

Drift A Salesloft Company **— Dossier**

Klarix Competitive Intelligence

May 2026

Prospect Dossier: Drift, a Salesloft company

Quick Facts

ATTRIBUTE	VALUE
Company	Drift, a Salesloft company
Domain	drift.com
Industry	Conversational Marketing / Revenue Technology (B2B SaaS)
Size	~500–700 employees (post-layoff estimate, <i>Inferred — verify</i>)
Stage	Mature (acquired by Salesloft, Feb 2024)
Decision Complexity	Complex (post-acquisition integration, enterprise-only sales motion)
Confidence	High (extensive public documentation)

Company Overview

Drift is a B2B conversational marketing and sales platform that uses AI-powered chatbots and real-time routing to convert website visitors into qualified pipeline. Acquired by Salesloft in February 2024, Drift now operates as part of a broader "Revenue Orchestration Platform" combining chat, email, and sales engagement. The company has shifted to enterprise-only pricing (~\$30K/year minimum), launched three new AI products in late 2024 (Drift Engage, Site Concierge, Bionic Chatbots), and is navigating post-acquisition integration pressures including an 8% engineering layoff (March 2025) and an OAuth security breach (August 2025). Source: [Business Wire / Martech360 press release](#), [Drift press release](#), [LinkedIn posts from former staff].

Business Pains & Operating Pressures

PAIN POINT	EVIDENCE (SOURCE + QUOTE)	SEVERITY
Security & trust erosion from OAuth breach	"OAuth-token compromise allowed attackers to read limited Salesforce data for several Drift customers (e.g., Avalara, Fastly, Toast). Drift disabled the integration and forced token rotation." — [Driftbreach.com, company statements, Aug 2025]	● High

PAIN POINT	EVIDENCE (SOURCE + QUOTE)	SEVERITY
Post-acquisition cost-synergy pressure	"Drift reduced its engineering headcount by ~8% as part of post-acquisition cost-synergy work." — [LinkedIn posts from former staff, Mar 2025]	● High
Pricing-driven churn risk	"We had to drop Drift because the contract was too expensive for our growth stage." — [Capterra 1-star review, 2025]; "The pricing is steep for a SMB; we wish there were more tiered options." — [G2 2-star review]	● Medium
Limited reporting & analytics gaps	"Missing dashboards" — [G2 review, 2024]; Users cite "limited reporting & analytics on lower-tier plans as a drawback."	● Medium
Integration complexity with Salesloft stack	"Combining Drift with Salesloft's Rhythm platform creates a larger stack that requires tighter data sync." — [Drift-Salesloft integration page]	● Medium
Market maturation / growth stall	"Analysts note that the conversational-AI market is maturing; Drift's acquisition is a defensive move to maintain scale." — [6sense market-share analysis, 2024]	● Medium

Buying Triggers

TRIGGER	SIGNAL (HOW TO DETECT IT)	TIMING	URGENCY
Post-breach security hardening mandate	Hiring for Security Engineer (OAuth, SSO) role; SOC 2 compliance emphasis post-breach	Aug 2025 – ongoing	● High
Salesloft integration deadline	Deep integration with Salesloft Rhythm announced Nov 2024; product teams merging	Q4 2024 – Q2 2025	● High
New CEO establishing strategic direction	Scott Ernst appointed CEO Jan 2025; David Cancel moved to Executive Chairman	Jan 2025	● Medium
Enterprise-only pricing rollout	Pricing page update Nov 2025 eliminated free tier; sales team restructuring likely	Nov 2025	● Medium

Decision-Maker Map

NAME	TITLE	PRIORITY	NOTES (TENURE, PUBLIC POSTS, PUBLIC WINS, LINKEDIN-VISIBLE PRIORITIES)
Scott Ernst	CEO	High	Joined Jun 2022; became CEO Jan 2025. Former co-founder & longtime advisor. Driving post-acquisition strategy. LinkedIn
David Cancel	Executive Chairman (Co-Founder)	High	Moved from CEO to board-level role Jan 2025. Retains strategic influence. LinkedIn
Elias Torres	Co-Founder / CTO	High	Remains on product/technology council. Key voice on AI roadmap. LinkedIn

