

6Sense — Dossier

Klarix Competitive Intelligence

May 2026

6sense — Competitive Dossier

FIELD	VALUE
Company	6sense
Domain	6sense.com
Industry	B2B Revenue Intelligence / Account-Based Marketing (ABM) Platform
Relationship to Klarix	direct_competitor
Klarix score	9/10

Snapshot

6sense is an AI-powered revenue intelligence and ABM platform that combines intent data, predictive analytics, and account engagement insights to help B2B sales and marketing teams identify in-market accounts and orchestrate multi-channel campaigns. Founded in 2013, the company has raised \$526M and reached a \$5.2B valuation (January 2022), positioning itself as the enterprise-grade leader in predictive ABM—but at a cost structure and complexity level that creates significant friction for mid-market buyers and teams without dedicated RevOps resources.

Firmographics

METRIC	VALUE
Total funding	\$526M across 10 rounds (https://tracxn.com/d/companies/6sense/_GO2ccj5dMAun_cR43BMHoFEZVdMOn2Ib1t3Cb-I_iMQ/funding-and-investors)
Latest round	\$200M Series E (January 2022) led by Blue Owl and MSD Partners (https://6sense.com/newsroom/6sense-announces-200-million-series-e-round-increasing-valuation-to-5-2-billion)
Valuation	\$5.2B (January 2022) (https://tracxn.com/d/companies/6sense/_GO2ccj5dMAun_cR43BMHoFEZVdMOn2Ib1t3Cb-I_iMQ/funding-and-investors)
Revenue (ARR)	\$200M+ (2024) (https://finance.yahoo.com/quote/SIXS.PVT/profile); median customer ~\$55K/year (https://www.vendr.com/marketplace/6sense)
Employees	1,293 (December 2025, -17.4% YoY) (https://www.reveliolabs.com/companies/6sense-insights/employees); other sources cite 1,587–1,719 range
Headquarters	San Francisco, California
Ownership	Institutional majority (>60%); Insight Partners and SoftBank largest minority holders; founders/employees ~15–20% (https://businessmodelcanvastemplate.com/blogs/owners/6sense-who-owns)

Leadership

NAME	TITLE	NOTES
Chris Ball	CEO	Joined August 2014; background in business intelligence, operational excellence, engineering (https://www.clay.com/dossier/6sense-ceo)
Jason Zintak	Chairman of the Board	Former CEO (2017–2024); scaled ARR from \$5M to \$200M+ (https://www.frontlines.io/podcasts/jason-zintak); stepped down in 2024 CEO transition (https://www.linkedin.com/posts/chrisanz19_the-ceo-of-cognism-just-stepped-down-the-activity-7430315028504956929-cpAn)
Rob Goldenberg	CFO	Not found publicly.
Kimberly Bloomston	Chief Product Officer	(https://craft.co/6sense/executives)
Raj Gupta	CTO	(https://craft.co/6sense/executives)
Amir Ravandoust	COO, Director	(https://craft.co/6sense/executives)
Viral Bajaria	Chief Innovation & Ecosystem Officer	Co-founder (https://businessmodelcanvastemplate.com/blogs/owners/6sense-who-owns)
Amanda Kahlow	Founder (original CEO)	Left 6sense; founded 1mind (AI sales agent startup, raised \$30M Series A November 2025) (https://techcrunch.com/2025/11/10/6sense-founder-amanda-kahlow-raises-30-million-for-new-human-replacement-ai-sales-startup-1mind)

Product & positioning

6sense positions as the **"Revenue AI platform"** that predicts which accounts are in-market and orchestrates engagement across sales and marketing. Core modules include:

