * **Jill Chiara** – VP of Sales (Source: Prospeo) * **Bauer Andres** – Managing Director (Source: Prospeo) * **Esionwu Chigozie** – Business Owner (Source: Prospeo) * **Kunal Olla** – Business Owner (Source: Prospeo)

Salesloft / Clari (Parent Companies) * **Steve Cox** – CEO, Clari and Salesloft (Appointed Dec 2025 post-merger) (Source: Business Wire) * **Mark Niemiec** – Chief Revenue Officer, Salesloft (Joined 2024, formerly SVP Sales at Salesforce) (Source: Belkins Podcast / Outbound Sales Pro) * **Kyle Porter** – Founder, Salesloft (Source: GTM Stack) * **David Obrand** – Former CEO, Salesloft (Source: GTM Stack)

Financial Profile

METRIC	VALUE	SOURCE
Annual revenue (Drift)	\$135,000,000 (Estimated)	Prospeo
Revenue per employee (Drift)	\$478,000	Prospeo
Estimated valuation (Drift)	\$432,000,000	Prospeo
Acquisition Price (Drift)	~\$450M - \$500M (Acquired by Salesloft, Feb 2024)	GreetNow, Salespeak
Total funding (Salesloft)	\$246M across 8 rounds	Tracxn
Estimated valuation (Salesloft)	~\$2.3B (Prior to Clari merger)	Outbound Sales Pro
Total funding (Drift)	No funding (Standalone entity post-acquisitions)	Prospeo

Competitive Intelligence

Competitors & Alternatives * **Enterprise Chat & Conversational AI:** Qualified (closest enterprise Salesforce-native competitor), Intercom (balanced sales/support), Tidio / Lyro AI (SMB/budget alternative), Knock AI (pipeline generation), HubSpot Chat, LiveChat, HelpCrunch. (Sources: Salespeak, GreetNow, MarketBetter, Knock AI) * **Sales Engagement & Revenue Orchestration:** Outreach (primary rival), Apollo, HubSpot Sales Hub, Gong Engage, Reply.io. (Sources: Outbound Sales Pro, Docket.io, GTM Stack) * **Internal Successor:** Clari + Salesloft are positioning **1mind** as a partial AI-driven successor to Drift's standalone capabilities. (Source: Knock AI)

Partners & Integrations * **Ecosystem Integrations:** Salesforce (deep native integration, though temporarily suspended in Aug 2025 due to a breach), Google Workspace, AWS, Snowflake, HubSpot CRM. (Sources: GreetNow, Google Threat Intelligence Group) * **Investors / Parent Companies:** Vista Equity Partners

(acquired Drift in 2021 and Salesloft in 2022), Clari (merged with Salesloft in late 2025). Historical Salesloft investors include Owl Rock, Spur Capital, and Insight Venture Partners. (Sources: LeadGenius, Tracxn, Wikipedia)

Clientele & Market Presence * Customer Base: Salesloft serves 5,000+ customers. Drift historically powered over 50,000 businesses and facilitated 41+ million conversations annually prior to acquisition. (Sources: Outbound Sales Pro, MarketBetter) * **Target Audience:** Enterprise B2B SaaS, mid-market to enterprise sales teams (50-10,000+ employees), AEs, SDRs, and RevOps. (Source: GTM Stack)

Additional Intel

Corporate Consolidation & Roadmap Shifts * Acquisition Timeline: Drift was acquired by Vista Equity Partners in 2021, then acquired by Salesloft in February 2024. In August 2025, Salesloft announced a merger with Clari to create a unified "Revenue Orchestration Platform." (Sources: Knock AI, Wikipedia, LeadGenius) *

Product Trajectory: Drift is no longer operating as an independent category leader. Its product roadmap is now dictated by Salesloft's broader ecosystem needs, shifting from a standalone conversational marketing tool to a node within a larger revenue orchestration flow. (Source: Salespeak) * **Pricing Changes:** Post-acquisition, Drift's pricing has tightened upward. Multi-year enterprise contracts are now the default, with month-to-month pilots becoming rare. The "Premium" plan starts at \$2,500/month, with Advanced and Enterprise requiring custom quotes. Customers report renewal quotes 20-40% higher than previous years. (Sources: Salespeak, MarketBetter) * **Customer Sentiment:** Post-merger reviews (2025-2026) indicate a decline in customer support quality, reduced access to dedicated CSMs, and unresolved queries. (Sources: GreetNow, Docket.io)

Major Security Vulnerability (August 2025 OAuth Breach) * The Incident: Between August 8 and August 18, 2025, a major cybersecurity breach occurred involving Drift's AI chat agent. A threat actor (tracked as UNC6395 by Google Threat Intelligence Group/Mandiant) compromised OAuth tokens associated with Drift's third-party integrations. (Sources: The Hacker News, Google Cloud Blog, WideField Security) * **Impact:** The breach allowed attackers to systematically export large volumes of data from corporate Salesforce instances and harvest sensitive credentials, including AWS access keys, passwords, and Snowflake tokens. Over 700 organizations were potentially impacted. (Sources: The Hacker News, Google Cloud Blog) * **Fallout:** Salesforce temporarily removed the Drift application from the Salesforce AppExchange, and all active access/refresh tokens were revoked. This incident has been cited as a major trust issue driving customers to seek Drift alternatives in 2026. (Sources: Text.com, Knock AI, Google Cloud Blog)

GTM Strategy & Capabilities * Core Value Proposition: Drift deanonymizes site visitors, identifies high-intent buyers, and uses AI chat agents ("Bionic chatbots") to qualify leads and book meetings instantly, bypassing traditional lead forms. (Source: Salesloft/Drift Platform) * **Salesloft Platform:** Combines Drift AI chat agents, cadences, conversation intelligence, deal management, forecasting, and "Rhythm" AI prioritization into a single stack. (Source: GTM Stack) * **Industry Trends:** Salesloft CRO Mark Niemiec noted that AI-generated pipeline is 3-4x more effective than traditional BDRs, questioning if the traditional SDR/BDR role will exist past 2026 as teams shift to AE-led motions. (Source: Outbound Sales Pro)