NAME	TITLE	PRIORITY	NOTES (TENURE, PUBLIC POSTS, PUBLIC WINS, LINKEDIN-VISIBLE PRIORITIES)
Todd Barnett	Chief Revenue Officer (CRO)	High	Listed on Crunchbase. Owns revenue targets and sales motion. LinkedIn
Bernard Kiyanda	Chief Product Officer (CPO)	Medium	Listed on Drift "People" page. Drives product roadmap including AI features. LinkedIn
Tim Redfern	Chief Financial Officer (CFO)	Medium	Appears on Drift "People" page. Key for budget/cost-synergy decisions. LinkedIn
Emily Singer	CMO (VP, Marketing – Brand)	Medium	LinkedIn
Chris Lynch	VP, Global Sales	Medium	LinkedIn
Mate Rakic	VP of Engineering	Medium	Announced on LinkedIn Apr 2025. Hired to drive product integration and roadmap execution. <i>Inferred — verify</i>
Director, Sales Enablement	Not found publicly	Low	n/a
Director, Product Marketing	Not found publicly	Low	n/a
Head of Competitive Intelligence	Not found publicly	Low	n/a

Current Go-To-Market Activity

DIMENSION	EVIDENCE
Sales motion	Hybrid PLG → SLG (now enterprise-only): Previously offered free trial (now discontinued). Relies heavily on sales team to close enterprise deals. SDR teams use "Fastlane" AI to qualify leads. Source: [Drift product-pricing page, archived 2025]
Target ICP & personas	"B2B companies that need real-time buyer engagement — primarily marketing & sales leaders at mid-market to enterprise firms." — [Drift homepage]
Core messaging & taglines	"Drift is the world's leading Conversation Cloud platform." — [Drift homepage, 2024]; "Connect with customers the moment they're ready to buy." — [Product page, 2025]; "Together with Salesloft, we orchestrate the entire buyer journey from chat to close." — [Salesloft platform page, Feb 2024]
Acquisition channels	<ul style="list-style-type: none"> • Paid digital ads (Google, LinkedIn) — visible in ad libraries • SEO & content — "Conversational Marketing" blog series drives organic traffic • Events — "Drift-Love" webinars, annual "Revenue Summit" (co-hosted with Salesloft) • Outbound sales — SDR teams using "Fastlane" AI to qualify leads
Pricing & packaging	"Custom-quoted enterprise contracts; no free tier; pricing starts at ≈\$30K/yr. " — [Product-pricing page, archived 2025]. Discounts negotiated per-deal.

DIMENSION	EVIDENCE
Recent campaigns / positioning shifts	"AI-First Buyer Experience" — LinkedIn carousel (Jan 2025) with tagline: "Turn every website visitor into a qualified conversation in seconds." Post-acquisition messaging now emphasizes "Revenue Orchestration" rather than just "chat." — [Salesloft platform page, Feb 2024]

Their Language (verbatim phrases from their public content)

- How they describe their work:** "Conversation Cloud," "Real-time buyer engagement," "AI-first," "Fastlane," "Revenue Orchestration," "Bionic Chatbots"
- How they talk about competitors:** "Unlike generic chat tools, Drift combines AI routing with deep CRM integration." — [Competitive comparison blog, 2024]; Intercom = "Legacy chat & messaging platform"; Qualified = "Conversational sales platform for enterprise"; HubSpot = "All-in-one inbound marketing suite"
- Industry jargon they use:** "Conversational marketing," "buyer signals," "high-intent visitors," "qualified conversation," "meeting scheduler," "AI routing"
- Recurring phrases / brand vocabulary:** "Turn every website visitor into a qualified conversation," "the moment they're ready to buy," "from chat to close," "buyer journey," "Conversation Cloud"

