

Cognism — Dossier

Klarix Competitive Intelligence

May 2026

Cognism — Competitive Dossier

FIELD	VALUE
Company	Cognism
Domain	cognism.com
Industry	B2B Sales Intelligence / Revenue Intelligence
Relationship to Klarix	direct_competitor
Klarix score	9/10

Snapshot

Cognism is a London-headquartered B2B sales intelligence platform serving 4,000+ customers with GDPR-first contact data, phone-verified mobile numbers (Diamond Data®), and intent signals. The company positions as the European data leader—strongest in EMEA coverage, weaker in North America and APAC—and competes on compliance rigor, mobile accuracy, and CRM-native delivery. Cognism's \$436M valuation and \$83M ARR (2024) validate category maturity; its enterprise pricing (\$15K–\$95K annually) and annual-contract-only model create wedge opportunities for faster, productized alternatives.

Firmographics

METRIC	VALUE
Founded	2015
Headquarters	London, UK (The Shard, 11th floor)
Employees	559 (October 2024); 467 (other sources); ~570 (GrowJo estimate)
Revenue (ARR)	\$83M (2024); \$71M (2026 estimate per GetLatka)
Total funding	\$129.1M–\$130M across 7–9 rounds
Latest round	Series C, January 2022: \$87.9M at \$436M valuation (20% dilution)
Lead investors (Series C)	Viking Global Investors, Blue Cloud Ventures
Other investors	AXA Venture Partners, Swisscom Ventures, Volution, PeakSpan Capital
Ownership	Private

METRIC	VALUE
Customers	4,000+ (per website); 6,400 (per GetLatka)
Markets	EMEA (core), North America (expanding), APAC (limited)

(<https://getlatka.com/companies/cognism>, <https://tracxn.com/d/companies/cognism>, <https://www.cognism.com/newsroom/series-c-funding-press-release>)

Leadership

NAME	TITLE	NOTES
Dominic Allon	CEO	Appointed September 2025; 30+ years scaling global tech businesses (https://www.cognism.com/newsroom/cognism-appoints-ceo-and-cro)
Chris Evans	CRO	Appointed September 2025 alongside Allon (https://www.cognism.com/newsroom/cognism-appoints-ceo-and-cro)
James Isilay	Founder / Former CEO	Co-founded 2016; led through Series C; stepped down 2025; now board member at Kluster (https://getlatka.com/companies/cognism , https://www.kluster.com/blog/james-isilay-cognism-ceo-joins-klusters-board-of-directors)
Stjepan Buljat	CTO / Chief Innovation Officer	Co-founder; expert in algorithmic tech, NLP, ML (https://www.peakspancapital.com/partnerships-news/cognism-raises-10m-to-move-sales-from-an-art-to-a-science , https://theorg.com/org/cognism/teams/leadership-team)
Viktoria Ruubel	Chief Product & Technology Officer	Not found publicly.
Diane Abela Hardy	CISO	Not found publicly.
Daniel Vogel	CFO	Not found publicly.
Nadia Haque	General Counsel	Not found publicly.
Caroline Drake	Chief Human Resources Officer	Not found publicly.
Lindsey Grossman	Chief Strategy Officer	Not found publicly.
Pete Daffern	Former Interim CEO	Guided company through transition; now board member (https://www.cognism.com/newsroom/cognism-appoints-ceo-and-cro)

Product & positioning

Cognism sells **premium B2B sales intelligence** organized around three core offerings:

1. **Sales Prospecting** (Grow and Elevate tiers): Contact/company database (25M+ contacts EMEA-focused), job-change tracking, technographics, sales trigger events, browser extension, web app, CRM integrations (Salesforce, HubSpot), and native 2-way sync (launched Feb 2025 for HubSpot). Elevate adds Diamond Data® (phone-verified mobiles), AI segmentation, and Bombora intent data.
(<https://www.bookyourdata.com/blog/cognism-pricing>, <https://www.cognism.com/newsroom/cognism-launches-2-way-sync-for-hubspot>)
2. **CRM Enrichment**: Automated data hygiene and append services for existing CRM records.
(<https://pipeline.zoominfo.com/sales/cognism-pricing>)
3. **Data-as-a-Service**: Custom data delivery for enterprise use cases.
(<https://pipeline.zoominfo.com/sales/cognism-pricing>)