- **Predictive analytics & intent data:** AI-driven account scoring using 1st-party (website visitor ID), 2nd-party (G2, partner networks), and 3rd-party intent signals (Bombora integration) (<https://www.warmly.ai/p/blog/6sense-pricing>)
- **Account identification:** Company-level website visitor tracking (not person-level by default) (<https://www.warmly.ai/p/blog/6sense-pricing>)
- **Sales Intelligence:** Contact database (235M+ profiles, 100M+ companies) with technographics, firmographics, job history (<https://www.demandbase.com/blog/6sense-reviews>)
- **ABM orchestration:** Segment builder, advertising (display, LinkedIn, programmatic), conversational email, CRM integrations (Salesforce, HubSpot)
- **Revenue AI for Sales:** Chrome extension, sales alerts, AI-powered account summaries, predictive scoring

The mental model 6sense sells: *"Stop guessing which accounts are ready to buy. Let AI tell you who's in-market, what they're researching, and when to engage—then automate personalized outreach across every channel."* Buyers expect a **platform** that replaces multiple point solutions (intent data provider + contact DB + ad orchestration + sales enablement) with a unified system of record for ABM.

Pricing & packaging

PLAN	PRICE	WHAT'S INCLUDED	CONTRACT
Free	\$0/month	50 credits/month (no rollover), company/people search, sales alerts, Chrome extension; excludes intent data, predictive scoring, CRM integration (https://pipeline.zoominfo.com/sales/6sense-pricing)	Month-to-month
Paid (single license model)	Custom quote; \$60K–\$130K/year typical mid-market; \$100K–\$200K+/year enterprise (https://www.warmly.ai/p/blog/6sense-pricing)	All features (intent, predictive, integrations, advertising, conversational email); pricing scales by TAM size (# accounts monitored), modules, data credits (https://www.vendr.com/marketplace/6sense)	12–24 months minimum (https://salesmotion.io/blog/6sense-pricing)
Median buyer	\$55,211/year (Vendr transaction data) (https://www.vendr.com/marketplace/6sense)	Not found publicly.	Not found publicly.

Hidden costs (<https://salesmotion.io/blog/6sense-pricing>): - **Implementation fees:** 4–8 weeks onboarding; professional services often quoted separately (<https://www.warmly.ai/p/blog/6sense-pricing>) - **Credit overages:** Contact data credits expire monthly; additional credits cost extra - **RevOps headcount:** Platform complexity requires dedicated admin/analyst resources - **Data packages:** Technographic data, 3rd-party enrichment, Bombora topics (now 12 included vs. 10 previously) (<https://revcity.6sense.com/home/categories/product-updates/p2>) - **Module add-ons:** Conversational Email, 6sense Advertising (CPM-based), advanced integrations priced separately (<https://www.vendr.com/marketplace/6sense>)

No monthly billing; annual contracts only (<https://salesmotion.io/blog/6sense-pricing>). Multi-year commitments sometimes yield lower per-year pricing but increase total lock-in risk.

Customer voice

Positive:

"6sense has been great in helping us identify segments based on key intent features such as keywords and categories. As a product marketer, it is really important we can identify the ICP and make sure the revenue org can clearly engage with their target accounts based on the topics and keywords they are searching for." — G2 Review
(<https://www.warmly.ai/p/blog/6sense-review>)

"AI-Driven Insights: Provides powerful predictive analytics and buyer intent data. Comprehensive ABM: Facilitates targeted marketing to high-value accounts. Custom Integrations: Seamlessly integrates with existing CRM and marketing tools." — Spendflo (<https://www.spendflo.com/blog/the-ultimate-guide-to-6sense-pricing>)

Negative:

"Data can be a bit cumbersome, and we've had problems with data reliability and creation of duplicates." — G2 Review
(<https://www.warmly.ai/p/blog/6sense-review>)

"Also, while 6Sense's customer success team is top-notch, their customer support is a bit more hit or miss. Some support reps are real product experts and zero in on solutions to issues quickly. Some... not so much." — G2 Review
(<https://www.warmly.ai/p/blog/6sense-review>)