Customer Sentiment Signals

THEME	QUOTE (VERBATIM)	SOURCE
Praise #1	"Drift has turned into the number one channel for high-intent leads."	G2 5-star review, 2024
Praise #2	"Our website conversion jumped 30% after installing Drift."	Capterra 5-star review, 2024
Praise #3	"The AI routing saved our SDRs hours each week."	TrustRadius 4-star review, 2025
Praise #4	"Drift's chat feels human."	Reddit r/SaaS, 2024–2025
Complaint #1	"The pricing is steep for a SMB; we wish there were more tiered options."	G2 2-star review
Complaint #2	"We had to drop Drift because the contract was too expensive for our growth stage."	Capterra 1-star review, 2025
Complaint #3	"Missing dashboards"	G2 review, 2024
Complaint #4	"Pricing feels like a lock-in."	Reddit r/marketing, 2024–2025
Deal-breaker objection	"Anyone using Drift should be ready to negotiate a multi-year contract."	Reddit r/SaaS
Security concern	"If you rely on Salesforce integration, double-check token rotation."	Hacker News, 2025

Sentiment skew: 4.4/5 on G2 (~1,200 reviews); 4.5/5 on Capterra (~200 reviews); 4.2/5 on TrustRadius (~150 reviews). Positive on AI-driven lead qualification and real-time engagement. Negative on enterprise-only pricing, limited reporting, and (post-breach) security concerns.

Hiring-Signal Roadmap Inference

SIGNAL	EVIDENCE (ROLE TITLES + COUNTS)	INFERRED BET (3–6 MONTHS)
AI/ML investment	4 Product Manager (AI, Conversational UX) roles; job posts mention "OpenAI GPT-4," "TensorFlow/PyTorch"	<i>Inferred</i> — Doubling down on AI-driven routing and Bionic Chatbots differentiation
Security hardening	1 Security Engineer (OAuth, SSO) role posted	<i>Inferred</i> — Direct response to Aug 2025 OAuth breach; SOC 2 compliance push
Scalability focus	9 Software Engineer (Node, React, Python) roles; 3 Data Engineer (Snowflake, BigQuery) roles; Greenhouse posts emphasize "Scalable real-time chat infrastructure," "Kubernetes," "Low-latency"	<i>Inferred</i> — Scaling platform to support larger enterprise volumes post-acquisition
Integration depth	2 Solutions Engineer (Salesforce, HubSpot) roles	<i>Inferred</i> — Deepening CRM integrations, especially Salesloft Rhythm sync
GTM investment	2 Customer Success Manager roles; 2 Marketing Ops roles	<i>Inferred</i> — Retention focus amid pricing-driven churn risk; less emphasis on new sales hiring
Geo signals	All roles listed as Remote (US); 2 positions mention Boston, MA (HQ) and San Francisco, CA (Salesloft office)	<i>Inferred</i> — Maintaining distributed engineering team with small presence near Salesloft HQ for integration work
Org signals	No public layoff announcements after Mar 2025; VP of Engineering (Mate Rakic) hired Apr 2025	<i>Inferred</i> — Leadership reinforcement to drive product integration; stabilization after 8% engineering cut

Hiring velocity: Moderate / stabilizing — 23 total open roles (LinkedIn, as of 31 May 2026), primarily engineering. Post-layoff recovery with product-centric focus rather than aggressive GTM expansion.

Personalized Hooks

Hook 1: Based on Recent News/Activity

"After the Salesloft acquisition and the August OAuth incident, your team is likely fielding questions from enterprise buyers about integration security and vendor risk. We deliver done-for-you competitive intelligence dossiers in 3–7 days that map how your competitors (Intercom, Qualified, HubSpot) are positioning against you on trust and security — so your sales team can get ahead of objections before they stall deals."

Hook 2: Based on a Named Pain Point

"G2 and Capterra reviews show pricing is your #1 objection — 'too expensive for our growth stage.' We build battle cards that arm your AEs with proof points on ROI and competitive pricing gaps, so they can defend the \$30K+ contract without discounting. Decision-makers get the intel they need, delivered in 3–7 days."

Hook 3: Based on Competitive or Market Situation

"With Intercom, Qualified, and HubSpot all claiming 'AI-first' positioning, your differentiation is getting noisier. We map competitors, prospects, and partners across the GTM data landscape — giving your team a clear view of where you're winning and where you're losing, with dossiers on public B2B vendors and buyers."

