

LinkedIn — One Pager

Klarix Competitive Intelligence

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ATTRIBUTE	DETAILS
Who They Are	<ul style="list-style-type: none"> • B2B data and professional networking giant owned by Microsoft, generating \$17.1B+ annually with ~21,500 employees.
Location	Sunnyvale, California
What They Make/Sell	<ul style="list-style-type: none"> • Professional networking platform connecting 1.3B+ members and 70M+ companies. • Tiered self-serve SaaS products including Sales Navigator (\$120-\$160/mo), Recruiter, Premium, and Learning subscriptions.
Market Positioning	<ul style="list-style-type: none"> • Unmatched upstream data moat of verified professional identities and platform-scale network effects. • Relies on a self-serve model where users pay for access, filters, and InMail credits to build their own intelligence. • Recent momentum: Crossed \$5B in Q1 2026 revenue; appointed Daniel Shapero as CEO in April 2026.
Top Pain Points	<ul style="list-style-type: none"> • Enterprise buyers are fatigued by the manual work required to extract and synthesize insights from self-serve tools → Sample · Sales Intelligence delivers done-for-you competitive intelligence and battle cards. • GTM stack fragmentation causes coverage and accuracy gaps during competitive deals → Sample · Sales Intelligence maps competitors and prospects with highly accurate, finished analysis. • Sales teams need immediate, actionable insights rather than raw data to sift through → Sample · Sales Intelligence provides finished CI dossiers with a rapid 3-7 day turnaround.
Best Outreach Angle	<ul style="list-style-type: none"> • Target: Daniel Shapero (CEO) and Mohak Shroff (President, Platforms & Digital Work). • Hook: Contrast LinkedIn's self-serve data moat with the growing enterprise demand for finished, done-for-you competitive intelligence; propose trading notes on the GTM data landscape.
Next Step	<ul style="list-style-type: none"> • Execute Touch 1 email to Daniel Shapero requesting a 15-minute call to discuss market observations and the shift toward finished CI deliverables.