



AI Brand Leader Report

Sales Enablement Platforms

itbrandpulse.com



Executive Summary

The March 2026 AI Sales Enablement Platforms 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.



We define Sales Enablement Platforms as systems that equip sales teams with the content, training, coaching, and insights needed to engage buyers effectively and close deals faster.

These platforms centralize and deliver sales content, provide onboarding and continuous learning, enable real-time coaching and conversation intelligence, and increasingly leverage AI to recommend next-best actions, personalize buyer interactions, and measure content effectiveness.

The March 2026 IT Brand Pulse survey identifies Seismic as the Market Leader with 34.1% of votes. However, leadership diverges significantly across other dimensions. Mindtickle leads in Innovation (29.8%), Allego leads in Creativity & Expression (32.5%), Seismic dominates Accuracy & Trust (33.6%), and Highspot leads in Human Empowerment (27.9%).

These results highlight a category undergoing transformation, where AI-driven coaching, learning, and experience-focused vendors are redefining how value is delivered to users.

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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.

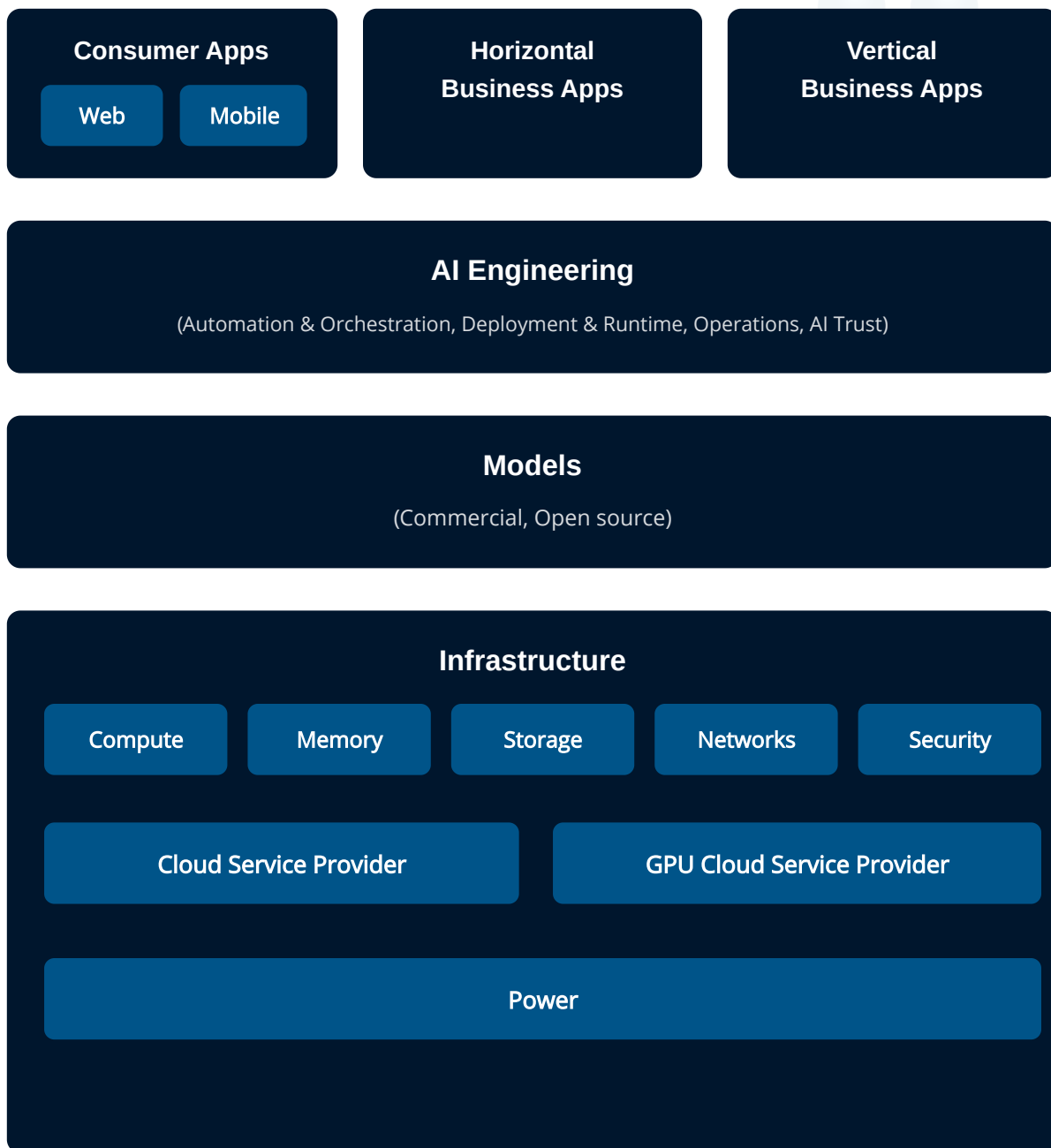


Human Empowerment Leader

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

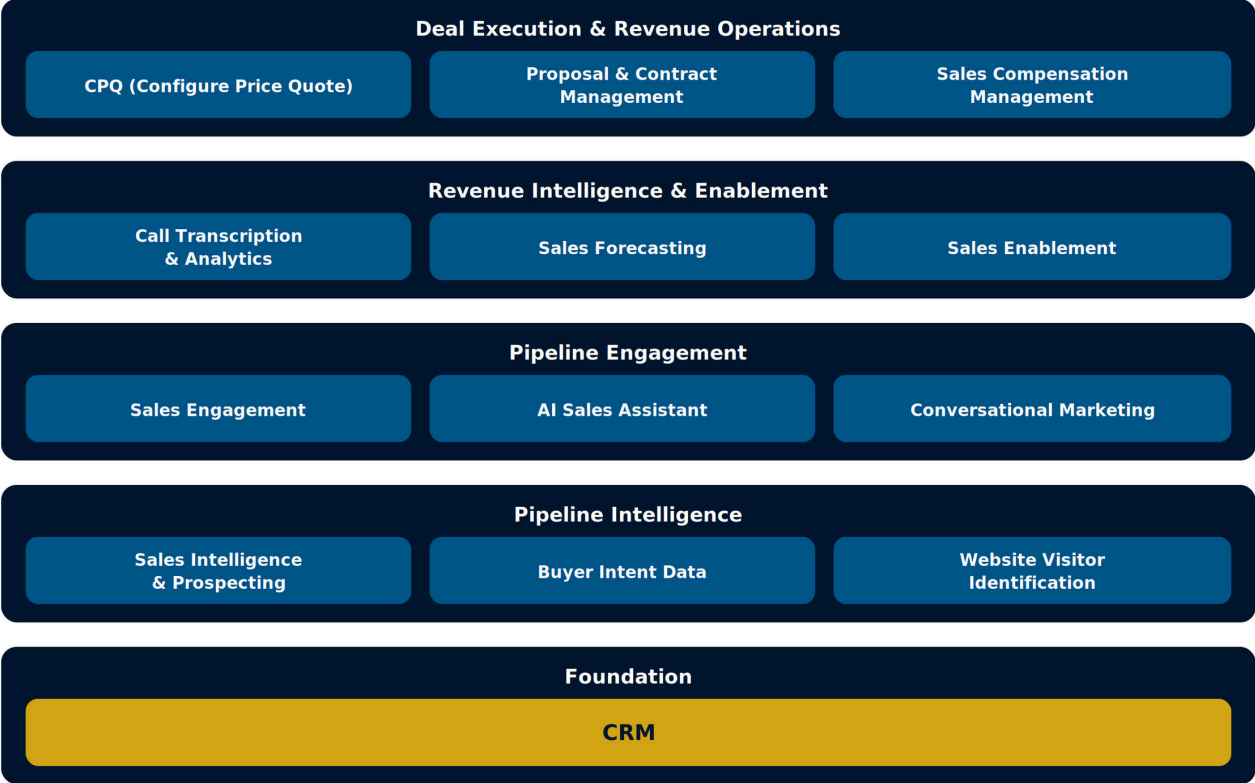
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