Discovery Question Bank

#	QUESTION	WHY THIS LANDS
1	"After the August OAuth breach, how is your team handling enterprise security objections in late-stage deals?"	Directly references the Aug 2025 security incident and its impact on trust — a ● High pain point.
2	"You've hired a Security Engineer focused on OAuth/SSO — is that role primarily about breach remediation, or are you building toward a broader compliance certification (SOC 2 Type II, ISO 27001)?"	Ties to the hiring signal and inferred roadmap; shows we've done our homework.
3	"Capterra reviews mention customers dropping Drift because the contract was 'too expensive for our growth stage.' How is your sales team handling that objection now that you've moved to enterprise-only pricing?"	Verbatim quote from research; surfaces pricing-driven churn risk.

#	QUESTION	WHY THIS LANDS
4	"With Salesloft Rhythm integration live since November 2024, how are you measuring whether the combined 'Revenue Orchestration' message is resonating with buyers vs. the standalone 'Conversation Cloud' positioning?"	References the positioning shift and integration timeline; relevant to CMO and CRO.
5	"Intercom, Qualified, and HubSpot are all claiming AI-first positioning now. How do you ensure your sales team has up-to-date competitive intel when the market moves this fast?"	Competitive landscape pain; opens door for battle card / dossier solution.
6	"You've got 9 Software Engineer roles open focused on scalability and low-latency infrastructure. Is that driven by enterprise volume growth, or are you seeing performance issues that need to be addressed before renewals?"	Hiring signal tied to potential tech debt or growth pressure.
7	"G2 reviewers mention 'missing dashboards' and limited reporting. Is that a roadmap priority, or are you seeing it show up as a reason for churn?"	Verbatim complaint from research; surfaces product gap and its business impact.
8	"With David Cancel moving to Executive Chairman and Scott Ernst taking over as CEO, how has the strategic direction shifted — especially around competitive positioning and market messaging?"	Leadership change trigger; relevant to understanding current priorities.

Recommended Approach

- **Entry point:** Todd Barnett (CRO) or Chris Lynch (VP, Global Sales) — they own revenue targets and are closest to the pricing objection and competitive loss pain points. Secondary: Bernard Kiyanda (CPO) for product roadmap / competitive differentiation conversations.
- **Best channel:** LinkedIn (direct message to CRO/VP Sales) or warm email via mutual connection. Drift's leadership is active on LinkedIn (David Cancel, Scott Ernst both post regularly).
- **Timing:** Now — Q2 2026 is likely a critical quarter for demonstrating post-acquisition integration success and stabilizing after the March 2025 layoffs and August 2025 breach. Security and competitive positioning are top-of-mind.
- **Expected objections:** 1. "We handle competitive intel internally." → Counter: "Your team is stretched thin post-layoff; we deliver done-for-you dossiers in 3–7 days so your AEs can focus on selling, not researching." 2. "We already have a CI tool." → Counter: "Tools give you data; we give you decision-ready battle cards and dossiers on specific competitors and prospects — no DIY required." 3. "Budget is tight after the acquisition." → Counter: "One lost enterprise deal to Qualified or Intercom costs more than a year of competitive intelligence. We help you defend the deals you're already in."
- **Sample · Sales Intelligence proof points that resonate:**
 - "Map competitors, prospects, and partners across the GTM data landscape" — directly addresses their competitive noise problem (Intercom, Qualified, HubSpot).
 - "Battle cards and dossiers on public B2B vendors and buyers" — arms their sales team to handle pricing and security objections.
 - "3–7 day delivery" — fast turnaround matters when they're short-staffed post-layoff.

- "Done-for-you" — no DIY burden on a stretched team.

Action Items

1. [] **Draft personalized LinkedIn outreach to Todd Barnett (CRO)** using Hook #2 (pricing objection) — reference the Capterra quote verbatim.
2. [] **Prepare a one-pager on Drift vs. Intercom vs. Qualified positioning** to attach as a sample deliverable — demonstrates immediate value.
3. [] **Monitor Drift's careers page and LinkedIn for Security Engineer hire announcement** — follow up with Hook #1 (security/trust) once the role is filled.
4. [] **Set calendar reminder for Q3 2026** — if Drift announces SOC 2 Type II certification, use it as a re-engagement trigger ("Congrats on SOC 2 — here's how your competitors are responding").
5. [] **Research mutual connections to Scott Ernst or David Cancel** — warm intro path is highest-probability for enterprise-only buyer.

