



AI Brand Leader Report

Proposal & Contract Management

itbrandpulse.com



Executive Summary

The March 2026 AI Proposal & Contract Management Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.



AI Proposal & Contract Management platforms enable organizations to create, manage, negotiate, and execute proposals, quotes, and contracts across the revenue lifecycle.

These platforms combine document generation, workflow automation, e-signature, analytics, and increasingly AI-driven capabilities to accelerate deal cycles, improve accuracy, and enhance buyer engagement. In the AI era, the category is evolving from document management tools into intelligent revenue execution systems that automate proposal creation, personalize content, and guide contracts to completion.

The survey results reveal that DocuSign is perceived as the Market Leader (33.72%) and Accuracy & Trust Leader (33.33%), reinforcing its position as the most established and trusted platform. However, leadership is distributed across other dimensions: GetAccept is perceived as the Intelligence & Innovation Leader (26.74%), Proposify leads Creativity & Expression (34.88%), and PandaDoc leads Human Empowerment (39.15%).

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Brand Leadership Defined



Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

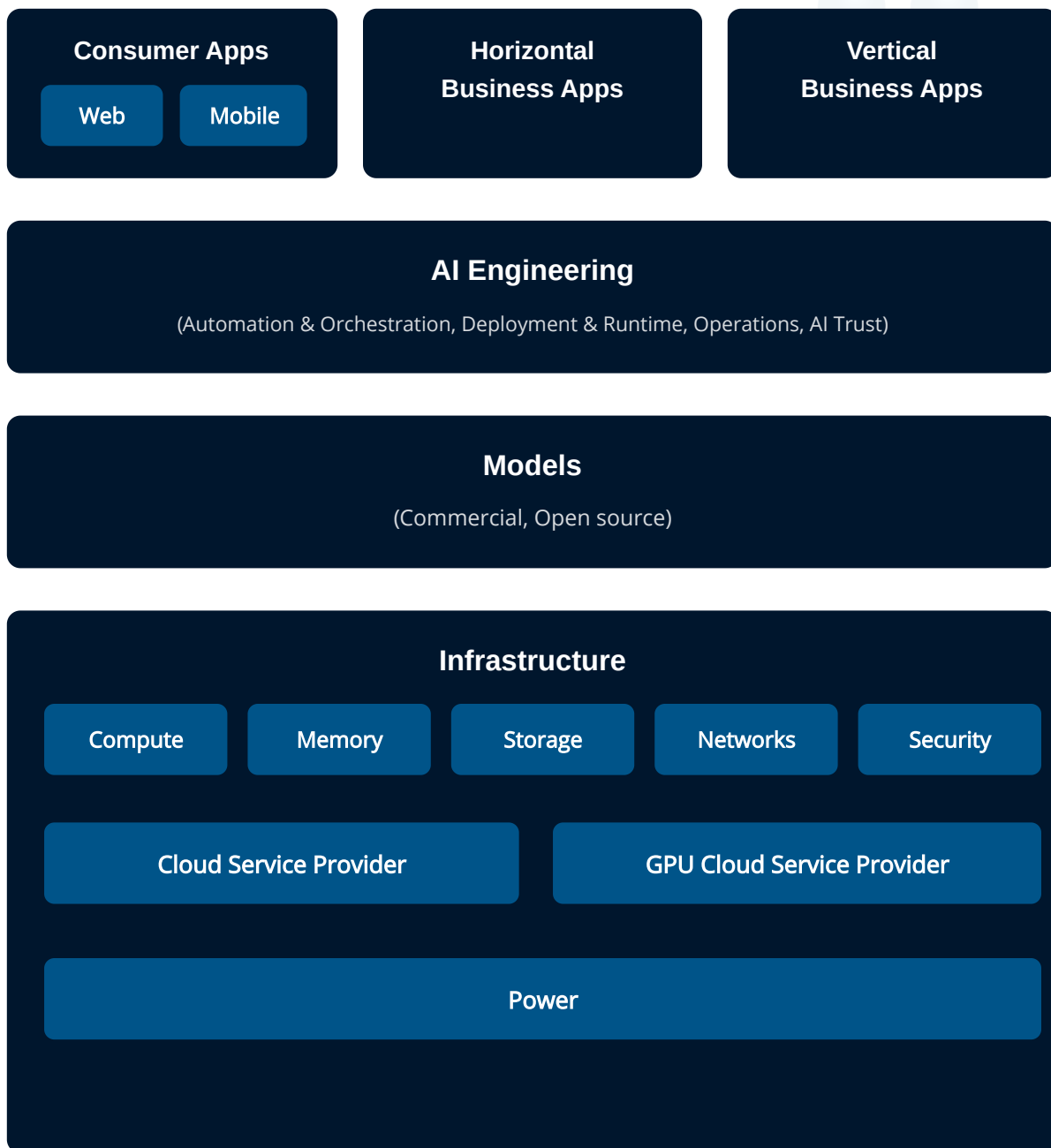


Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

AI Product Taxonomy

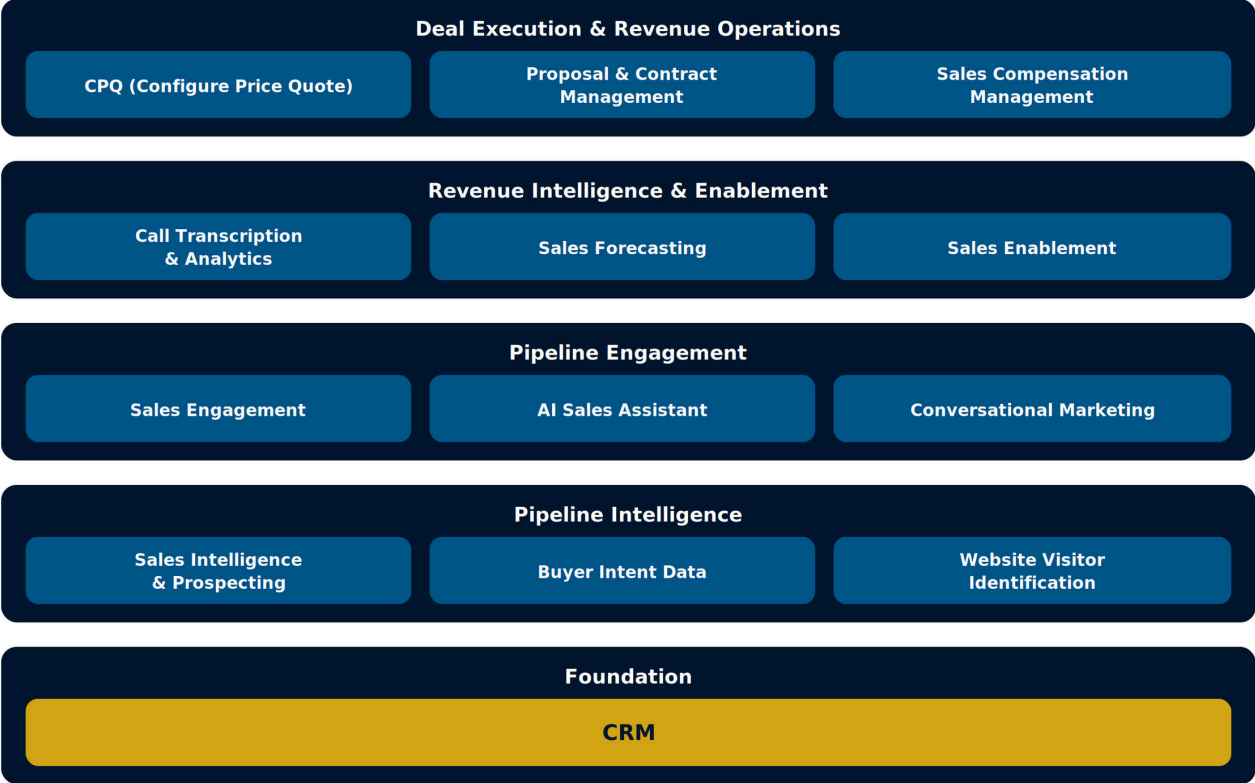
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