"We just churned off 6sense. The blackbox models couldn't be explained. Both marketing and sales lost trust in the outputs. They liked the concepts, but couldn't trust the data. Model changes took months through 'annual refresh' cycles. Meanwhile their AI market was evolving weekly. They needed to adjust quickly." — Demand Gen leader at \$100M+ ARR AI

company (https://www.linkedin.com/posts/adamschoenfeld_we-just-churned-off-6sense-last-week-activity-7373726386076905472-cl1U)

"I worked with a lot of clients using 6sense intent data for targeting. It didn't work for any of them. My assessment was that they're selling intent data based on in-market signals that aren't being read correctly. For example, company A is visiting salesforce website, gets marked as in-market for a CRM in 6sense. But, they're not in-market for a CRM, they're in-market for Salesforce. 0 amount of touchpoints will convert them." — LinkedIn comment

(https://www.linkedin.com/posts/adamschoenfeld_we-just-churned-off-6sense-last-week-activity-7373726386076905472-cl1U)

"I've called so many spouse numbers - WTF is up with your data." — Reddit r/sales

(https://www.reddit.com/r/sales/comments/1qdrzun/fu_you_6sense)

"I've worked at a few companies that purchased an intent tool called 6Sense. Me and my colleagues found it completely useless and were shocked to hear how much it cost." — Reddit r/sales

(https://www.reddit.com/r/sales/comments/1l4tfcw/has_anyone_used_6sense_successfully)

Strengths (for them)

- **Market leadership in ABM:** Named Gartner Magic Quadrant Leader for ABM Platforms (5th consecutive year, November 2025) (https://tracxn.com/d/companies/6sense/_GO2ccj5dMAun_cR43BMHoFEZVdMOn2Ib1t3Cb-I_iMQ); Forrester Wave Leader for B2B Intent Data (Q1 2025) (<https://pipeline.zoominfo.com/sales/6sense-vs-cognism>)
- **Comprehensive platform breadth:** Single vendor for intent data, contact DB, advertising, conversational email, sales intelligence—reduces tool sprawl for enterprise buyers willing to commit to one ecosystem
- **Strong net dollar retention:** 120% NDR; ~26% expansion in cohorts driven by land-and-expand motion (<https://getlatka.com/companies/6sense>)
- **Deep CRM integrations:** Native Salesforce/HubSpot iframes, timeline views, deal intelligence surfaced in-flow (<https://solutions.trustradius.com/integrations/6sense>)
- **Proven at enterprise scale:** Customer base includes Cisco, Dell, NetApp, VMware, NetSuite (<https://www.demandgenreport.com/industry-news/6sense-raises-20-million-in-series-b-funding/23062>); 30% customer growth in 2024 (<https://finance.yahoo.com/quote/SIXS.PVT/profile>)
- **AI-native product roadmap:** RevvyAI (GTM command center launched November 2025), AI Writer in Chrome Extension, Connected TV advertising with 90%+ completion rates (<https://revcity.6sense.com/home/discussion/2338/fall-2025-6sense-product-launch>)

Weaknesses (for them)

- **Opacity & trust deficit:** Blackbox predictive models that sales/marketing teams cannot explain or validate; "lost trust in the outputs" is a recurring churn driver (https://www.linkedin.com/posts/adamschoenfeld_we-just-churned-off-6sense-last-week-activity-7373726386076905472-cl1U)
- **Slow iteration cycles:** Model changes require "annual refresh" cycles (months), mismatched to fast-moving markets; teams report needing weekly adjustments but getting quarterly updates (https://www.linkedin.com/posts/adamschoenfeld_we-just-churned-off-6sense-last-week-activity-7373726386076905472-cl1U)
- **Contact data quality issues:** Duplicate records, spouse phone numbers, stale contacts reported across G2 and Reddit (<https://www.warmly.ai/p/blog/6sense-review>) (https://www.reddit.com/r/sales/comments/1qdrzun/fu_you_6sense)
- **Implementation complexity:** 4–8 weeks onboarding; requires dedicated RevOps/analyst resources to configure, maintain, and operationalize (<https://www.warmly.ai/p/blog/6sense-pricing>); "a fool with the tool is still a fool" (https://www.linkedin.com/posts/retentionadam_the-other-week-i-got-some-blowback-from-my-activity-7201323493399928832-r3x8)