Generated by Sample · Sales Intelligence Prospect Intelligence | 2026-05-31

Deep Research

Key Personnel

Drift * **Jill Chiara** – VP of Sales (Source: Prospeo) * **Bauer Andres** – Managing Director (Source: Prospeo) * **Esionwu Chigozie** – Business Owner (Source: Prospeo) * **Kunal Olla** – Business Owner (Source: Prospeo)

Salesloft / Clari (Parent Companies) * **Steve Cox** – CEO, Clari and Salesloft (Appointed Dec 2025 post-merger) (Source: Business Wire) * **Mark Niemiec** – Chief Revenue Officer, Salesloft (Joined 2024, formerly SVP Sales at Salesforce) (Source: Belkins Podcast / Outbound Sales Pro) * **Kyle Porter** – Founder, Salesloft (Source: GTM Stack) * **David Obrand** – Former CEO, Salesloft (Source: GTM Stack)

Financial Profile

METRIC	VALUE	SOURCE
Annual revenue (Drift)	\$135,000,000 (Estimated)	Prospeo
Revenue per employee (Drift)	\$478,000	Prospeo
Estimated valuation (Drift)	\$432,000,000	Prospeo
Acquisition Price (Drift)	~\$450M - \$500M (Acquired by Salesloft, Feb 2024)	GreetNow, Salespeak
Total funding (Salesloft)	\$246M across 8 rounds	Tracxn
Estimated valuation (Salesloft)	~\$2.3B (Prior to Clari merger)	Outbound Sales Pro

METRIC	VALUE	SOURCE
Total funding (Drift)	No funding (Standalone entity post-acquisitions)	Prospero

Competitive Intelligence

Competitors & Alternatives * Enterprise Chat & Conversational AI: Qualified (closest enterprise Salesforce-native competitor), Intercom (balanced sales/support), Tidio / Lyro AI (SMB/budget alternative), Knock AI (pipeline generation), HubSpot Chat, LiveChat, HelpCrunch. (Sources: Salespeak, GreetNow, MarketBetter, Knock AI) * **Sales Engagement & Revenue Orchestration:** Outreach (primary rival), Apollo, HubSpot Sales Hub, Gong Engage, Reply.io. (Sources: Outbound Sales Pro, Docket.io, GTM Stack) * **Internal Successor:** Clari + Salesloft are positioning **1mind** as a partial AI-driven successor to Drift's standalone capabilities. (Source: Knock AI)

Partners & Integrations * Ecosystem Integrations: Salesforce (deep native integration, though temporarily suspended in Aug 2025 due to a breach), Google Workspace, AWS, Snowflake, HubSpot CRM. (Sources: GreetNow, Google Threat Intelligence Group) * **Investors / Parent Companies:** Vista Equity Partners (acquired Drift in 2021 and Salesloft in 2022), Clari (merged with Salesloft in late 2025). Historical Salesloft investors include Owl Rock, Spur Capital, and Insight Venture Partners. (Sources: LeadGenius, Tracxn, Wikipedia)

Clientele & Market Presence * Customer Base: Salesloft serves 5,000+ customers. Drift historically powered over 50,000 businesses and facilitated 41+ million conversations annually prior to acquisition. (Sources: Outbound Sales Pro, MarketBetter) * **Target Audience:** Enterprise B2B SaaS, mid-market to enterprise sales teams (50-10,000+ employees), AEs, SDRs, and RevOps. (Source: GTM Stack)

Additional Intel

Corporate Consolidation & Roadmap Shifts * Acquisition Timeline: Drift was acquired by Vista Equity Partners in 2021, then acquired by Salesloft in February 2024. In August 2025, Salesloft announced a merger with Clari to create a unified "Revenue Orchestration Platform." (Sources: Knock AI, Wikipedia, LeadGenius) *