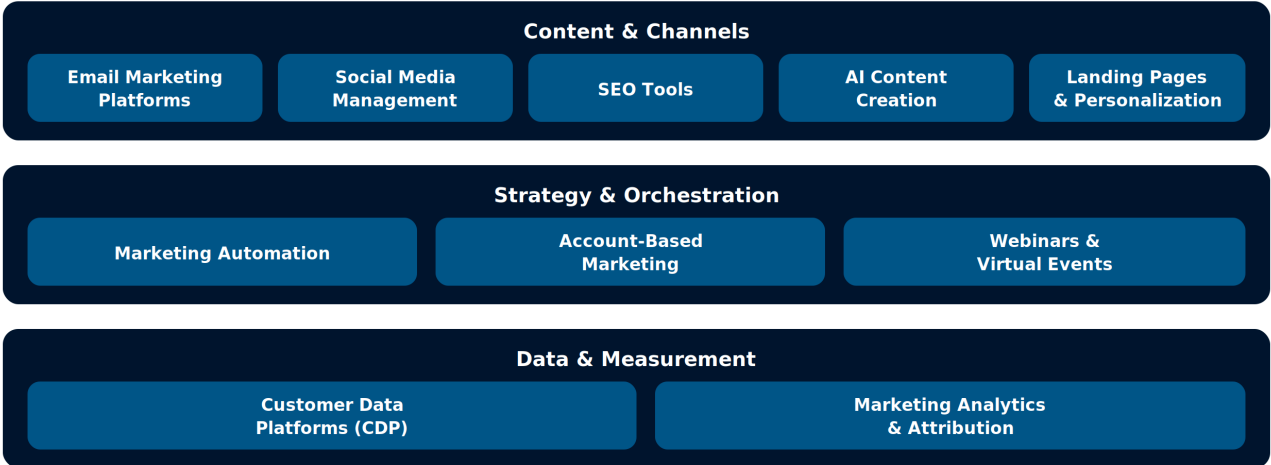
AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