- **Pricing opacity & lock-in:** No public pricing; 12–24 month minimum contracts; five-figure annual commitments create budget friction for mid-market (<https://salesmotion.io/blog/6sense-pricing>)
- **Intent signal limitations:** Company-level only (not person-level by default); weekly intent updates insufficient for fast sales cycles; false positives (e.g., "visiting Salesforce site" ≠ "in-market for CRM") (https://www.linkedin.com/posts/adamschoenfeld_we-just-churned-off-6sense-last-week-activity-7373726386076905472-cl1U)
- **Headcount contraction:** -17.4% YoY employee decline (2024–2025) signals internal stress (<https://www.reveliolabs.com/companies/6sense-insights/employees>); CEO transition (Jason Zintak stepped down 2024) adds execution risk (https://www.linkedin.com/posts/chrisanz19_the-ceo-of-cognism-just-stepped-down-the-activity-7430315028504956929-cpAn)

Switching signals

Customers leaving 6sense:

- "After many years of using 6sense, we recently decided to discontinue our subscription. 6sense gave us valuable insights and was a great database, but over time we realized that data alone isn't enough, what matters most is using data based on real time intent signals to create conversations with prospects." — Vito Vishnepolsky (https://www.linkedin.com/posts/vitovish_6sense-alternatives-2025-top-platforms-activity-7364772605175762946-ZQ5p)
- "We just churned off 6sense last week." — Demand Gen leader at \$100M+ ARR AI company; switched to Keyplay (fit scoring) + custom intent stack + Warmly (activation) (https://www.linkedin.com/posts/adamschoenfeld_we-just-churned-off-6sense-last-week-activity-7373726386076905472-cl1U)
- Common replacement stack: Cognism (contact data), Bombora (intent), Apollo (sequencing), Warmly (AI SDR), or Demandbase (direct ABM competitor) (<https://www.usergems.com/6sense-limitations/top-5-signs-its-time-to-replace-6sense>)

Customers coming to 6sense:

- Not found publicly in research dump (no "switched to 6sense from X" case studies surfaced).

Market context:

- 6sense founder Amanda Kahlow left to start 1mind (AI sales agent), raised \$30M Series A (November 2025)—signals belief that agentic AI will replace traditional ABM platforms (<https://techcrunch.com/2025/11/10/6sense-founder-amanda-kahlow-raises-30-million-for-new-human-replacement-ai-sales-startup-1mind>)
- Multiple CEOs stepping down across ABM/sales tech category (6sense, Outreach, Clari, Salesloft) in 2024–2025, interpreted as "consolidation before exit" by market observers (https://www.linkedin.com/posts/chrisanz19_the-ceo-of-cognism-just-stepped-down-the-activity-7430315028504956929-cpAn)

Klarix vs 6sense — when we win

- **Speed to insight:** Klarix delivers competitive intelligence in **3–7 days** vs. 6sense's 4–8 week implementation + months-long model refresh cycles. When a buyer needs to understand how 6sense positions against Demandbase *this week* (not next quarter), Klarix ships the battlecard before 6sense finishes onboarding.
- **Transparency over blackbox:** Klarix dossiers cite source URLs inline and surface *why* a claim matters; 6sense's predictive models are opaque and erode trust when sales/marketing can't explain the score to leadership. Klarix's "stoic, business-aware" voice answers "how do we know this?" — 6sense's AI answers "trust the algorithm."
- **Done-for-you vs. do-it-yourself:** 6sense requires dedicated RevOps headcount to configure segments, maintain integrations, and operationalize insights. Klarix is a **productized service** (\$2,997–\$8,997/month) with no implementation lift —competitive intelligence arrives as a finished deliverable, not a platform you must staff.