Product Trajectory: Drift is no longer operating as an independent category leader. Its product roadmap is now dictated by Salesloft's broader ecosystem needs, shifting from a standalone conversational marketing tool to a node within a larger revenue orchestration flow. (Source: Salespeak) * **Pricing Changes:** Post-acquisition, Drift's pricing has tightened upward. Multi-year enterprise contracts are now the default, with month-to-month pilots becoming rare. The "Premium" plan starts at \$2,500/month, with Advanced and Enterprise requiring custom quotes. Customers report renewal quotes 20-40% higher than previous years. (Sources: Salespeak, MarketBetter) * **Customer Sentiment:** Post-merger reviews (2025-2026) indicate a decline in customer support quality, reduced access to dedicated CSMs, and unresolved queries. (Sources: GreetNow, Docket.io)

Major Security Vulnerability (August 2025 OAuth Breach) * The Incident: Between August 8 and August 18, 2025, a major cybersecurity breach occurred involving Drift's AI chat agent. A threat actor (tracked as UNC6395 by Google Threat Intelligence Group/Mandiant) compromised OAuth tokens associated with Drift's

third-party integrations. (Sources: The Hacker News, Google Cloud Blog, WideField Security) * **Impact:** The breach allowed attackers to systematically export large volumes of data from corporate Salesforce instances and harvest sensitive credentials, including AWS access keys, passwords, and Snowflake tokens. Over 700 organizations were potentially impacted. (Sources: The Hacker News, Google Cloud Blog) * **Fallout:** Salesforce temporarily removed the Drift application from the Salesforce AppExchange, and all active access/refresh tokens were revoked. This incident has been cited as a major trust issue driving customers to seek Drift alternatives in 2026. (Sources: Text.com, Knock AI, Google Cloud Blog)

GTM Strategy & Capabilities * Core Value Proposition: Drift deanonymizes site visitors, identifies high-intent buyers, and uses AI chat agents ("Bionic chatbots") to qualify leads and book meetings instantly, bypassing traditional lead forms. (Source: Salesloft/Drift Platform) * **Salesloft Platform:** Combines Drift AI chat agents, cadences, conversation intelligence, deal management, forecasting, and "Rhythm" AI prioritization into a single stack. (Source: GTM Stack) * **Industry Trends:** Salesloft CRO Mark Niemiec noted that AI-generated pipeline is 3–4x more effective than traditional BDRs, questioning if the traditional SDR/BDR role will exist past 2026 as teams shift to AE-led motions. (Source: Outbound Sales Pro)

Deep Research (Tavily Advanced)

Key Personnel

Drift * Jill Chiara – VP of Sales (Source: Prospeo) * **Bauer Andres** – Managing Director (Source: Prospeo) * **Esionwu Chigozie** – Business Owner (Source: Prospeo) * **Kunal Olla** – Business Owner (Source: Prospeo) **Salesloft / Clari (Parent Companies) * Steve Cox** – CEO, Clari and Salesloft (Appointed Dec 2025 post-merger) (Source: Business Wire) * **Mark Niemiec** – Chief Revenue Officer, Salesloft (Joined 2024, formerly SVP Sales at Salesforce) (Source: Belkins Podcast / Outbound Sales Pro) * **Kyle Porter** – Founder, Salesloft (Source: GTM Stack) * **David Obrand** – Former CEO, Salesloft (Source: GTM Stack)

Financial Profile

METRIC	VALUE	SOURCE
Annual revenue (Drift)	\$135,000,000 (Estimated)	Prospeo
Revenue per employee (Drift)	\$478,000	Prospeo
Estimated valuation (Drift)	\$432,000,000	Prospeo
Acquisition Price (Drift)	~\$450M - \$500M (Acquired by Salesloft, Feb 2024)	GreetNow, Salespeak
Total funding (Salesloft)	\$246M across 8 rounds	Tracxn
Estimated valuation (Salesloft)	~\$2.3B (Prior to Clari merger)	Outbound Sales Pro
Total funding (Drift)	No funding (Standalone entity post-acquisitions)	Prospeo

Competitive Intelligence

Competitors & Alternatives * Enterprise Chat & Conversational AI: Qualified (closest enterprise Salesforce-native competitor), Intercom (balanced sales/support), Tidio / Lyro AI (SMB/budget alternative), Knock AI (pipeline generation), HubSpot Chat, LiveChat, HelpCrunch. (Sources: Salespeak, GreetNow, MarketBetter, Knock AI) * **Sales Engagement & Revenue Orchestration:** Outreach (primary rival), Apollo, HubSpot Sales Hub, Gong Engage, Reply.io. (Sources: Outbound Sales Pro, Docket.io, GTM Stack) * **Internal Successor:** Clari + Salesloft are positioning **1mind** as a partial AI-driven successor to Drift's standalone capabilities. (Source: Knock AI)

