

# Outreach — Deep Research

Klarix Competitive Intelligence

May 2026

## Key Personnel

- **Manny Medina:** CEO and Co-founder
- **Thorsten Reichenberger:** Head of Revenue Operations at Siemens (Key Customer/Reference)
- **John Moore:** Customer Reference at Meltwater

## Financial Profile

METRIC	VALUE	SOURCE
<b>Annual Recurring Revenue (ARR)</b>	\$250M - \$300.8M (2024)	Sacra, GetLatka
<b>Valuation</b>	\$4.2B - \$4.4B (Set during 2021 Series G)	GetLatka, Clay
<b>Total Funding Raised</b>	\$488.7M - \$538M (Across 7-10 rounds)	GetLatka, PitchBook, Tracxn
<b>Average ACV</b>	\$50.1K	GetLatka
<b>YOY Growth</b>	45.6% (2024)	GetLatka
<b>Series G (2021)</b>	\$200M - \$201M	GetLatka, Tracxn
<b>Series F (2020)</b>	\$50M	GetLatka
<b>Series E (2019)</b>	\$114M	GetLatka
<b>Series D (2018)</b>	\$65M	GetLatka
<b>Series C (2017)</b>	\$30M	GetLatka
<b>Series B (2016)</b>	\$17.2M - \$17.5M	GetLatka, Tracxn
<b>Series A (2015)</b>	\$9.2M	GetLatka
<b>Seed (2015)</b>	\$2.3M - \$2.37M	Extract AI, Tracxn

## Competitive Intelligence

**Competitors \* Enterprise/Direct Competitors:** Salesloft, Apollo.io, Gong, HubSpot Sales Hub, Agentforce Sales (Salesforce). \* **Mid-Market/SMB Alternatives:** Outplay, Reply.io, Mixmax, AiSDR, Artisan.co, SalesBlink, Crono, Klenty, Yesware, Mailshake, Lemlist, Instantly.ai. \* **Other Mentioned Competitors:** Growbots, BenchmarkONE, Ricochet360, Conquer.io, Lead Liaison.

**Known Clients \* Enterprise & Tech:** Zoom, Siemens, Okta, DocuSign, SAP, Snowflake, ZoomInfo, Verizon, Tableau, Databricks, Amplitude, Elsevier, McKesson. \* **Financial/Payments:** Worldpay (Added ~\$100M in sales pipeline using Outreach). \* **Other:** Omniplex Learning, Meltwater. \* *Note: Outreach serves over 6,000*

customers globally.

**Partners & Integrations** \* **CRM & Tech Ecosystem:** Deep native integrations with Salesforce, HubSpot, and Microsoft Dynamics (featuring embedded UI panels and bi-directional sync). \* **Service Partners:** RevShoppe (Partnered with Outreach and Siemens to build a global "Seller Action Hub").

**Investors** \* Backed by 37+ investors including: Sands Capital, Salesforce Ventures, Lone Pine Capital, Spark Capital, DFJ Growth, Trinity Ventures, Mayfield, Bow River Capital, Fabrica Ventures, Meros Equity Global Management, Sprout Capital Partners, Alpha Square Group, Meritech, Sapphire Ventures, Premji Invest, STEADFAST Capital Ventures, M12, MHS Capital, Four Rivers Group, Floodgate, and Version One Ventures.

## Additional Intel

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**Company Overview** \* **Headquarters:** Seattle, Washington, United States. \* **Founded:** 2014 (Formerly known as ComponentLab). \* **Employee Count:** Estimated between 800 (PitchBook) and 1,400 (GetLatka, 2026 estimate). \* **Market Positioning:** Positions itself as an "Agentic AI Platform for Revenue Teams" and an "AI Revenue Workflow Platform." It has evolved from a pure sequencing tool into a consolidated platform covering sales engagement, revenue intelligence, deal management, and forecasting.

**Product & Pricing Strategy** \* **Pricing Model:** Subscription SaaS priced per seat. Plans range from ~\$100/user/month for standard features to \$120+ for premium/enterprise tiers. Implementation fees range from \$1,000 to \$8,000 depending on complexity. There are no base platform fees. \* **Product Tiers:** Engage (Sequences/CRM sync), Call (Voice/Dialer), Meet (Conversation intelligence), Deal (Deal assist), Forecast (Automated forecasting), and Amplify (AI agents via a credit-based model). \* **Voice/Calling:** Offers Global Minutes Calling Packages, Pay-Per-Min, and Subscription Calling Plans for the US, Canada, and Europe. \* **Recent Features (Feb 2025):** Smart Account Plan Overview, Forecast Roll-up filtering, Enterprise Territory Admin User Management, and Account Plan Status filters. \* **AI Capabilities:** Recently launched "Omni" (a universal conversational agent for in-app, mobile, or Slack) and "Agent Studio."

**Market Vulnerabilities & Criticisms (Sourced from Competitor Comparisons)** \* **Cost:** Pricing is considered steep for startups and SMBs compared to alternatives like Apollo, Reply.io, and Mixmax. \* **Complexity:** High administrative overhead and a steep learning curve require significant time and training to implement effectively. \* **CRM Dependency:** Relies heavily on Salesforce and other major CRM integrations, making it restrictive for companies with custom tech stacks or non-standard CRMs. \* **Support Structure:** Premium support (Global Coverage, Live Voice) is gated behind the "Enterprise Support Plan," leaving lower-tier customers with less immediate assistance.