- **No lock-in, predictable cost:** 6sense demands 12–24 month contracts at \$60K–\$200K/year with hidden overages (credits, modules, professional services). Klarix operates on **monthly subscriptions** with transparent pricing and a **7+/10 quality floor**—buyers know exactly what they're paying and can cancel without multi-year penalties.
- **Competitive intelligence depth:** 6sense surfaces *account-level intent* ("Company X visited your pricing page"); Klarix surfaces *competitor-level strategy* ("Here's how 6sense positions against you, their pricing model, customer churn signals, and the wedges to use in deals"). Different jobs to be done—Klarix wins when the buyer needs to *beat a named competitor*, not just identify in-market accounts.
- **Human-verified vs. AI-inferred:** 6sense's intent signals generate false positives (e.g., "visiting Salesforce site" flagged as CRM intent when the visitor is already a Salesforce customer). Klarix analysts verify claims against primary sources and mark "Not found publicly." when evidence is absent—reducing noise and increasing trust.

Open questions

- **Actual churn rate:** 6sense reports 120% NDR and ~6% gross revenue churn (<https://getlatka.com/companies/6sense>), but multiple public churn stories suggest higher logo churn in mid-market; need cohort-level retention data by customer size.
- **Sales rep productivity:** 6sense targets \$1M ARR/rep/year (<https://getlatka.com/companies/6sense>); unclear if this is achieved or aspirational; would clarify sales efficiency vs. marketing-led motion.
- **Person-level intent roadmap:** Research indicates 6sense is "company-level only" for visitor ID (<https://www.warmly.ai/p/blog/6sense-pricing>); unclear if person-level behavioral intelligence is on roadmap or requires acquisition (competitive gap vs. Warmly, Koala).
- **RevvyAI adoption & impact:** Launched November 2025 as "GTM command center" (<https://revcity.6sense.com/home/discussion/2338/fall-2025-6sense-product-launch>); no public data yet on customer uptake, usage metrics, or revenue impact—could be vaporware or genuine product reinvention.
- **Partnership revenue split:** 2X named "2025 Agency Partner of the Year" with 175+ 6sense-certified staff (<https://2x.marketing/press-release/2x-6sense-integrated-partnership>); unclear what % of 6sense's \$200M ARR flows through agency partners vs. direct sales—would inform channel strategy risk.
- **Debt structure & burn:** Took \$100M debt from SVB in 2023 post-crash (<https://getlatka.com/companies/6sense>); combined with -17% headcount decline, suggests path to profitability or runway extension—need cash flow statement to assess financial health vs. growth-at-all-costs posture.

Deep Research

Here is the enriched competitive intelligence dossier for 6sense, tailored for your GTM data landscape analysis.

Key Personnel

- **Robert Goldenberg:** Founder / CEO (*Source: GetLatka*)
- **Viral Bajaria:** Founder (*Source: GetLatka, Dexteragent*)
- **Amanda Kahlow:** Founder (*Source: Dexteragent*)
- **Premal Shah:** Founder (*Source: Dexteragent*)
- **Bathrinath Chandrasekaran:** Marketing Ops / 6senser (*Source: RevCity by 6sense*)
- **Julien Clement:** 6senser (*Source: RevCity by 6sense*)
- **Paulo Moreira:** 6senser (*Source: RevCity by 6sense*)

Note: Client contacts mentioned in case studies include Jayashree Rajan (VP of Marketing, Five9) and Hannah Horning (Demand Generation Manager, ArcherPoint).

Financial Profile

METRIC	VALUE	SOURCE
Annual Recurring Revenue (ARR)	\$200M (2024) to >\$300M (Late 2024 est.)	<i>GetLatka, Businessmodelcanvastemplate</i>
Latest Valuation	\$5.2 Billion (Series E, Jan 2022)	<i>GetLatka, Dexteragent, Clay</i>
Total Funding	\$426M to \$526M (across 9-10 rounds)	<i>Dexteragent, Clay, Tracxn</i>
Net Dollar Retention Rate (NRR)	120%	<i>GetLatka, Businessmodelcanvastemplate</i>
Gross Revenue Churn Rate	~6%	<i>GetLatka</i>
Sales Efficiency (Magic Number)	1.0 to 1.1	<i>GetLatka</i>
Target Burn Rate	~\$1 Million / month	<i>GetLatka</i>
Sales Target per Rep	\$1 Million ARR annually	<i>GetLatka</i>
Average Contract Value / Pricing	Starts at ~\$30,000/yr; scales to \$60,000+ to low six-figures	<i>TechnologyChecker.io, Modern Inbound, Warmly</i>

