

# Cognism — One Pager

Klarix Competitive Intelligence

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company: Cognism generated: 2026-05-31

ATTRIBUTE	DETAILS
<b>Who They Are</b>	<ul style="list-style-type: none"> <li>• B2B sales intelligence and revenue intelligence platform (559 employees, \$83M ARR) specializing in GDPR-first contact data.</li> </ul>
<b>Location</b>	<p>London, UK</p>
<b>What They Make/Sell</b>	<ul style="list-style-type: none"> <li>• Sales Prospecting platform (Grow and Elevate tiers) featuring 25M+ EMEA-focused contacts, technographics, and CRM integrations (HubSpot 2-way sync).</li> <li>• Diamond Data® (human-verified mobile numbers cross-referenced with DNC lists), Bombora intent data, and CRM Enrichment services.</li> </ul>
<b>Market Positioning</b>	<ul style="list-style-type: none"> <li>• Positioned as the "GDPR-compliant data layer" and "ZoomInfo for Europe" with unmatched EMEA mobile accuracy.</li> <li>• Premium, enterprise-focused pricing model (\$15K-\$95K/year) competing on quality and compliance over self-serve volume.</li> <li>• Backed by \$130M in funding (\$436M valuation) with recent leadership overhaul (CEO Dominic Allon, CRO Chris Evans appointed Sept 2025) to drive US expansion.</li> </ul>
<b>Top Pain Points</b>	<ul style="list-style-type: none"> <li>• Expanding into North America against entrenched US-centric competitors (ZoomInfo) → We deliver done-for-you competitive intelligence and battle cards in 3-7 days to arm reps for new market dynamics.</li> <li>• Defending premium pricing and strict annual contracts against cheaper, self-serve alternatives (Apollo) → We map the GTM landscape to help reps justify ROI and Diamond Data® value.</li> <li>• Navigating a highly fragmented GTM stack and shifting buyer expectations → We supply rapid market intelligence on buyer pain points and data accuracy gaps to refine their positioning.</li> </ul>
<b>Best Outreach Angle</b>	<ul style="list-style-type: none"> <li>• Target: Chris Evans (CRO), Dominic Allon (CEO)</li> <li>• Hook: Peer-to-peer exchange on the GTM data landscape, trading notes on how enterprise buyers weigh premium compliance against self-serve volume amid their US expansion.</li> </ul>
<b>Next Step</b>	<ul style="list-style-type: none"> <li>• Send Touch 1 email to Chris Evans requesting a 15-minute intro call to trade notes on the ZoomInfo/Apollo competitive space.</li> </ul>