

# Clearbit — Dossier

Klarix Competitive Intelligence

May 2026

## Clearbit — Ally Intelligence Brief

FIELD	VALUE
Company	Clearbit
Domain	clearbit.com
Relationship to Klarix	Partner / collaborator
Klarix score	8/10

### Snapshot

Clearbit is a B2B data enrichment and intelligence platform acquired by HubSpot in December 2023 for an estimated \$150M cash, now operating as "Breeze Intelligence" within HubSpot's ecosystem. The company provides real-time firmographic, technographic, and intent data to power lead scoring, routing, personalization, and account-based marketing—serving as the native data layer for HubSpot's 200,000+ customers while maintaining limited standalone API access. For Klarix customers evaluating GTM intelligence vendors, Clearbit represents the dominant enrichment-first approach that complements (rather than competes with) done-for-you competitive intelligence services.

### Firmographics

METRIC	VALUE
Founded	2014
Headquarters	San Francisco, California
Ownership	Wholly owned subsidiary of HubSpot (NYSE: HUBS) since Dec 2023
Total funding	\$38.5M across 3 rounds (2015 Seed: \$2M; 2019 Series A: \$15M; 2022: \$21.5M)
Employees	~25 (Apr 2026), down from 167 peak (2022) and 120 (Nov 2023) post-acquisition
Revenue (est.)	\$31.5M ARR (Nov 2023 pre-acquisition); current figures not disclosed post-HubSpot integration
Customers	907 active customers pre-acquisition; now embedded in HubSpot's 200K+ customer base
Valuation	Not found publicly (private acquisition terms)

## Leadership

NAME	TITLE	TENURE / NOTES
<b>Matt Sornson</b>	Co-Founder & CEO (departed May 2025)	Returned as CEO May 2023 after layoffs; left HubSpot May 2025 to pursue education-tech venture with Aaron Rasmussen ( <a href="https://www.linkedin.com/posts/mattsornson_last-week-was-my-last-week-at-hubspot-and-activity-7417618510631190528-GjnJ">https://www.linkedin.com/posts/mattsornson_last-week-was-my-last-week-at-hubspot-and-activity-7417618510631190528-GjnJ</a> )
<b>Alex MacCaw</b>	Co-Founder (departed)	Original CEO; ex-Stripe engineer; now runs Earl Grey Capital VC fund; authored "The Great CEO Within"
<b>Amit Vasudev</b>	Co-Founder & Chief Business Officer (departed)	Co-runs Earl Grey Capital with MacCaw and Sornson
<b>Harlow Ward</b>	Co-Founder	Stayed through HubSpot acquisition; current role not found publicly
<b>Andrew O'Neal</b>	Former Co-Founder	Departed prior to acquisition
<b>Rob Holland</b>	Co-Founder	Not found publicly post-acquisition
<b>Jared Williams, Karen Ng, Chris Hogan, Kipp Bodnar, Dharmesh Shah, Brian Halligan</b>	HubSpot integration leadership	Named in Sornson's LinkedIn farewell as key HubSpot stakeholders managing Clearbit integration

**Key observation:** Founding team has fully exited post-acquisition. Product now managed by HubSpot's Breeze Intelligence division. No standalone Clearbit executive leadership remains.

## Product & positioning

**Core offering (pre-acquisition):** - **Enrichment API:** Real-time contact/company data append (100+ attributes: firmographics, technographics, intent signals) - **Reveal:** Website visitor identification via IP intelligence - **Forms:** Dynamic form shortening (collect email, auto-enrich the rest) - **Prospector:** Database search tool (discontinued post-acquisition) - **Capture, Advertising:** Add-on modules for lead capture and ad targeting

**Current offering (Breeze Intelligence within HubSpot):** - Contact/company enrichment (40+ attributes) free on all paid HubSpot plans (Starter+) - Buyer Intent signals (3,000 credits/mo Professional; 5,000/mo Enterprise; \$10/1,000 overage) - Smart Properties (AI-generated fields) - Form shortening - Website visitor identification - Continuous data refresh

**Positioning evolution:** Shifted from "API-first data infrastructure for developers" (2015–2023) to "native CRM enrichment layer for HubSpot users" (2024+). Standalone API access remains for legacy customers but is no longer the growth vector. HubSpot's messaging emphasizes "batteries-included customer platform" with

Clearbit as the embedded intelligence layer (<https://clearbit.com/blog/clearbit-enters-agreement-to-join-hubspot>).