AI Sales Products



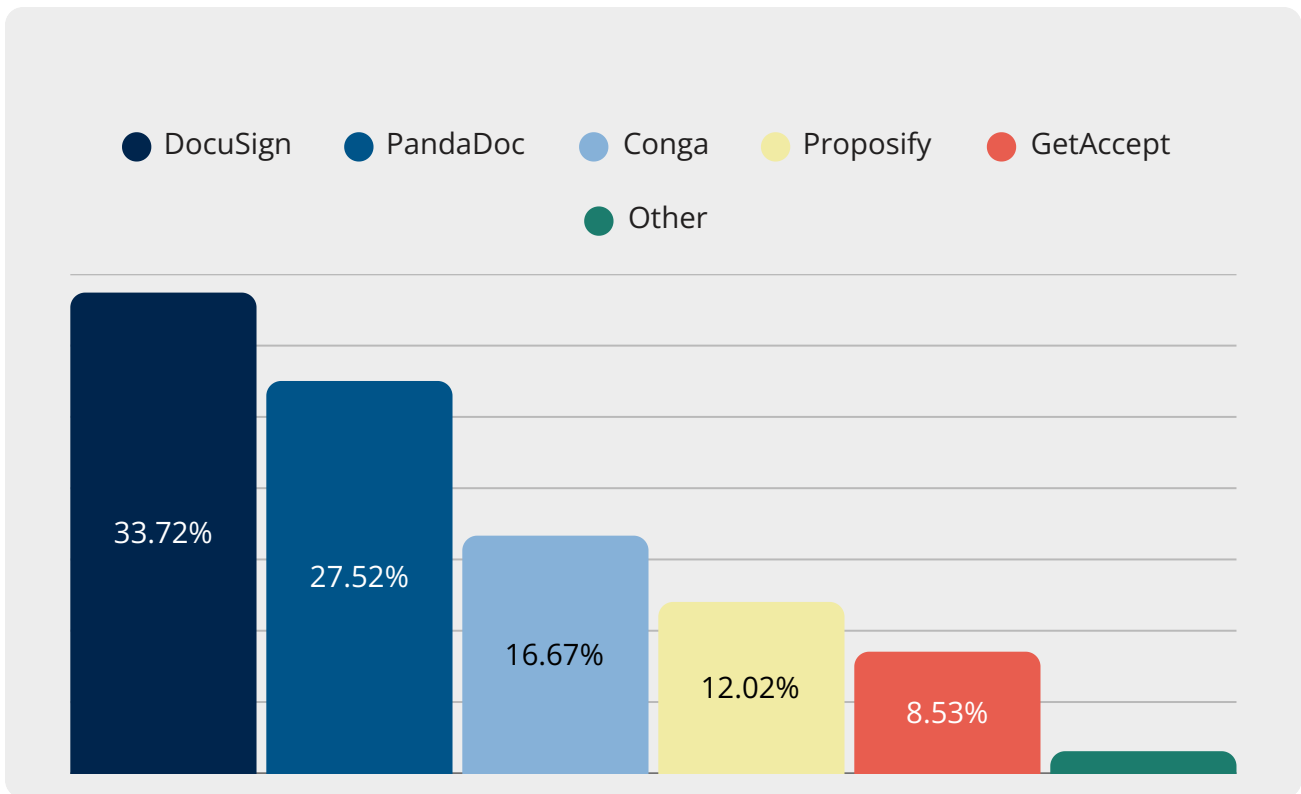
AI Marketing Products



Proposal & Contract Management



Voters perceive DocuSign as the Market Leader with 33.72% of votes, followed by PandaDoc at 27.52%, resulting in a 6.20-point spread. This indicates a clear but competitive leadership position, with DocuSign maintaining a strong association with category ownership while PandaDoc emerges as a credible challenger.