Mental model the buyer holds: "ZoomInfo for Europe" or "the GDPR-compliant data layer." Buyers choose Cognism when they need verified European mobile numbers, face regulatory risk (GDPR/CCPA), or have been burned by US-centric tools with weak EMEA coverage. The platform is perceived as a **compliance-first, quality-over-quantity** alternative to ZoomInfo (US-heavy) and Apollo (self-serve/cheaper but lower accuracy). Cognism's Diamond Data® phone verification—human-checked mobiles cross-referenced against 15+ country do-not-call lists—is the unique wedge; no competitor offers equivalent mobile accuracy in EMEA.
(<https://syncgtm.com/blog/cognism-review>, <https://www.cognism.com/blog/cognism-competitors>)

Pricing & packaging

TIER	PLATFORM FEE (ANNUAL)	PER-USER COST (ANNUAL)	TOTAL ENTRY COST (5 USERS)	KEY FEATURES	NOTES
Grow (formerly Platinum)	\$15,000	\$1,500/user	~\$22,500	25M contacts, company data, triggers, integrations, browser extension	Fair-use ~2,000 records/user/month (unconfirmed by Cognism)
Elevate (formerly Diamond)	\$25,000	\$2,500/user	~\$37,500	All Grow + Diamond Data® verified mobiles, Bombora intent, AI segmentation, on-demand mobile enrichment	Intent data may be separate add-on

Pricing model: Platform access fee + per-seat licensing. All contracts annual, paid upfront. No monthly billing. No free trial (demo only; 25-lead free sample available). Credits apply only to bulk exports (>25 contacts) and API calls, not standard in-platform lookups. (<https://www.bookyourdata.com/blog/cognism-pricing>, <https://www.vendr.com/marketplace/cognism>, <https://pipeline.zoominfo.com/sales/cognism-pricing>)

Observed ranges (third-party procurement data, not confirmed by Cognism): - Median deal: \$36,000/year - Low: \$18,500 - High: \$95,240 - Typical small team (5 users, Elevate): \$35K-\$40K before add-ons

Hidden costs: - Onboarding: \$500–\$1,500 - Intent data (Bombora): separate add-on pricing not disclosed - Overage fees for bulk exports/API - Annual renewal increases: 10–15% reported - Diamond Data premium: priced separately from base platform

Negotiation leverage: Timing (quarter-end, year-end), multi-year commits, competitive pressure from ZoomInfo/Apollo/Lusha, and overage caps. (<https://www.vendr.com/marketplace/cognism>, <https://www.factors.ai/blog/cognism-pricing>)

Complaints: Pricing opacity is the #1 user complaint on G2. No public pricing; requires demo + negotiation. Users report feeling locked into annual contracts with difficult cancellation. (<https://syncgtm.com/blog/cognism-review>)

Customer voice

On data quality (EMEA strength):

"Cognism's data quality was about 30% better than everything else we were looking at at the time." — Dave Smallwood, Managing Director, Mollie (<https://www.cognism.com/case-studies>)

"Our bounce rate benchmark is 7%, Cognism comes in at 6%. Our conversion rate benchmark is 14%, and Cognism comes in at 29%." — Jonny Fianu, Global Head of Revenue Operations, ComplyAdvantage (<https://www.cognism.com/case-studies>)

On EMEA vs. US coverage gaps:

"ZoomInfo didn't fit our needs from an EMEA and APAC perspective." — Druva case study (<https://www.cognism.com/customer-reviews>)

"While European data is stellar, users report more limited coverage and lower accuracy for contacts in the United States, Canada, and Asia-Pacific regions." — SyncGTM review (<https://syncgtm.com/blog/cognism-review>)

On pricing frustration:

"Pricing is the single most cited complaint across G2 reviews. Users report that Cognism sales reps push annual contracts with no flexibility on billing terms." — SyncGTM (<https://syncgtm.com/blog/cognism-review>)

"The custom pricing model is a common complaint. Sales teams want to quickly assess if a tool fits their budget, but Cognism requires going through a demo and negotiation process." — BookYourData blog (<https://www.bookyourdata.com/blog/cognism-pricing>)

On compliance value:

"I would 100% recommend Cognism. Compliance is a big factor, along with data quality. We truly believe Cognism's data quality is incomparable." — Dan Orbach, Head of Sales & Partnerships, UpCloud (<https://www.cognism.com/blog/cognism-competitors>)

On Trustpilot polarization:

"56% of 356 reviews give 5 stars, but 32% give just 1 star. The overall score is 3.2/5. Negative reviews cite poor data quality, GDPR concerns about personal numbers being sold without consent, and unresponsive support when issues arise." — SyncGTM (<https://syncgtm.com/blog/cognism-review>)

On switching from Lusha:

"We've definitely seen results improve since we switched from Lusha to Cognism. I save maybe 30 minutes to an hour a day... Results have roughly doubled. I've gone from booking one to two meetings per week." — Jack, Lockton (<https://www.cognism.com/case-studies/lockton>)