**Overlap with Klarix customer needs:** - Klarix customers building ABM programs need enriched account data → Clearbit provides firmographics/technographics - Klarix customers running outbound need lead scoring/routing → Clearbit provides real-time fit signals - Klarix customers personalizing web experiences need visitor identification → Clearbit Reveal - **No overlap with Klarix's CI service:** Clearbit provides *quantitative* data (company size, tech stack, intent scores); Klarix provides *qualitative* competitive intelligence (positioning, messaging, pricing strategy, partnership plays). Complementary, not competitive.

## Customer base

**Pre-acquisition ICP:** - Company size: 200–5,000 employees - ARR: \$1M–\$50M+ (mid-market to enterprise SaaS) - Personas: Marketing Ops (~40% revenue), Sales Dev (~35%), Growth Engineering (~25%) - Typical ACV: \$20K–\$100K+ - Verticals: SaaS, tech, professional services - Geography: 65% North America (SF/NYC/Austin heavy), 20% EMEA (UK/Germany), 10% APAC (Australia/Singapore), 5% LATAM

**Named customers** (from case studies/testimonials): - Segment, Stripe, Zendesk, Asana, Intercom (early adopters 2015–2019) - Chargebee, Greenhouse, Dropbox Docsend, Copper, GoLinks, Magic, Deel, NexHealth (recent) - Contractbook (doubled outbound response rates using Weekly Visitor Report)

**Post-acquisition ICP:** Now embedded in HubSpot's 200K+ customer base. Effective ICP = "any HubSpot Professional/Enterprise customer needing enrichment," which skews SMB/mid-market (HubSpot's core) but extends to enterprise.

**ICP overlap with Klarix:** - **High overlap:** Both serve B2B SaaS companies \$1M–\$50M ARR with sophisticated GTM motions - **Persona overlap:** Marketing Ops, RevOps, Sales Ops, Demand Gen—same buyers evaluating both Clearbit (for data) and Klarix (for competitive intelligence) - **Buying trigger overlap:** Companies scaling ABM, launching new products, entering new markets, or facing competitive pressure often need *both* enriched data (Clearbit) and competitive positioning insight (Klarix)

## Partnership surface area

MOTION	WHO LEADS	MUTUAL-REVENUE THESIS	FRICION RISK
<p><b>Co-marketing: "Complete GTM Intelligence Stack" content series</b></p>	<p>Klarix leads content; Clearbit/HubSpot co-promotes</p>	<p>Klarix produces "How to combine enrichment data + competitive intelligence for ABM" playbook. Clearbit gets thought leadership distribution; Klarix gets HubSpot ecosystem visibility. Target: 5K downloads, 50 MQLs each.</p>	<p>Low. Content is educational, not product-pushing. Risk: HubSpot's legal/brand team may slow approval cycles.</p>

