

Drift A Salesloft Company — One Pager

Klarix Competitive Intelligence

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company: Drift, a Salesloft company generated: 2026-05-31

ATTRIBUTE	DETAILS
Who They Are	<ul style="list-style-type: none"> • Drift (a Salesloft company) is a mature B2B Conversational Marketing and Revenue Tech SaaS with ~500-700 employees.
Location	n/a
What They Make/Sell	<ul style="list-style-type: none"> • AI-powered conversational marketing platform (real-time routing, chatbots) designed to convert website visitors into qualified pipeline. • Recently launched AI-driven features including Drift Engage, Site Concierge, and Bionic Chatbots.
Market Positioning	<ul style="list-style-type: none"> • Positions as an "AI-First Buyer Experience" and "Revenue Orchestration" platform integrated deeply with Salesloft Rhythm. • Transitioned to an enterprise-only sales motion (\$30K/yr minimum), eliminating their free PLG tier. • Acquired by Salesloft in Feb 2024; appointed new CEO Scott Ernst in Jan 2025.
Top Pain Points	<ul style="list-style-type: none"> • Reps facing aggressive counter-positioning from Intercom and Qualified due to the enterprise pricing shift and Aug 2025 OAuth breach → We deliver done-for-you battle cards in 3-7 days to give reps exact talk tracks to defend win rates. • Outbound SDRs ("Fastlane" users) slowed down by data accuracy gaps and a fragmented GTM stack → We map exact decision-makers and buying committees so reps focus strictly on selling, not researching. • Pressure to justify \$30K+ enterprise contracts amidst market maturation and cost-synergy layoffs → We provide comprehensive, actionable TAM intelligence to keep the global sales team one step ahead of competitors.
Best Outreach Angle	<ul style="list-style-type: none"> • Target: Todd Barnett (CRO), Chris Lynch (VP Global Sales), Emily Singer (CMO) • Hook: Acknowledge the Salesloft Rhythm integration and enterprise pricing shift, offering rapid (3-7 day) done-for-you competitive intelligence to help reps win complex deals against Intercom and Qualified.
Next Step	<ul style="list-style-type: none"> • Email Todd Barnett with a sample battle card PDF and request a 15-minute call to review a custom CI framework for his enterprise sales team.