Strengths (for them)

- **EMEA mobile data dominance:** Diamond Data® phone-verified mobiles are unmatched in European markets; human-checked against 15+ country DNC lists. No competitor offers equivalent EMEA mobile accuracy. (<https://www.cognism.com/blog/cognism-competitors>, <https://coldreach.ai/blog/cognism-review>)
- **GDPR/CCPA compliance infrastructure:** ISO 27701, SOC 2, built-in screening, consent-based intent (Bombora partnership). Buyers in regulated industries trust Cognism to reduce legal risk. (<https://www.cognism.com/customer-reviews>, <https://www.startuphub.ai/startups/cognism>)
- **CRM-native delivery:** Salesforce and HubSpot integrations (including new 2-way sync Feb 2025) reduce friction; data lives where sellers work. Seller Insights reports in Salesforce correlate battlecard usage to win rates. (<https://www.cognism.com/newsroom/cognism-launches-2-way-sync-for-hubspot>, <https://www.crayon.co/case-studies-list/cognism>)
- **Strong G2/Capterra ratings:** 4.6/5 (G2, 500+ reviews), 4.7/5 (Capterra, 240+ reviews). Users praise accuracy, compliance, and ease of use. (<https://lagrowthmachine.com/cognism-review>, <https://www.cognism.com/customer-reviews>)
- **Proven enterprise traction:** 4,000+ customers, \$83M ARR, \$436M valuation. Customers include Asana, Hootsuite, Seismic, Notion, Deel, Monday.com, Mollie, Xero. (<https://www.cognism.com/customer-reviews>, <https://getlatka.com/companies/cognism>)
- **Category validation:** \$129M raised, Viking Global lead, 100% ARR growth in 2021. Market has spoken: sales intelligence is a must-have, and Cognism is a tier-1 player. (<https://www.cognism.com/newsroom/series-c-funding-press-release>)

Weaknesses (for them)

- **US/APAC data gaps:** "Multiple G2 and Capterra reviews flag data gaps for US mid-market companies and APAC regions. Coverage for North America exists but is not as deep as ZoomInfo or Apollo." Email accuracy drops; mobile coverage thins outside EMEA. (<https://syncgtm.com/blog/cognism-review>, <https://coldreach.ai/blog/cognism-review>)
- **Pricing opacity and lock-in:** No public pricing. Annual contracts only. Median \$36K/year; small teams pay \$22K–\$40K minimum. "Pricing is the single most cited complaint across G2 reviews." Users feel pressured into long commitments without cost clarity upfront. (<https://syncgtm.com/blog/cognism-review>, <https://www.vendr.com/marketplace/cognism>)
- **Data freshness lag:** "Cognism does not advertise real-time verification at export. Data is refreshed periodically (quarterly or monthly depending on tier), meaning the contact you pull today may have changed roles last week." Competitors like UpLead verify emails in real-time at download. (<https://syncgtm.com/blog/cognism-review>)
- **High entry cost for SMBs:** \$15K platform fee + \$1,500/user = \$22.5K minimum for a 5-person team. Startups and agencies with <10 reps cannot justify the spend. Apollo (\$0–\$59/user/month) and Lusha (\$29–\$79/user/month) win budget-constrained buyers. (<https://www.bookyourdata.com/blog/cognism-pricing>, <https://leadhaste.com/blog/cognism-alternatives>)
- **Limited sequencing/engagement tooling:** Cognism is data-only. No native email sequencing, dialer, or cadence automation. Buyers must stack Outreach, Salesloft, or Apollo on top. Competitors like Apollo bundle data + engagement in one platform. (<https://www.cognism.com/blog/what-is-a-go-to-market-strategy>, <https://leadhaste.com/blog/cognism-alternatives>)
- **Trustpilot polarization and GDPR complaints:** 3.2/5 overall; 32% give 1 star. "Negative reviews cite poor data quality, GDPR concerns about personal numbers being sold without consent, and unresponsive support." One reviewer got calls on a TPS-registered number sourced via Cognism. ICO complaints log shows 20+ DP complaints (2022–2024), many closed as "no infringement" or "insufficient information," but pattern suggests friction. (<https://syncgtm.com/blog/cognism-review>, <https://ico.org.uk/media2/migrated/4032378/ic-353892-w2g8-dp-complaints.pdf>)
- **No free trial or self-serve:** Demo-only. 25-lead sample available, but no hands-on trial. Buyers cannot test data quality in their ICP before committing \$20K+. Apollo and Lusha offer free tiers; UpLead offers real credits with no CC required. (<https://www.factors.ai/blog/cognism-pricing>, <https://pipeline.zoominfo.com/sales/cognism-pricing>)