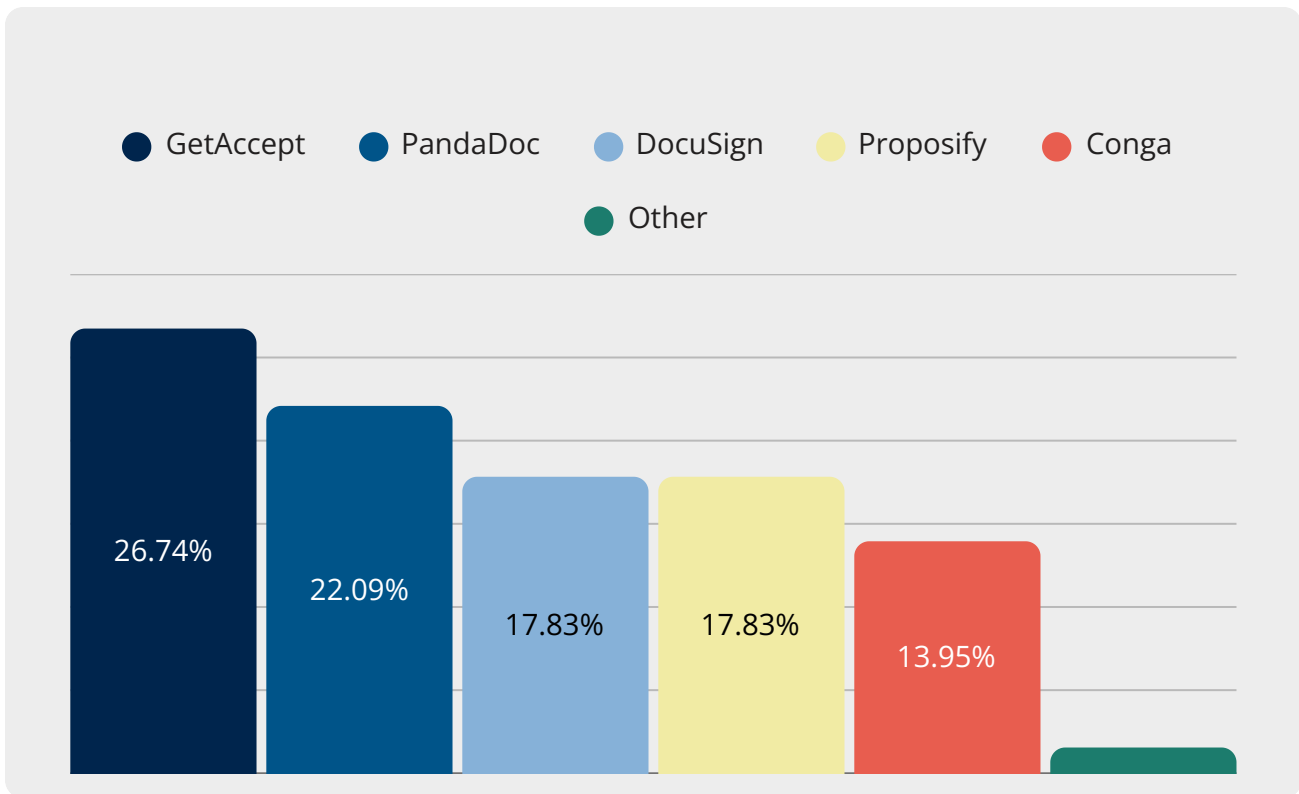


This perception likely reflects DocuSign's long-standing dominance in e-signature, its brand recognition, and its expansion into broader agreement lifecycle management. Voters appear to associate market leadership with platforms that are deeply embedded in enterprise workflows and widely adopted across industries.

Proposal & Contract Management



Voters perceive GetAccept as the Intelligence & Innovation Leader with 26.74% of votes, followed