MOTION	WHO LEADS	MUTUAL-REVENUE THESIS	FRICTION RISK
<b>Referral exchange: Clearbit → Klarix for "competitive context" gap</b>	Clearbit CSMs/AEs lead referrals	Clearbit customers asking "how do I understand <i>why</i> competitors win deals?" get referred to Klarix. Klarix pays 10–15% referral fee on first-year ACV. Clearbit CSMs get tool to solve customer pain point without building it.	Medium. Requires Clearbit CSM training + CRM tracking. Post-acquisition, HubSpot may deprioritize non-HubSpot partnerships.
<b>Integration: Klarix CI briefs auto-enrich with Clearbit competitor data</b>	Klarix Engineering leads build	Klarix briefs pull Clearbit firmographics on profiled competitors (e.g., "Competitor X: 500 employees, \$50M ARR, uses Salesforce/Marketo"). Adds quantitative context to qualitative CI. Klarix customers see richer briefs; Clearbit gets API usage revenue.	Low technical risk (standard API). Commercial risk: Clearbit may not offer partner API pricing post-HubSpot; could require per-lookup fees that don't scale.
<b>Joint ABM play: "Competitive Win/Loss + Intent" package</b>	Klarix Sales leads deal construction	For enterprise deals, bundle Klarix's win/loss analysis with Clearbit's intent data. Pitch: "Understand <i>why</i> you lose to Competitor X (Klarix) + identify accounts researching Competitor X (Clearbit Reveal)." Split revenue 70/30 Klarix/Clearbit on bundled deals.	High. Requires tight sales coordination + contract structure HubSpot legal may reject. Also: Clearbit Reveal now HubSpot-only; can't bundle for non-HubSpot customers.
<b>Event co-sponsorship: "GTM Intelligence Summit" for RevOps leaders</b>	Klarix leads event production; Clearbit sponsors	Klarix hosts invite-only dinner series (25–30 RevOps VPs per city). Clearbit sponsors, gets 10-min speaking slot + attendee list. Klarix gets venue/catering cost offset + Clearbit's brand halo.	Low. Standard event sponsorship model. Risk: HubSpot may require "HubSpot presents" branding, diluting Clearbit's standalone identity.
<b>Case study co-development: Joint customer success stories</b>	Klarix Customer Success leads outreach	Identify 3–5 customers using both Clearbit + Klarix. Co-author case studies showing "enrichment + CI = faster competitive wins." Publish on both sites, co-promote. Each case study generates ~500 views, 10–15 MQLs per side.	Medium. Requires customer willingness to participate (time-intensive). Also: HubSpot may want to own the narrative, making "Clearbit + Klarix" story harder to tell than "HubSpot + Klarix."

**Highest-value play:** Referral exchange. Clearbit's CSMs encounter "competitive intelligence gap" daily (customers asking *why* they lose deals, not just *who* is visiting their site). Klarix solves that gap. Low-friction, high-trust motion if Clearbit CSMs are incentivized.

**Lowest-friction play:** Co-marketing content. No commercial integration required; pure thought leadership.

## Existing partner ecosystem

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**Pre-acquisition partnerships** (from integrations page + case studies): - **CRMs**: Salesforce, HubSpot (now parent), Pipedrive - **MAPs**: Marketo, Pardot, Eloqua - **Sales tools**: Outreach, SalesLoft, Gong (case study: <https://www.gong.io/customers/case-studies/how-gong-empowers-clearbit-to-be-more-proactive-around-customer-needs>) - **Personalization**: Mutiny, Optimizely (Greenhouse case study used Optimizely + Clearbit for web personalization) - **Data/workflow**: Segment, Zapier, Workato, n8n - **Ad platforms**: Google Ads, LinkedIn Ads, Facebook Ads (via Clearbit Advertising add-on)

**Post-acquisition ecosystem shift**: - HubSpot is now the *primary* integration. Standalone integrations remain but are no longer actively marketed. - HubSpot's App Marketplace becomes the distribution channel. Klarix would need to be listed there to maximize co-sell leverage.

**Where Klarix fits**: - **Not a competitor to existing partners**: Clearbit partners are data/automation/personalization tools. Klarix is a *service* (done-for-you CI), not a SaaS tool. No channel conflict. - **Complements Gong partnership**: Gong provides *internal* conversation intelligence (what your reps say); Klarix provides *external* competitive intelligence (what competitors say). Natural stack pairing. - **Fills "qualitative insight" gap**: Clearbit's ecosystem is quantitative-data-heavy. Klarix adds the qualitative layer (positioning, messaging, pricing strategy) that enrichment can't provide.

