

Salesloft — Deep Research

Klarix Competitive Intelligence

May 2026

Key Personnel

- **David Cummings:** Founder (Source: Tracxn)
- **Kyle Porter:** Founder (Source: Tracxn)
- **Rob Forman:** Founder (Source: Tracxn)
- **Timothy Dorr:** Founder (Source: Tracxn)
- **Patrick Nichols:** Interim CEO of Salesloft (Source: Salesforce Ben)
- **Andy Byrne:** Co-founder and CEO of Clari; slated to lead the combined Clari+Salesloft company post-merger (Source: Salesforce Ben)

Notable Customer Personnel: * **Derek Rey:** CEO and Founder, Demand Inc and Demand Sports (Source: Salesloft Case Study) * **Jackson Reimers:** Director of New Enterprise Business, DataStax (Source: Amplemarket) * **Shane Malone:** Manager of Customer Success SMB, Seamless.AI (Source: Salesloft Case Study)

Financial Profile

METRIC	VALUE	SOURCE
Total Funding	\$246M (across 8 funding rounds)	Tracxn
Post-Money Valuation	\$1.1B (as of Jan 2021 Series E)	Tracxn
Latest Funding Round	Undisclosed Amount, Series E (May 10, 2022)	Tracxn
Previous Funding Rounds	\$100M Series E (Jan 2021); \$70M Series D (Apr 2019)	Tracxn
Lead Investors	Mubadala, Owl Rock, Insight Partners	Tracxn
Other Investors	HarbourVest Partners, Emergence Capital, Endeavor, LinkedIn, Spur Capital	Tracxn
Employee Headcount	1,136 (as of Mar 2026) / 1,004 (as of Dec 2025)	Tracxn / Revelio Labs
Headcount Growth Rate	-25.9% YoY decline in 2025 (1,006 employees down from 1,305 in 2024)	Revelio Labs
Average Employee Salary	\$102.9k	Revelio Labs
Average Employee Tenure	1.9 years	Revelio Labs
Revenue Under Management	\$10 Trillion (Combined post-merger with Clari)	Salesforce Ben

Competitive Intelligence

Competitors * Direct Sales Engagement/Orchestration: Outreach (primary enterprise competitor), Apollo.io, Groove (now part of Clari), HubSpot Sales Hub, Salesforce (Agentforce Sales/Sales Cloud), Mixmax, Rox, Outplay, Amplemarket, Conquer Cadence, Koncert. (Sources: Salesforce, Revenue.io, Mixmax, MarketBetter, Rox, Outplay, Amplemarket) * **Revenue Intelligence:** Gong (competes directly with Salesloft's "Conversations" module). (Source: MarketBetter) * **Data + Engagement Platforms:** ZoomInfo (SalesOS + Engage). (Source: MarketBetter) * **Email-First/Point Solutions:** Instantly.ai, Lemlist, Smartlead, Woodpecker. (Source: MarketBetter)

Partners & Integrations * Clari: Announced a significant merger in 2025/2026 to create a "Predictive Revenue System" and "Autonomous Revenue System" combining Clari's revenue intelligence with Salesloft's engagement. (Sources: UnifyGTM, Built In, Salesforce Ben) * **ZoomInfo:** Partnered to deliver AI-ready insights and real-time data for personalized engagement. (Source: UnifyGTM) * **Salesloft Consulting Services:** Internal professional services/subcontractor arm utilized for implementation and onboarding. (Source: Salesloft/Forrester TEI)

Known Clients * Enterprise/Tech: Google, 3M, IBM, Shopify, Square, Cisco, Adobe, DataStax. (Sources: Revelio Labs, Salesforce Ben, Amplemarket) * **Case Study Clients:** Fullsteam (software/payments), Demand Inc (sports/sales development), Wrike (project management), Seamless.AI (B2B sales intelligence). (Source: Salesloft Case Studies)

Additional Intel

Merger & Strategic Direction * Salesloft is merging with Clari to architect a "Predictive Revenue System." The combined entity will leverage 1 trillion data signals to train LLMs and AI agents, aiming to become the "Salesforce of its field" by unifying CMO, CCO, CIO, CRO, and front-line sellers. (Source: Salesforce Ben, Built In)

Product & Platform Capabilities * The platform is branded as an "AI-powered Revenue Orchestration Platform" featuring modules for Cadence (pipeline generation), Rhythm (buyer signals/actions), Conversations (conversation intelligence), Deals (opportunity management), Analytics, and Forecast. (Source: Salesloft)

Market Positioning & ROI Claims * Forrester TEI Study (Spring 2025): Claims a 3.3x ROI, 12% higher close-won rates, 50% higher conversion from engagement to opportunity, \$1.3M savings in tech consolidation, and a 40% increase in selling activity without expanding headcount. (Source: PR Newswire, Salesloft) * **Awards:** Recognized as a Leader in Enterprise Sales Engagement by G2 for 17 consecutive quarters, a 2024 Gartner Peer Insights Customers' Choice, and a Leader in the IDC MarketScape Worldwide Revenue Intelligence Platforms 2024. (Source: PR Newswire)

Vulnerabilities & Competitor Critiques (Valuable for Client's GTM Strategy) * Pricing & Flexibility: Competitors highlight Salesloft's lack of transparent pricing, expensive enterprise contracts, and rigid reporting that requires Excel exports. (Sources: Mixmax, Outplay, Amplemarket) * **Workforce Instability:** Revelio Labs data shows a 25.9% headcount decline in 2025 and a 13.7% decline in 2024. Industry analysts note that prior layoffs and organizational churn could distract execution during the Clari integration. (Sources:

Revelio Labs, Built In) * **Product Limitations:** Competitors point out that Salesloft limits cadences to a single owner (hindering collaboration), lacks full automation across social channels (relying on manual Chrome extension steps for LinkedIn), and suffers from AI workflows occasionally skipping steps or providing inaccurate insights. (Source: Amplemarket)