by PandaDoc (22.09%) and DocuSign (17.83%). The 4.65-point spread indicates a competitive innovation landscape, with no single vendor dominating the category.



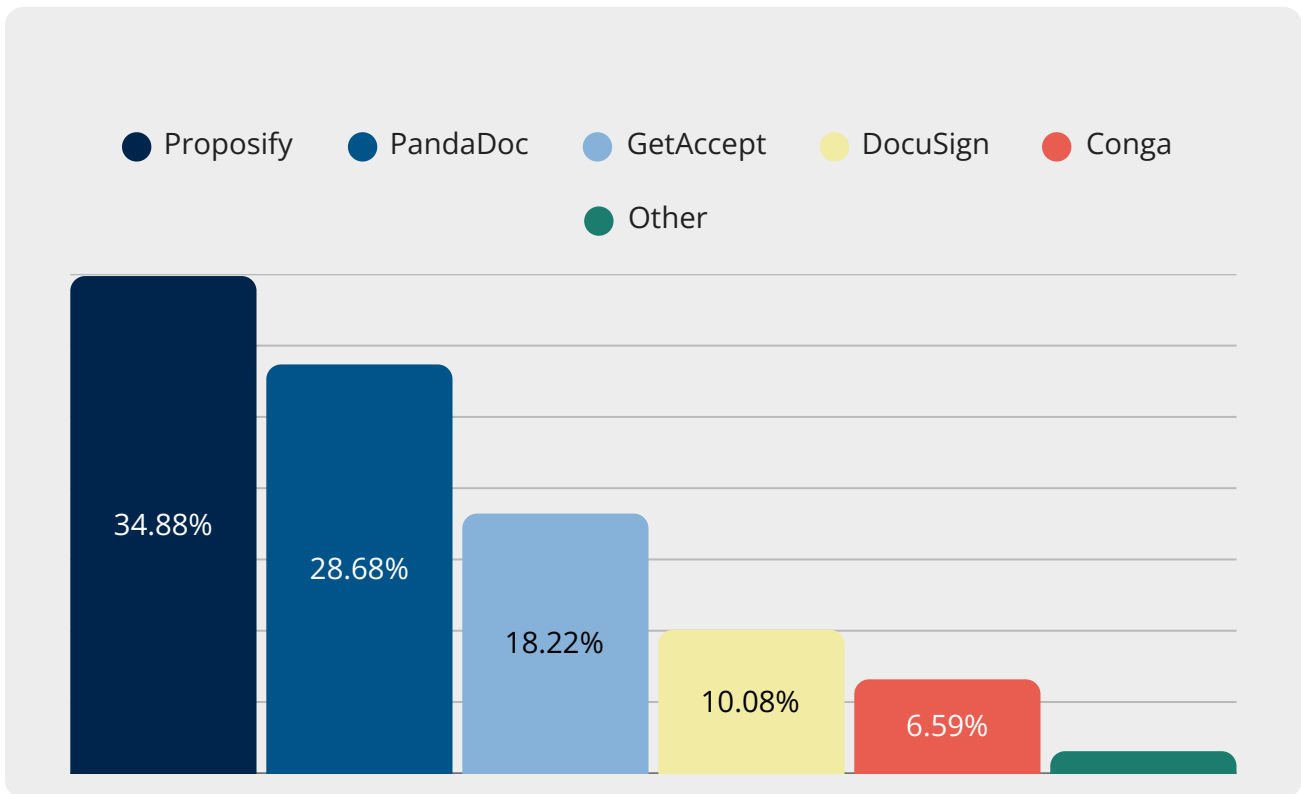
This perception likely reflects GetAccept's focus on AI-driven sales engagement, proposal analytics, video messaging, and real-time deal insights. Voters appear to associate innovation with platforms that go beyond document execution to actively influence deal outcomes.