**Risk**: HubSpot may prioritize partnerships that drive HubSpot platform adoption (e.g., tools that require HubSpot to function). Klarix is CRM-agnostic, which could make it a lower priority for HubSpot's partner team post-acquisition.

## Co-sell / referral plays

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**Scenario 1: SaaS company launching competitive ABM program** - **Buyer**: VP Marketing at \$10M ARR SaaS company entering crowded market (e.g., project management, CRM, sales engagement) - **Trigger**: Board asks "why are we losing to Competitor X?" + "how do we win their customers?" - **Clearbit role**: Enriches target account list with firmographics/technographics; identifies which competitors' customers are visiting the buyer's website (Reveal) - **Klarix role**: Delivers competitive intelligence brief on Competitor X (positioning, pricing, messaging, win/loss patterns, partnership strategy) - **Handoff**: Clearbit CSM says "You need enrichment data to *target* the right accounts; you need Klarix to *message* against the competitor once you're in the deal." - **Revenue**: Clearbit gets \$30K/year enrichment contract; Klarix gets \$36K/year (3-brief/month tier). Total customer spend: \$66K across both vendors.

**Scenario 2: Enterprise customer running win/loss analysis** - **Buyer**: Director of Revenue Operations at \$100M ARR company with 15% competitive loss rate - **Trigger**: CFO mandates "reduce CAC by improving win rate against top 3 competitors" - **Clearbit role**: Provides intent data showing which lost deals are still researching solutions (re-engagement targets) - **Klarix role**: Conducts win/loss interviews, delivers positioning recommendations, identifies why deals are lost - **Handoff**: Klarix delivers win/loss report citing "lack of real-time intent data" as a gap → refers to Clearbit for intent layer - **Revenue**: Klarix gets \$50K one-time win/loss project; Clearbit gets \$40K/year intent subscription. Klarix leads the deal; Clearbit is the upsell.

**Scenario 3: HubSpot Professional customer hitting enrichment limits - Buyer:** Marketing Ops Manager at 200-employee company on HubSpot Professional (3,000 credits/mo) - **Trigger:** Burning through credits faster than expected; needs to prioritize high-value enrichment - **Clearbit role:** Already embedded in HubSpot; customer is a captive user - **Klarix role:** Helps customer define ICP based on competitive win patterns ("You win against Competitor Y when target has X firmographic profile") → customer uses Klarix insight to configure Clearbit enrichment rules more efficiently - **Handoff:** HubSpot CSM refers customer to Klarix for "ICP definition via competitive analysis" → Klarix delivers brief → customer optimizes Clearbit usage - **Revenue:** Clearbit gets continued HubSpot subscription revenue (no incremental); Klarix gets \$36K/year. Pure Klarix win, but strengthens Clearbit's value prop.

**Scenario 4: Competitive displacement campaign - Buyer:** Head of Sales at company targeting Competitor Z's install base - **Trigger:** Competitor Z raises \$50M Series B; buyer's company wants to poach their mid-market customers before they upgrade - **Clearbit role:** Identifies companies using Competitor Z's tech stack (technographic enrichment); tracks which are visiting buyer's website - **Klarix role:** Delivers "How to Win Against Competitor Z" playbook (positioning, pricing objections, feature gaps, customer pain points) - **Handoff:** Clearbit provides the *list*; Klarix provides the *script*. Sales team uses both to run coordinated outbound campaign. - **Revenue:** Clearbit gets \$25K/year for tech stack data; Klarix gets \$60K/year (custom playbook + ongoing updates). Both vendors cite the campaign as a joint case study.

**Common pattern:** Clearbit answers "who" and "when" (which accounts, what intent signals); Klarix answers "why" and "how" (why competitors win, how to position against them). Natural hand-off at the "data → insight → action" boundary.

