

Apollo Io — One Pager

Klarix Competitive Intelligence

May 2026

company: Apollo.io generated: 2026-05-31

ATTRIBUTE	DETAILS
Who They Are	<ul style="list-style-type: none"> • \$150M ARR, 990-employee B2B SaaS sales intelligence platform and unicorn (\$1.6B valuation)
Location	San Francisco, CA
What They Make/Sell	<ul style="list-style-type: none"> • AI-powered, end-to-end go-to-market (GTM) platform consolidating prospecting, engagement, and deal execution • Core modules include a 270M+ contact database, search/enrichment, multi-channel sequences, dialer, and AI co-pilots
Market Positioning	<ul style="list-style-type: none"> • Positions as a unified stack to replace 4-6 point solutions (ZoomInfo, Outreach, Gong) via a product-led growth (freemium) model • Heavy AI investment, launching an "agentic end-to-end GTM platform" with 500% YoY growth in AI platform usage • Reached \$150M ARR and unicorn status (\$1.6B valuation) with \$251.3M total funding led by Bain Capital Ventures
Top Pain Points	<ul style="list-style-type: none"> • Market perception of poor data accuracy (65-70%) and database saturation → We provide done-for-you competitive intelligence and battle cards to help them navigate competitor counter-narratives • Friction and churn risk from unpredictable credit burn rates (e.g., 8 credits for mobile numbers) → We map market sentiment and competitor pricing models to uncover blind spots in their GTM strategy • Enterprise buyer hesitation when consolidating tech stacks against rivals like ZoomInfo and 6sense → We deliver rapid (3-7 day) market mapping and decision-maker insights to refine their enterprise positioning
Best Outreach Angle	<ul style="list-style-type: none"> • Target: Adam Carr (CRO), Marcio Arnecke (CMO), Matt Curl (CEO) • Hook: Peer-to-peer sharing of competitive intelligence and battle cards detailing how enterprise buyers evaluate Apollo vs. ZoomInfo/6sense amidst GTM stack consolidation
Next Step	<ul style="list-style-type: none"> • Send Touch 1 email to Adam Carr offering a 15-minute peer-to-peer chat to share no-strings-attached market intelligence and battle cards