Switching signals

Customers switching TO Cognism: - **From Lusha:** "We've definitely seen results improve since we switched from Lusha to Cognism... Results have roughly doubled." — Lockton case study (<https://www.cognism.com/case-studies/lockton>) - **From ZoomInfo:** "ResponseIQ, an instant callback platform provider, switched from ZoomInfo to Cognism and won new clients." — Cognism case study card (<https://www.cognism.com/blog/cognism-competitors>). "ZoomInfo didn't fit our needs from an EMEA and APAC

perspective." — Druva (<https://www.cognism.com/customer-reviews>) - **From other tools:** "Expert.ai chose Cognism for enhanced sales efficiency and data accuracy." — Cognism case study (<https://www.cognism.com/blog/cognism-competitors>)

Customers switching FROM Cognism: - To Apollo: Reddit user (r/B2BSaaS): "Apollo.io alternatives with better data quality in 2026? I switched 3 months ago... Cognism: Bounce rate was 2.4%. Best data quality overall, especially for EMEA contacts... But pricing starts at \$1,000-3,000/month which is way beyond our agency budget." User chose SalesTarget.ai instead.

(https://www.reddit.com/r/growmybusiness/comments/1spv96y/apolloio_alternatives_with_better_data_quality_in)

- **To SalesTarget.ai:** Same Reddit thread: "We went with SalesTarget. 3 months in, average bounce rate across all 6 client campaigns is 2.3%. We're saving roughly \$350/month compared to the old stack."

(https://www.reddit.com/r/growmybusiness/comments/1spv96y/apolloio_alternatives_with_better_data_quality_in)

- **General churn drivers:** "If you sell primarily into North America and want a friendlier price point with sequencing built in, Apollo is the obvious move." — LeadHaste alternatives guide

(<https://leadhaste.com/blog/cognism-alternatives>)

Competitive displacement patterns: - Cognism wins EMEA-focused enterprise deals from ZoomInfo (US-heavy) and Lusha (lighter data). - Cognism loses NA-focused SMB/mid-market deals to Apollo (cheaper, bundled engagement) and budget-constrained teams to Lusha, UpLead, or Clay waterfalls.

Klarix vs Cognism — when we win

- **Speed to insight:** Cognism delivers raw contact data; the buyer still builds lists, writes messaging, and runs campaigns. Klarix delivers **finished competitive intelligence reports in 3–7 days**—no assembly required. When the executive needs "Who are we losing to and why?" by Friday, Cognism hands them a database; Klarix hands them the answer.
- **Done-for-you vs. do-it-yourself:** Cognism is a tool. Klarix is a service. The buyer using Cognism must hire analysts, train them on the platform, maintain CRM hygiene, and interpret data. Klarix customers get **senior analysts, research, synthesis, and strategic recommendations** baked into the monthly fee. No headcount, no ramp time, no tool sprawl.
- **Pricing clarity and contract flexibility:** Cognism hides pricing behind demos and locks buyers into \$20K–\$95K annual contracts. Klarix publishes **\$2,997 / \$4,997 / \$8,997 per month** with transparent deliverables. Buyers know the cost on day one. Monthly commitments reduce risk vs. Cognism's year-long lock-in.
- **Quality floor guarantee:** Cognism's data accuracy varies by region (strong EMEA, weak APAC). Klarix guarantees **7+/10 quality floor** on every deliverable. If the work doesn't meet the bar, Klarix redoes it. Cognism offers no such SLA on insight quality—only data accuracy SLAs that don't translate to strategic value.
- **Competitive intelligence vs. contact data:** Cognism tells you *who* to call. Klarix tells you *what they care about, what they're buying, and how to position against them*. When a sales team needs battlecards, win/loss analysis, or market positioning—not just phone numbers—Cognism is the wrong tool. Klarix is purpose-built for CI.
- **No tool fatigue:** Cognism requires stacking with Outreach/Salesloft (engagement), Crayon/Klue (CI), Gong (conversation intel), and Salesforce (CRM). Klarix replaces the CI layer entirely and integrates findings into existing workflows. One fewer vendor, one fewer renewal negotiation, one fewer onboarding cycle.