Proposal & Contract Management



Voters perceive Proposify as the Creativity & Expression Leader with 34.88% of votes, followed by PandaDoc at 28.68%. The 6.20-point spread indicates a strong and defensible perception of leadership in this dimension.

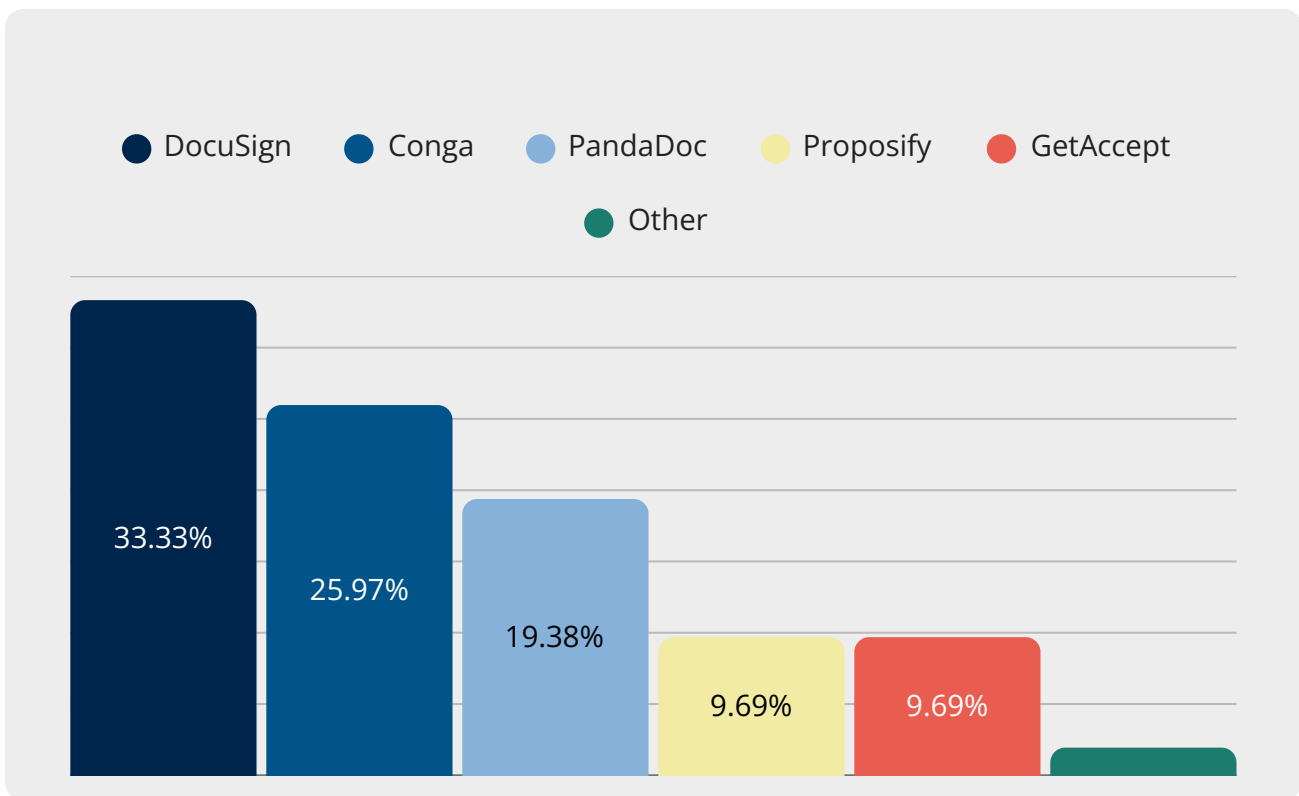


This perception likely reflects Proposify's emphasis on design, branding, content flexibility, and user-friendly proposal creation tools. Voters appear to associate creativity with platforms that enable teams to craft visually compelling, personalized proposals that differentiate their offerings.

Proposal & Contract Management



Voters perceive DocuSign as the Accuracy & Trust Leader with 33.33% of votes, followed by Conga at 25.97% and PandaDoc at 19.38%. The 7.36-point spread between DocuSign and Conga indicates strong confidence in DocuSign's reliability and enterprise-grade capabilities.