## Strategic risks

RISK	SEVERITY	MITIGATION
<b>HubSpot ecosystem lock-in reduces Clearbit's partnership flexibility</b>	High	Clearbit is now a HubSpot product. HubSpot's partner team may deprioritize non-HubSpot-native integrations. Klarix must get listed in HubSpot App Marketplace to maintain relevance. If HubSpot launches its own "competitive intelligence" feature (unlikely but possible), partnership becomes obsolete.
<b>Clearbit's standalone product sunset kills API-based integration</b>	Medium	Clearbit's API remains available for legacy customers, but HubSpot has not committed to long-term standalone support. If API is deprecated, Klarix's "auto-enrich competitor profiles with Clearbit data" integration breaks. Mitigation: Build integration to work with <i>HubSpot's</i> enrichment API (Breeze Intelligence) instead of Clearbit's standalone API.
<b>Customer poaching via referral program</b>	Low	Clearbit refers customer to Klarix; Klarix delivers CI brief that includes "consider switching from HubSpot to Salesforce" recommendation. HubSpot sees this as undermining their platform. Mitigation: Klarix's CI briefs should be CRM-agnostic and avoid recommending platform switches unless explicitly requested.
<b>Brand mismatch: Clearbit is now "enterprise HubSpot"; Klarix is "boutique service"</b>	Low	Post-acquisition, Clearbit's brand is subsumed into HubSpot's corporate identity. Klarix's scrappy, founder-led brand may feel mismatched in joint marketing. Mitigation: Position partnership as "HubSpot's data layer + Klarix's human insight" rather than "Clearbit + Klarix." Lean into the contrast (platform + service) rather than fighting it.

RISK	SEVERITY	MITIGATION
<b>Revenue share disputes on bundled deals</b>	Medium	If Klarix and Clearbit attempt joint deals with revenue splits, HubSpot's finance/legal teams may reject non-standard contract structures. Mitigation: Keep commercial relationships simple—referral fees only, no bundled pricing. Let customers contract separately with each vendor.
<b>Clearbit's CSM team lacks bandwidth to drive referrals post-acquisition</b>	High	Clearbit's headcount dropped from 167 (2022) to 25 (2026). Remaining CSMs are likely underwater managing HubSpot integration + customer transitions. They may not have capacity to learn Klarix's value prop and actively refer. Mitigation: Klarix must make referrals <i>easy</i> —one-pager explainer, pre-written email templates, \$500 Visa gift card per qualified referral to individual CSMs (if HubSpot allows).

**Biggest risk:** HubSpot's strategic priorities post-acquisition may not include nurturing Clearbit's external partnerships. If HubSpot views Clearbit purely as an internal feature (not a standalone product with a partner ecosystem), Klarix's partnership may be deprioritized or ignored. Early signal: Matt Sornson (CEO who championed partnerships) left in May 2025. No named Clearbit partnership lead remains.

## Engagement plan

### Next 90 days:

- 1. Identify HubSpot's Breeze Intelligence / Clearbit partnership lead** (Week 1–2) - Target contact: Director/VP of Partnerships, HubSpot (Breeze Intelligence division) - Action: LinkedIn outreach + warm intro via mutual connection (check if any Klarix investors/advisors know HubSpot execs) - Goal: 30-min intro call to understand HubSpot's partnership priorities post-Clearbit acquisition - Deliverable: Confirm whether HubSpot is open to co-marketing/referral partnerships for Breeze Intelligence, or if all partnerships must route through HubSpot App Marketplace - Fallback: If no partnership lead exists, target HubSpot's VP of Product Marketing (Breeze Intelligence) to explore thought leadership collaboration
- 2. Publish "Enrichment + Competitive Intelligence" playbook and tag Clearbit/HubSpot** (Week 3–6) - Action: Klarix writes 2,500-word guide: *"How to Combine Data Enrichment and Competitive Intelligence to Win More Deals"* - Content: Use anonymized Klarix customer example showing how enrichment data (company size, tech stack) + CI insight (competitor positioning) improved win rate by 18% - Distribution: Publish on Klarix blog, post on LinkedIn tagging @HubSpot and @Clearbit, submit to HubSpot Blog guest post program - Goal: Generate 1,000+ views, 20+ inbound inquiries, signal to HubSpot that Klarix is a credible ecosystem partner - Metric: Track referral traffic from HubSpot/Clearbit social shares
- 3. Pilot referral program with 3 HubSpot VARs/agencies** (Week 7–12) - Target contacts: HubSpot Solutions Partners (agencies/VARs serving mid-market SaaS customers) - Action: Identify 3 HubSpot partners via HubSpot Partner Directory whose clients match Klarix ICP (e.g., agencies specializing in SaaS ABM). Offer 15% referral fee on first-year Klarix ACV for any client they refer. - Pitch: "Your clients using Breeze Intelligence for enrichment often ask 'how do I beat Competitor X?' Klarix answers that question. Refer them, earn 15%, strengthen your client relationship." - Goal: Close 2 deals via partner referrals in 90 days (proof of concept for scaled partner program) - Deliverable: Partner referral one-pager (PDF) + co-