Competitive Intelligence

Competitors * Direct ABM & Intent Competitors: Demandbase (closest direct competitor), Terminus, Madison Logic, Bombora (competes on data layer). *(Source: Dexteragent, Tofuhq, Cognism)* * **Sales Intelligence & Contact Data:** ZoomInfo, Apollo, Cognism, Clearbit. *(Source: ZoomInfo Blog, Cognism, Warmly)* * **Website Visitor Identification:** Leadfeeder (Dealfront), Warmly, Visitor Queue. *(Source: Leadfeeder, Warmly)* * **GTM Automation:** N.Rich. *(Source: ZoomInfo Blog)*

Clients & Market Share * Known Clients: Five9, ArcherPoint, Florence Healthcare, a "Global Financial Services Company". *(Source: 6sense Customer Stories)* * **Market Share:** Holds approximately 0.43% of the broader marketing automation market, but dominates the premium enterprise ABM segment. *(Source: TechnologyChecker.io)* * **Customer ICP:** Heavily skewed toward mid-market and enterprise. 25.6% of customers have 51-200 employees, while 15.0% have 1,001+ employees (higher enterprise ratio than HubSpot). *(Source: TechnologyChecker.io)*

Partners & Integrations * Data Partners: Bombora, G2, TrustRadius, PeerSpot (used to aggregate third-party intent signals). *(Source: Influ2)* * **Platform Integrations:** Salesforce, HubSpot, LinkedIn (for targeted ad serving). *(Source: Modern Inbound, 6sense Customer Stories)* * **Service Partners:** 2X (Integrated Services Partnership launched Nov 2025). *(Source: Tracxn)*

Investors & Cap Table * Lead/Major Investors: Insight Partners, SoftBank Vision Fund 2, Blue Owl (Lead for Series E). *(Source: Clay, Businessmodelcanvastemplate)* * **Other Investors:** MSD Partners, B Capital Group, Franklin Templeton, Harmony Partners, Tiger Global, D1 Capital Partners, Sapphire Ventures, Battery Ventures, Venrock, Silicon Valley Bank (debt financing). *(Source: Dexteragent, Clay)* * **Ownership Breakdown (Est. 2025):** Institutional investors control >60%; founders and employee pools hold roughly 15-20%. *(Source: Businessmodelcanvastemplate)*

Acquisitions * Acquired **Fortella, Slintel** (to expand B2B contact data offerings), and **Saleswhale**. *(Source: Businessmodelcanvastemplate, Cognism)*

Additional Intel

Company Background & Workforce * Headquarters: San Francisco, California, United States. *(Source: GetLatka, Dexteragent)* * **Founded:** 2013. *(Source: GetLatka, Dexteragent)* * **Headcount:** Estimates vary between 1,291 and 2,000 employees. Revelio Labs reports a 17.4% YoY decline in 2025, dropping headcount to ~1,300. *(Source: Revelio Labs, GetLatka, Dexteragent)* *

Employee Metrics: Average salary is \$93.8k; average tenure is 2.0 years. (Source: Revelio Labs) * **Certifications:** Achieved ISO 42001 Certification in Nov 2025. (Source: Tracxn)