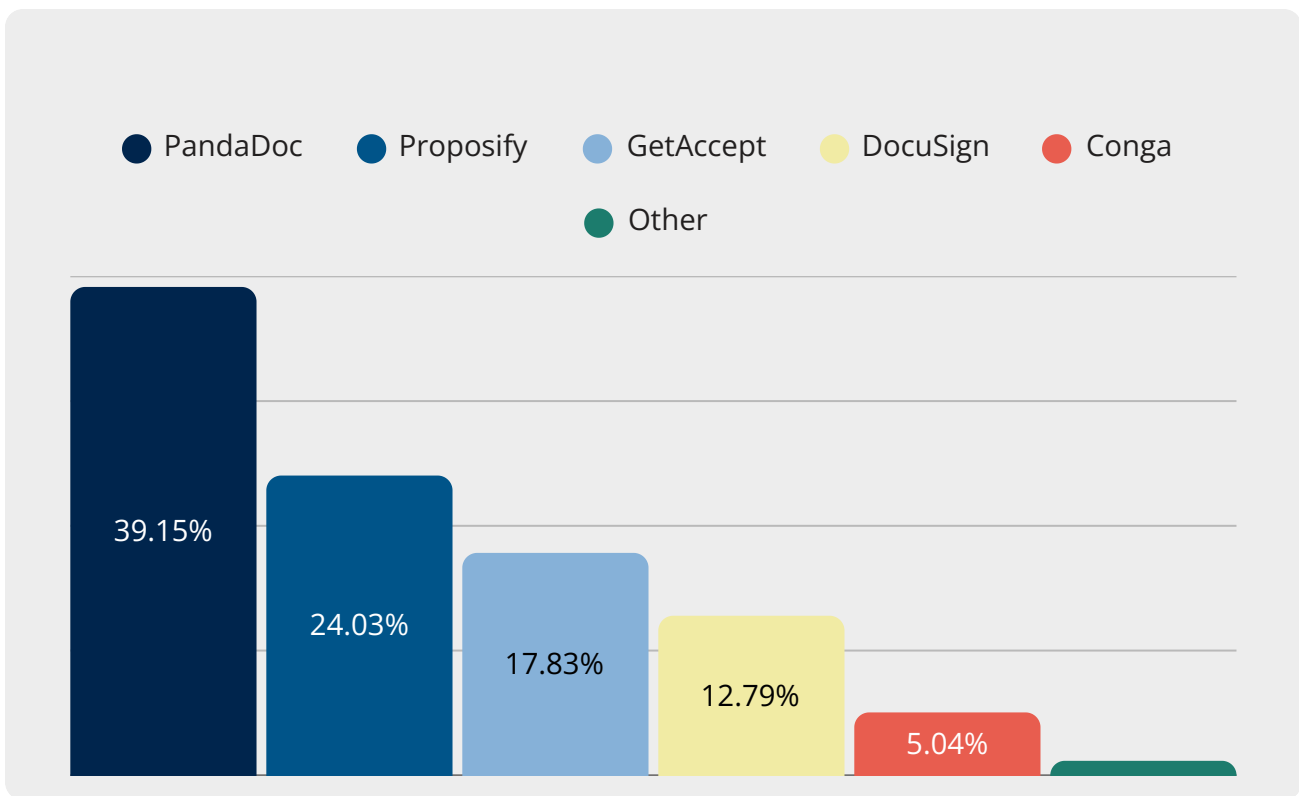


This perception likely reflects DocuSign's reputation for secure, compliant, and legally binding transactions, as well as its role as a mission-critical system for contract execution. Voters appear to equate trust with reliability, governance, and consistency in high-stakes business processes. There is a strong correlation between Market Leadership and Accuracy & Trust, as the platform most widely adopted is also perceived as the most trustworthy.

Proposal & Contract Management



Voters perceive PandaDoc as the Human Empowerment Leader with 39.15% of votes, followed by Proposify at 24.03% and GetAccept at 17.83%. The 15.12-point spread represents one of the strongest signals in the survey, indicating a clear preference for PandaDoc in usability and accessibility.



This perception highlights the importance of ease of use, intuitive workflows, and rapid time-to-value. Voters appear to value platforms that enable non-technical users to quickly create, send, and manage proposals without heavy configuration.

Looking Forward



Predictions

1. Proposal & Contract Management will evolve into AI Deal Execution Platforms.

The category will shift from document-centric tools to AI-driven systems that actively guide deals through creation, negotiation, and closure. Future taxonomy will include AI Deal Orchestration Platforms and Revenue Workflow Automation Systems.

2. Brand Leader voting will split between enterprise trust platforms and usability-first platforms.

DocuSign and Conga will continue to lead in Accuracy & Trust and enterprise adoption, while PandaDoc and Proposify will dominate Human Empowerment and Creativity. Future reports may separate Enterprise Contract Platforms from Growth/SMB Proposal Platforms.

3. AI-driven personalization and buyer engagement will redefine innovation leadership.

Voters will increasingly prioritize platforms that combine proposal generation with real-time analytics, video engagement, and AI-driven insights. Future surveys will introduce categories such as AI Proposal Personalization Platforms and Buyer Engagement Intelligence Systems.



AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

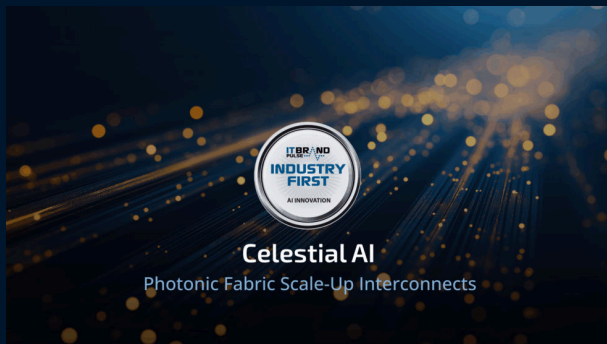




Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: itbrandpulse.com/industry-first.



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