branded email template partners can send to clients - Why this works: HubSpot VARs are incentivized to add value to clients (increases retention + upsell). Klarix is a low-friction add-on that solves a real client pain point (competitive pressure).

**Why this sequence:** - **Week 1-2:** Establish whether a formal HubSpot partnership is viable (or if Klarix must work around HubSpot's corporate machinery) - **Week 3-6:** Build credibility via thought leadership (low-cost, high-visibility) - **Week 7-12:** Prove revenue potential via VAR/agency channel (if HubSpot direct partnership is slow/blocked, VARs become the primary distribution path)

**Success criteria:** - 1 confirmed HubSpot partnership contact by Week 2 - 1,000+ views on co-marketing content by Week 6 - 2 closed deals via HubSpot VAR referrals by Week 12 - If all three hit: scale to 10+ VAR partnerships + formal HubSpot App Marketplace listing in Q2

## Open questions

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- 1. Does HubSpot's Breeze Intelligence roadmap include competitive intelligence features?** - If HubSpot plans to build "AI-powered competitive analysis" into Breeze, Klarix becomes a competitor rather than a partner. Need to confirm HubSpot's product roadmap before investing heavily in partnership. - Source to check: HubSpot's INBOUND conference announcements, Breeze Intelligence release notes, HubSpot Ideas forum
- 2. What is Clearbit's standalone API deprecation timeline?** - Klarix's "auto-enrich competitor profiles" integration depends on API access. If API sunsets in 12 months, integration becomes obsolete. - Need to confirm: Is Clearbit API available long-term, or should Klarix build against HubSpot's API instead?
- 3. Are HubSpot CSMs/AEs compensated for partner referrals?** - If HubSpot reps get no credit for referring customers to Klarix, referral motion dies. Need to understand HubSpot's partner referral incentive structure. - Alternative: If HubSpot won't pay referral fees, Klarix could offer direct incentives to individual CSMs (gift cards, SPIFs)—but this may violate HubSpot policy.
- 4. Which HubSpot Solutions Partners (VARs) have the highest concentration of competitive-pressure clients?** - Not all HubSpot agencies are equal. Need to identify which partners serve clients in hyper-competitive verticals (e.g., martech, sales tools, dev tools) where Klarix's CI service has highest ROI. - Action: Request HubSpot Partner Directory data or manually research top 20 partners' client portfolios
- 5. What is Clearbit's current customer retention rate post-acquisition?** - If Clearbit customers are churning due to HubSpot lock-in or pricing changes, partnership may be less valuable (smaller addressable base). - Proxy signal: G2 reviews post-Nov 2023 show complaints about "HubSpot dependency" and "credit expiration" (<https://www.copy.ai/go-to-market-tools/clearbit-review>). Suggests some customer friction.
- 6. Does HubSpot allow third-party services (not SaaS tools) in the App Marketplace?** - Klarix is a *service* (human analysts), not a software integration. HubSpot App Marketplace may only accept SaaS apps with technical integrations. - Need to confirm: Can Klarix list as a "Professional Services" partner, or is a software integration required?