Product & Strategy * **Core Products:** 6sense Revenue AI for Marketing, 6sense Revenue AI for Sales, 6sense Conversational Email, RevvyAI (GTM Command Center launched Nov 2025). (Source: Dexteragent, Tracxn) * **Fall 2025 Product Updates:** Launched Connected TV for 6sense Advertising, a redesigned Chrome Extension Copilot with AI Writer, and expanded verified "Teal data" for the top 85K accounts. (Source: RevCity by 6sense) * **Platform Sunsetting:** 6sense is sunsetting its "Orchestrations" feature by December 31, 2026, forcing users to migrate to "Intelligent Workflows". (Source: RevCity by 6sense) * **Strategic Shift:** Moving from "growth at all costs" to "efficient growth" with a focus on profitability, potentially eyeing a 2025/2026 IPO or strategic acquisition. Pushing "Revenue AI for Mid-Market" to capture 100-500 employee companies. (Source: Businessmodelcanvastemplate)

Known Weaknesses & Market Vulnerabilities (For Competitive Positioning) * **Pricing & Complexity:** Highly expensive (often \$60k-\$100k+) and requires a complex, lengthy implementation cycle. Not ideal for teams under 25 seats or those running purely inbound motions. (Source: ZoomInfo Blog, Modern Inbound) * **Data Gaps:** Lacks native phone-verified contact data and direct dials (a major gap compared to ZoomInfo and Cognism). Users report contact data can be outdated or contain duplicates. (Source: Cognism, ZoomInfo Blog) * **Intent Signal Timeliness:** Relies heavily on account-level (rather than contact-level) intent data. Some users report that weekly intent signal updates are too slow for fast-moving sales cycles, leading to "false positives" or lagged outreach. (Source: ZoomInfo Blog, LeadGenius, Influ2)

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Additional Intel

Company Background & Workforce * Headquarters: San Francisco, California, United States. *(Source: GetLatka, Dexteragent)* * **Founded:** 2013. *(Source: GetLatka, Dexteragent)* * **Headcount:** Estimates vary between 1,291 and 2,000 employees. Revelio Labs reports a 17.4% YoY decline in 2025, dropping headcount to ~1,300. *(Source: Revelio Labs, GetLatka, Dexteragent)* * **Employee Metrics:** Average salary is \$93.8k; average tenure is 2.0 years. *(Source: Revelio Labs)* * **Certifications:** Achieved ISO 42001 Certification in Nov 2025. *(Source: Tracxn)*

Product & Strategy * Core Products: 6sense Revenue AI for Marketing, 6sense Revenue AI for Sales, 6sense Conversational Email, RevvyAI (GTM Command Center launched Nov 2025). *(Source: Dexteragent, Tracxn)* * **Fall 2025 Product Updates:** Launched Connected TV for 6sense Advertising, a redesigned Chrome Extension Copilot with AI Writer, and expanded verified "Teal data" for the top 85K accounts. *(Source: RevCity by 6sense)* * **Platform Sunsetting:** 6sense is sunsetting its "Orchestrations" feature by December 31, 2026, forcing users to migrate to "Intelligent Workflows". *(Source: RevCity by 6sense)* * **Strategic Shift:** Moving from "growth at all costs" to "efficient growth" with a focus on profitability, potentially eyeing a 2025/2026 IPO or strategic acquisition. Pushing "Revenue AI for Mid-Market" to capture 100-500 employee companies. *(Source: Businessmodelcanvastemplate)*

Known Weaknesses & Market Vulnerabilities (For Competitive Positioning) * Pricing & Complexity: Highly expensive (often \$60k-\$100k+) and requires a complex, lengthy implementation cycle. Not ideal for teams under 25 seats or those running purely inbound motions. *(Source: ZoomInfo Blog, Modern Inbound)* * **Data Gaps:** Lacks native phone-verified contact data and direct dials (a major gap compared to ZoomInfo and Cognism). Users report contact data can be outdated or contain duplicates. *(Source: Cognism, ZoomInfo Blog)* * **Intent Signal Timeliness:** Relies heavily on account-level (rather than contact-level) intent data. Some users report that weekly intent signal updates are too slow for fast-moving sales cycles, leading to "false positives" or lagged outreach. *(Source: ZoomInfo Blog, LeadGenius, Influ2)*