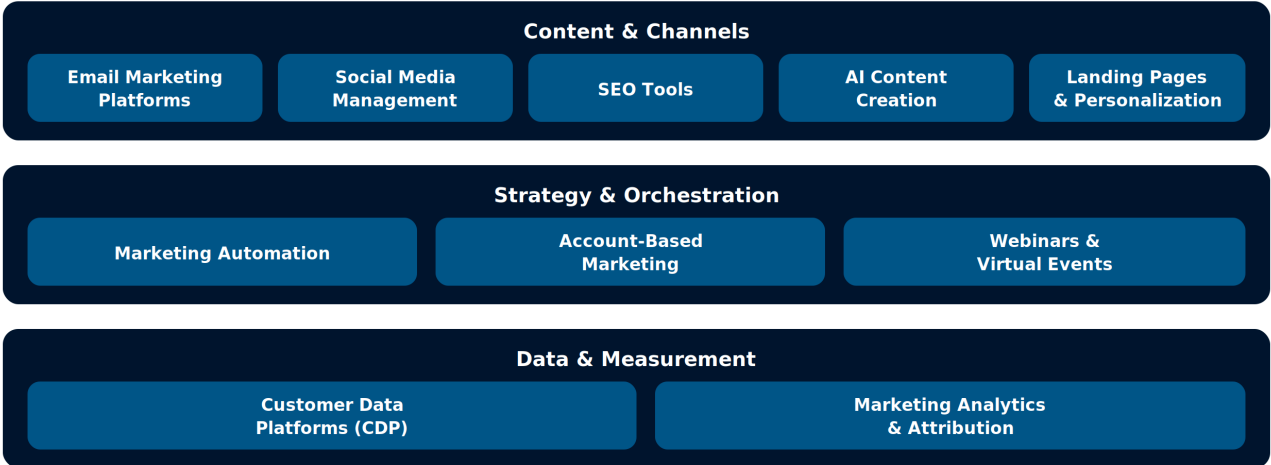
AI Sales & Marketing Stacks

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



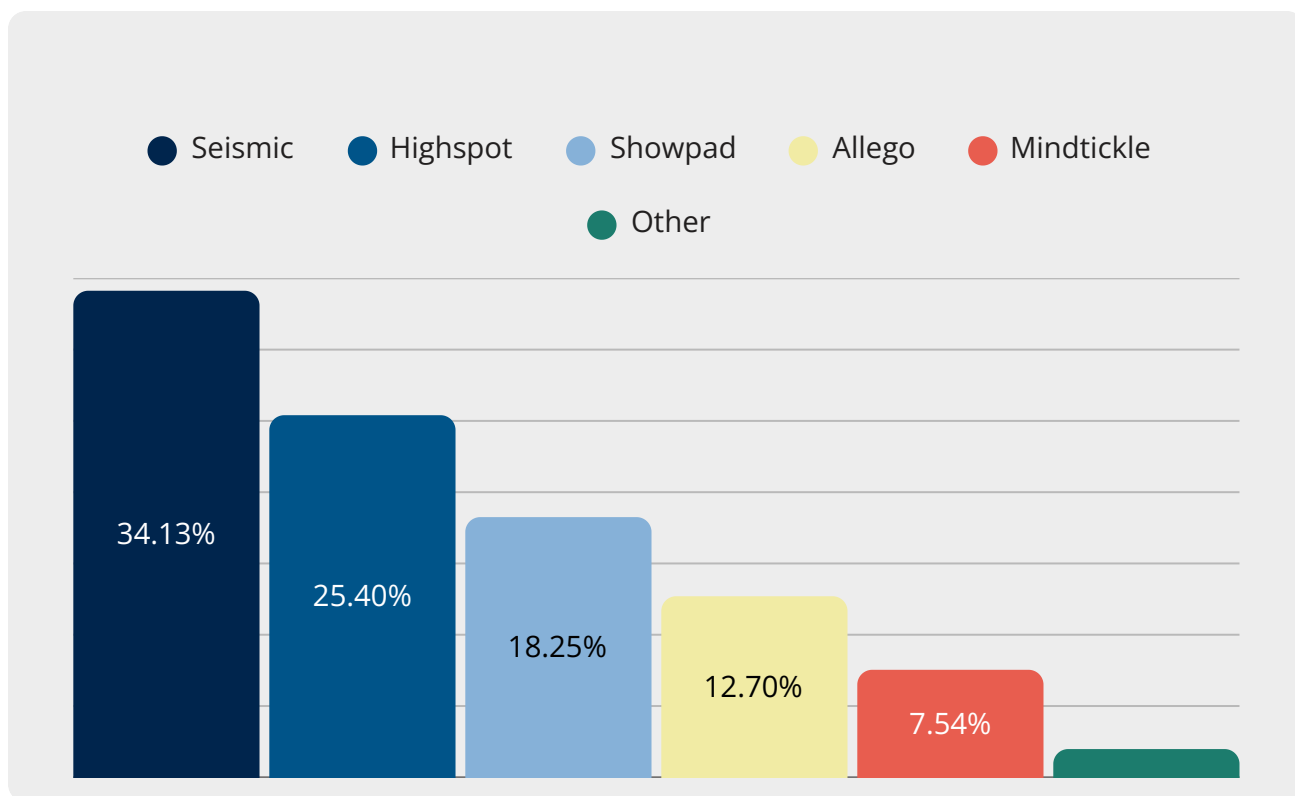
AI Marketing Products



Sales Enablement Platforms



The sales and marketing community voted Seismic as the Market Leader with 34.1% of votes, compared to 25.4% for Highspot. The 8.7-point spread indicates a clear leadership position, though not an overwhelming dominance given the strength of Highspot and Showpad. The top