

# Clearbit — One Pager

Klarix Competitive Intelligence

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company: Clearbit generated: 2026-05-31

ATTRIBUTE	DETAILS
Who They Are	<ul style="list-style-type: none"> <li>B2B data enrichment and intelligence platform, acquired by HubSpot for ~\$150M and operating as Breeze Intelligence (~25 employees)</li> </ul>
Location	San Francisco, California
What They Make/Sell	<ul style="list-style-type: none"> <li>Real-time contact and company data enrichment (firmographics, technographics, buyer intent signals)</li> <li>Website visitor identification (Reveal) and dynamic form shortening</li> </ul>
Market Positioning	<ul style="list-style-type: none"> <li>Serves as the native, embedded CRM enrichment layer for HubSpot's 200,000+ customers</li> <li>Shifted from an API-first developer tool to a "batteries-included" intelligence suite within HubSpot</li> <li>Founding team fully exited post-acquisition; product is now managed by HubSpot's integration leadership</li> </ul>
Relationship / Downstream Opportunities	<ul style="list-style-type: none"> <li>Referral exchange: Clearbit CSMs refer users needing qualitative competitive context to Sample · Sales Intelligence for a 10–15% fee</li> <li>Co-marketing: Joint "Complete GTM Intelligence Stack" playbook targeting 5K downloads and 50 MQLs</li> <li>Integration: Auto-enrich Sample · Sales Intelligence CI briefs with Clearbit's quantitative competitor data</li> </ul>
Top Pain Points	<ul style="list-style-type: none"> <li>Users hit a wall understanding <i>why</i> they lose head-to-head deals against ZoomInfo, Apollo, or 6sense → Sample · Sales Intelligence provides the qualitative layer with done-for-you competitive intelligence and battle cards</li> <li>GTM teams face long consulting cycles for competitive context → Sample · Sales Intelligence delivers actionable CI briefs in 3–7 days to immediately support Clearbit's quantitative data</li> </ul>
Best Outreach Angle	<ul style="list-style-type: none"> <li>Target: Karen Ng, Jared Williams, Chris Hogan (HubSpot Integration Leadership), Kipp Bodnar (CMO)</li> <li>Hook: Partner to offer a "complete GTM intelligence stack" by combining Clearbit's enrichment data with our done-for-you competitive battle cards via a referral exchange or co-authored playbook.</li> </ul>
Next Step	<ul style="list-style-type: none"> <li>Send Touch 1 email to Karen Ng requesting a 15-minute Zoom call to discuss a referral partnership that helps their users beat competitors.</li> </ul>