Open questions

- **Actual contract terms:** What are the standard payment schedules, cancellation clauses, and auto-renewal terms? Vendr and user reviews hint at friction, but exact contract language is not public.
- **Diamond Data coverage by country:** Which of the 15+ DNC lists are checked? What % of EMEA contacts have Diamond-verified mobiles vs. standard mobiles? Cognism does not publish coverage stats.
- **Intent data pricing:** Is Bombora intent bundled in Elevate or a separate SKU? What does the add-on cost?
- **Churn and NRR:** Cognism does not disclose net revenue retention, gross churn, or logo churn. High Trustpilot 1-star % (32%) and pricing complaints suggest churn risk, but no public data confirms.
- **US expansion progress:** Cognism opened Boston and hired a CRO (Chris Evans, Sept 2025) to push US growth. What is current US ARR mix vs. EMEA? How fast is US growing?
- **Data refresh cadence by tier:** Grow vs. Elevate refresh frequency is not disclosed. Does Elevate get real-time updates or just more frequent batch refreshes?
- **Competitive win/loss rates:** Cognism publishes case studies of wins against ZoomInfo and Lusha, but does not disclose win rates in head-to-head competitive deals. How often does Cognism lose to Apollo in NA mid-market?

End of dossier.

Deep Research

Key Personnel

- **Dominic Allon:** Permanent CEO (Appointed in 2025; former CEO of PipeDrive).
- **James Isilay:** Co-founder and former CEO (Stepped down in 2025).
- **Stjepan Buljat:** Co-founder.
- **Chris Evans:** Chief Revenue Officer (Joined in 2025; former Intuit UK VP and Country Manager).
- **Viktoria Ruubel:** Chief Product, Data, and Technology Officer (Joined Jan 2026; former CPO at PipeDrive).
- **Pete Daffern:** Former Interim CEO (Served briefly in 2025 between Isilay and Allon).

Financial Profile

METRIC	VALUE	SOURCE
Annual Revenue	\$83 Million (2024) / \$71 Million (April 2026 report)	Dexteragent.ai, GetLatka, LeadIQ
YoY Growth	29.7% - 30%	GetLatka, The CRO Report
Average ACV	\$13,000	GetLatka

METRIC	VALUE	SOURCE
Latest Valuation	\$436 Million - \$450 Million	GetLatka, Dexteragent.ai
Total Funding	\$129.1M - \$281M (Discrepancy across sources; \$163M cited by CRO Report)	GetLatka, LeadIQ, The CRO Report
Latest Funding Round	Series C (Led by Viking Global Investors)	Dexteragent.ai, Tracxn

Competitive Intelligence

- **Competitors:** ZoomInfo, Apollo.io, Lusha, Clearbit/Breeze Intelligence, SalesIntel, Seamless.AI, RocketReach, LeadIQ, UpLead, TAMI, Amplemarket, 6sense, Upcell, Salesbolt, Lead411, Databar.ai.
- **Known Clients:** Over 6,400 customers worldwide, including Coralogix, Lalaleads, durhamlane, Axys, Openprise, DinMo, CEC Marketing, JOMA Packaging, Teamsunday, Darwinbox, Tharsus, Mollie, Cloudreach, Druva, Lead Forensics, Kinaxis, Scompler, and Unique AG.
- **Partners & Integrations:**
 - *Integrations:* Salesforce, HubSpot, Outreach, Salesloft, Pipedrive, Mailchimp, LinkedIn.
 - *Partnerships:* Crayon (competitive intelligence), Tuffon Hall Consultancy.
 - *Data Partners:* Bombora (provides third-party buyer intent data).
- **Investors:** Viking Global Investors (Lead), AXA Venture Partners (AVP), Volution Capital Management LLC, VentureFounders.

Additional Intel

- **Company Footprint:** Headquartered in London, UK. Employs roughly 549–559 people globally, including 150 quota-carrying sales reps.
- **Core Value Proposition:** Cognism is positioned as a premium data layer rather than an all-in-one sales execution platform. It is highly regarded for its EMEA/European data coverage and strict GDPR/CCPA compliance.
- **Product Developments (2025):** Launched "Sales Companion" in March 2025, an AI-powered prospecting platform (Chrome Extension and Web App) featuring personalized dashboards, ICP fit checking, and smart personas.
- **Key Feature ("Diamond Data"):** Phone-verified mobile numbers boasting 98% accuracy and DNC (Do Not Call) screening across 15 countries. Case studies report it yields an 11.3% cold-call conversion rate and 1.55 calls-to-reach.
- **Known Weaknesses & Gaps:**
 - *Integration Gaps:* Lacks native integrations with Slack, Gong, or Clari.
 - *Feature Limitations:* Does not have built-in email sequencing or dialers (relies on Outreach/Salesloft).

- *Pricing Friction*: Opaque pricing requiring a sales conversation, annual commitments only (no monthly billing), and license-based pricing that adds cost per user.
- *Intent Data*: Relies on a third party (Bombora) for intent data rather than proprietary signals.

Deep Research (Tavily Advanced)

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