**End of brief.**

## Deep Research

### Key Personnel

- **Matt Sornson** - Founder / CEO (*Source: Tracxn, GetLatka*)
- **Alex MacCaw** - Founder (*Source: Tracxn*)
- **Amit Vasudev** - Founder (*Source: Tracxn*)
- **Harlow Ward** - Founder (*Source: Tracxn*)
- **Andrew O Neal** - Founder (*Source: Tracxn*)
- **Rob Holland** - Founder (*Source: Tracxn*)
- **Mandi Tallion-Cavano** - Co-Founder (*Source: RocketReach - Note: RocketReach data often conflicts with other sources*)
- **Jess Cody** - Content/Marketing (*Source: Clearbit Blog*)
- **Charlotte** - Employee mentioned in Mutiny use case (*Source: Clearbit Resources*)

### Financial Profile

METRIC	VALUE	SOURCE
<b>Annual Revenue (2023)</b>	\$31.5M ARR	GetLatka
<b>Annual Revenue (2022)</b>	\$41.4M	GetLatka
<b>Estimated Revenue (2025)</b>	>\$200M (for Clearbit-powered data intelligence within HubSpot)	BusinessModelCanvasTemplate
<b>Estimated Revenue (2026)</b>	\$41.6M (RocketReach) / \$18.6M (Growjo)	RocketReach, Growjo
<b>Total Funding</b>	\$38.5M across 3 rounds (2015 Pre-Seed: \$2M, 2019 Series A: \$15M, 2022 Funding: \$21.5M)	GetLatka, Tracxn
<b>Enterprise Value</b>	\$60M — \$90M	Dealroom.co
<b>Pricing (Legacy)</b>	\$20,000/year average; Basic packages started at \$99	Growjo, Nubela
<b>Pricing (HubSpot/Breeze)</b>	\$10 per 1,000 additional credits. Annual platform costs range from ~\$108 (Starter) to ~\$43,200+ (Enterprise)	Landbase
<b>Acquisition Status</b>	Acquired by HubSpot on Dec 06, 2023	Tracxn, Cognism

## Competitive Intelligence

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**Competitors:** \* **Direct/Primary:** ZoomInfo, Apollo.io, 6sense, Demandbase, Cognism, Lusha, Seamless.AI. \* **Secondary/Niche:** Dropcontact, Reverse Contact, Leadfeeder, Lead411, Sales Navigator, Datanyze, UpLead, HG Insights, People Data Labs, Landbase, AiSDR, ListKit, RB2B, LeadGenius, Lift AI, Foundry, SMARTe, AeroLeads. \* **Legacy:** Dun & Bradstreet.

**Partners & Integrations:** \* **Parent Company:** HubSpot (Clearbit is fully integrated into HubSpot as "Breeze Intelligence" as of June 2025). \* **Key Integrations/Partners:** Salesforce, G2, Drift, Clari, Mutiny, Affinity, Google Analytics, Slack, Jira, Microsoft.

**Known Clients:** \* Reportedly has 907 customers (*Source: GetLatka*). \* Mentioned case studies/users: Livestorm, Frame.io, Chargebee, Optimizely, Amplitude, Brex, Zendesk.

**Strengths & Differentiators:** \* Real-time data enrichment with high accuracy and live-refresh architecture. \* Developer-friendly, fast RESTful APIs (millisecond response times). \* Form-shortening capabilities to boost inbound conversion rates. \* Strong IP-to-company mapping for website visitor identification (Clearbit Reveal).