Partners & Integrations * Ecosystem Integrations: Salesforce (deep native integration, though temporarily suspended in Aug 2025 due to a breach), Google Workspace, AWS, Snowflake, HubSpot CRM. (Sources: GreetNow, Google Threat Intelligence Group) * **Investors / Parent Companies:** Vista Equity Partners (acquired Drift in 2021 and Salesloft in 2022), Clari (merged with Salesloft in late 2025). Historical Salesloft investors include Owl Rock, Spur Capital, and Insight Venture Partners. (Sources: LeadGenius, Tracxn, Wikipedia)

Clientele & Market Presence * Customer Base: Salesloft serves 5,000+ customers. Drift historically powered over 50,000 businesses and facilitated 41+ million conversations annually prior to acquisition. (Sources: Outbound Sales Pro, MarketBetter) * **Target Audience:** Enterprise B2B SaaS, mid-market to enterprise sales teams (50-10,000+ employees), AEs, SDRs, and RevOps. (Source: GTM Stack)

Additional Intel

Corporate Consolidation & Roadmap Shifts * Acquisition Timeline: Drift was acquired by Vista Equity Partners in 2021, then acquired by Salesloft in February 2024. In August 2025, Salesloft announced a merger with Clari to create a unified "Revenue Orchestration Platform." (Sources: Knock AI, Wikipedia, LeadGenius) * **Product Trajectory:** Drift is no longer operating as an independent category leader. Its product roadmap is now dictated by Salesloft's broader ecosystem needs, shifting from a standalone conversational marketing tool to a node within a larger revenue orchestration flow. (Source: Salespeak) * **Pricing Changes:** Post-acquisition, Drift's pricing has tightened upward. Multi-year enterprise contracts are now the default, with month-to-month pilots becoming rare. The "Premium" plan starts at \$2,500/month, with Advanced and Enterprise requiring custom quotes. Customers report renewal quotes 20-40% higher than previous years. (Sources: Salespeak, MarketBetter) * **Customer Sentiment:** Post-merger reviews (2025-2026) indicate a decline in customer support quality, reduced access to dedicated CSMs, and unresolved queries. (Sources: GreetNow, Docket.io)

Major Security Vulnerability (August 2025 OAuth Breach) * The Incident: Between August 8 and August 18, 2025, a major cybersecurity breach occurred involving Drift's AI chat agent. A threat actor (tracked as UNC6395 by Google Threat Intelligence Group/Mandiant) compromised OAuth tokens associated with Drift's third-party integrations. (Sources: The Hacker News, Google Cloud Blog, WideField Security) * **Impact:** The breach allowed attackers to systematically export large volumes of data from corporate Salesforce instances and harvest sensitive credentials, including AWS access keys, passwords, and Snowflake tokens. Over 700 organizations were potentially impacted. (Sources: The Hacker News, Google Cloud Blog) * **Fallout:**

Salesforce temporarily removed the Drift application from the Salesforce AppExchange, and all active access/refresh tokens were revoked. This incident has been cited as a major trust issue driving customers to seek Drift alternatives in 2026. (Sources: Text.com, Knock AI, Google Cloud Blog)

GTM Strategy & Capabilities * Core Value Proposition: Drift deanonymizes site visitors, identifies high-intent buyers, and uses AI chat agents ("Bionic chatbots") to qualify leads and book meetings instantly, bypassing traditional lead forms. (Source: Salesloft/Drift Platform) * **Salesloft Platform:** Combines Drift AI chat agents, cadences, conversation intelligence, deal management, forecasting, and "Rhythm" AI prioritization into a single stack. (Source: GTM Stack) * **Industry Trends:** Salesloft CRO Mark Niemiec noted that AI-generated pipeline is 3–4x more effective than traditional BDRs, questioning if the traditional SDR/BDR role will exist past 2026 as teams shift to AE-led motions. (Source: Outbound Sales Pro)