three vendors account for nearly 78% of the vote, reinforcing a consolidated market with a well-defined competitive tier.

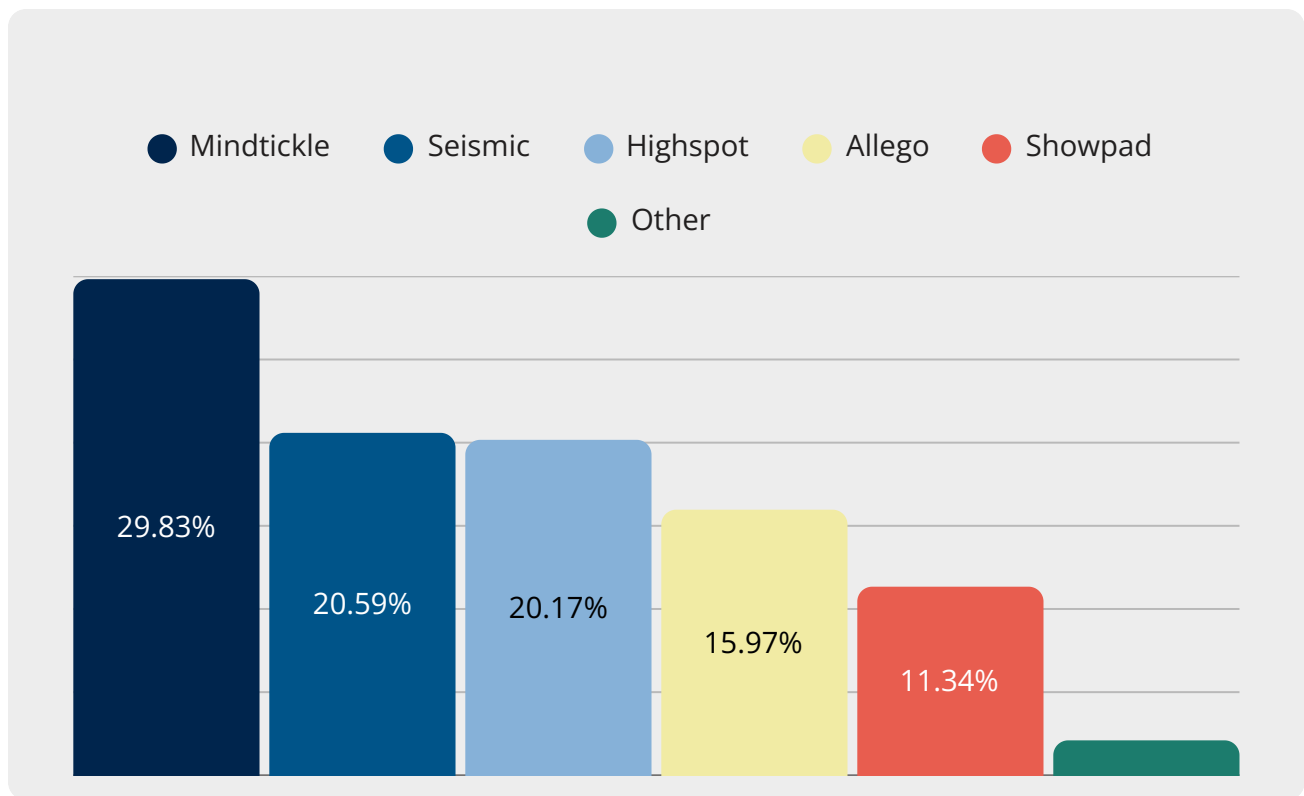


Seismic's leadership is driven by its broad enterprise adoption, deep content management capabilities, and strong integration across the sales and marketing ecosystem. It is widely recognized as a system of record for sales content and enablement workflows, offering scalability and governance that large organizations require.