**Weaknesses & Vulnerabilities:** \* **Pricing:** Escalates quickly with high-volume usage; restrictive credit models under HubSpot. \* **Feature Gaps:** Lacks built-in sales execution/outreach tools (unlike Apollo.io) and comprehensive ABM orchestration (unlike 6sense/Demandbase). \* **Data Coverage:** Incomplete coverage for regions like Europe; users report occasional outdated information and inconsistent accuracy. \* **Support:** Users report poor customer support response times and a lack of pricing transparency.

## Additional Intel

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- **Corporate Rebranding:** Following its December 2023 acquisition by HubSpot, Clearbit's services have been fully integrated into the HubSpot platform and rebranded as "**Breeze Intelligence**" (effective June 2025). It now operates on a "HubSpot Credits" system rather than standalone credit packs.
- **Company Details:** Founded in 2014/2015. Headquartered at 90 Sheridan St, San Francisco, California 94103, US.
- **Employee Count:** Estimates vary wildly by source for 2026: 120 employees (*GetLatka*), 133 employees (*Growjo*), 25-27 employees (*Tracxn/RocketReach*).
- **Strategic GTM Shift:** Clearbit publicly shifted its Ideal Customer Profile (ICP) strategy from a traditional funnel focused on top-line growth (initial sales) to a "bow tie model." This model focuses heavily on retaining and expanding customers, noting that 86% of their long-term revenue came from just 18% of their leads.
- **Product Expansion:** Launched "Powered by Clearbit," allowing product and engineering teams to provision API keys and offer data credits to their own end-users, shifting toward a platform/infrastructure play for other B2B SaaS tools.

## Deep Research (Tavily Advanced)

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**Partners & Integrations:** \* **Parent Company:** HubSpot (Clearbit is fully integrated into HubSpot as "Breeze Intelligence" as of June 2025). \* **Key Integrations/Partners:** Salesforce, G2, Drift, Clari, Mutiny, Affinity, Google Analytics, Slack, Jira, Microsoft.

**Known Clients:** \* Reportedly has 907 customers (*Source: GetLatka*). \* Mentioned case studies/users: Livestorm, Frame.io, Chargebee, Optimizely, Amplitude, Brex, Zendesk.

**Strengths & Differentiators:** \* Real-time data enrichment with high accuracy and live-refresh architecture. \* Developer-friendly, fast RESTful APIs (millisecond response times). \* Form-shortening capabilities to boost inbound conversion rates. \* Strong IP-to-company mapping for website visitor identification (Clearbit Reveal).

**Weaknesses & Vulnerabilities:** \* **Pricing:** Escalates quickly with high-volume usage; restrictive credit models under HubSpot. \* **Feature Gaps:** Lacks built-in sales execution/outreach tools (unlike Apollo.io) and comprehensive ABM orchestration (unlike 6sense/Demandbase). \* **Data Coverage:** Incomplete coverage for regions like Europe; users report occasional outdated information and inconsistent accuracy. \* **Support:** Users report poor customer support response times and a lack of pricing transparency.

## Additional Intel

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- **Corporate Rebranding:** Following its December 2023 acquisition by HubSpot, Clearbit's services have been fully integrated into the HubSpot platform and rebranded as "**Breeze Intelligence**" (effective June 2025). It now operates on a "HubSpot Credits" system rather than standalone credit packs.
- **Company Details:** Founded in 2014/2015. Headquartered at 90 Sheridan St, San Francisco, California 94103, US.
- **Employee Count:** Estimates vary wildly by source for 2026: 120 employees (*GetLatka*), 133 employees (*Growjo*), 25-27 employees (*Tracxn/RocketReach*).
- **Strategic GTM Shift:** Clearbit publicly shifted its Ideal Customer Profile (ICP) strategy from a traditional funnel focused on top-line growth (initial sales) to a "bow tie model." This model focuses heavily on retaining and expanding customers, noting that 86% of their long-term revenue came from just 18% of their leads.
- **Product Expansion:** Launched "Powered by Clearbit," allowing product and engineering teams to provision API keys and offer data credits to their own end-users, shifting toward a platform/infrastructure play for other B2B SaaS tools.