Sales Enablement Platforms



Mindtickle leads in Innovation with 29.8% of votes, followed closely by Seismic (20.6%) and Highspot (20.2%). The 9.2-point spread indicates a clear innovation leader, with Mindtickle perceived as pushing the category forward. Notably, Seismic's strong innovation ranking suggests it remains competitive, but it does not match Mindtickle's perception as the primary innovator.



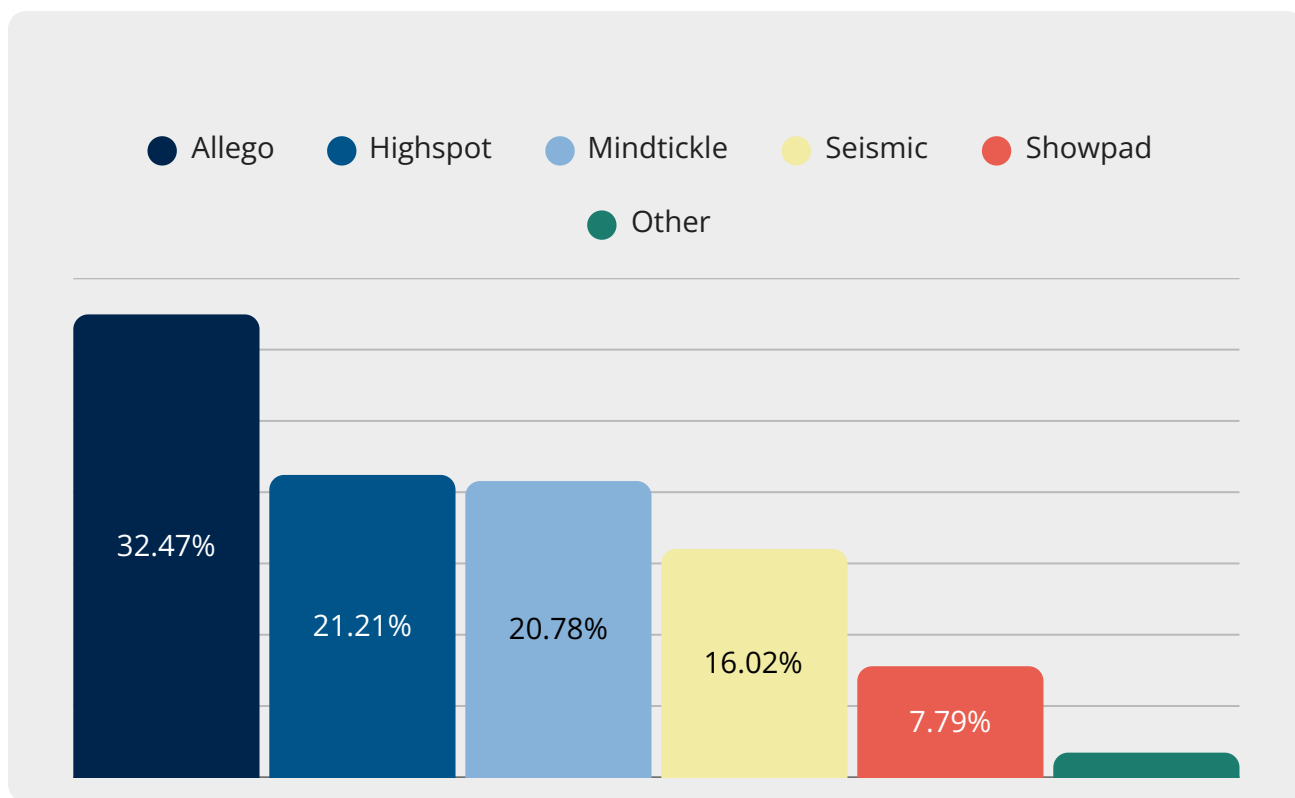
Mindtickle's innovation leadership reflects its focus on AI-driven coaching, readiness assessment, and continuous learning platforms, transforming sales enablement from static content delivery into dynamic skill development systems. Its emphasis on measuring and improving rep performance through data-driven insights differentiates it from traditional enablement vendors.



Sales Enablement Platforms



Allego leads in Creativity & Expression with 32.5% of votes, followed by Highspot (21.2%) and Mindtickle (20.8%). The 11.3-point spread indicates a decisive leadership position, positioning Allego as the vendor most recognized for user experience, storytelling, and content engagement capabilities.

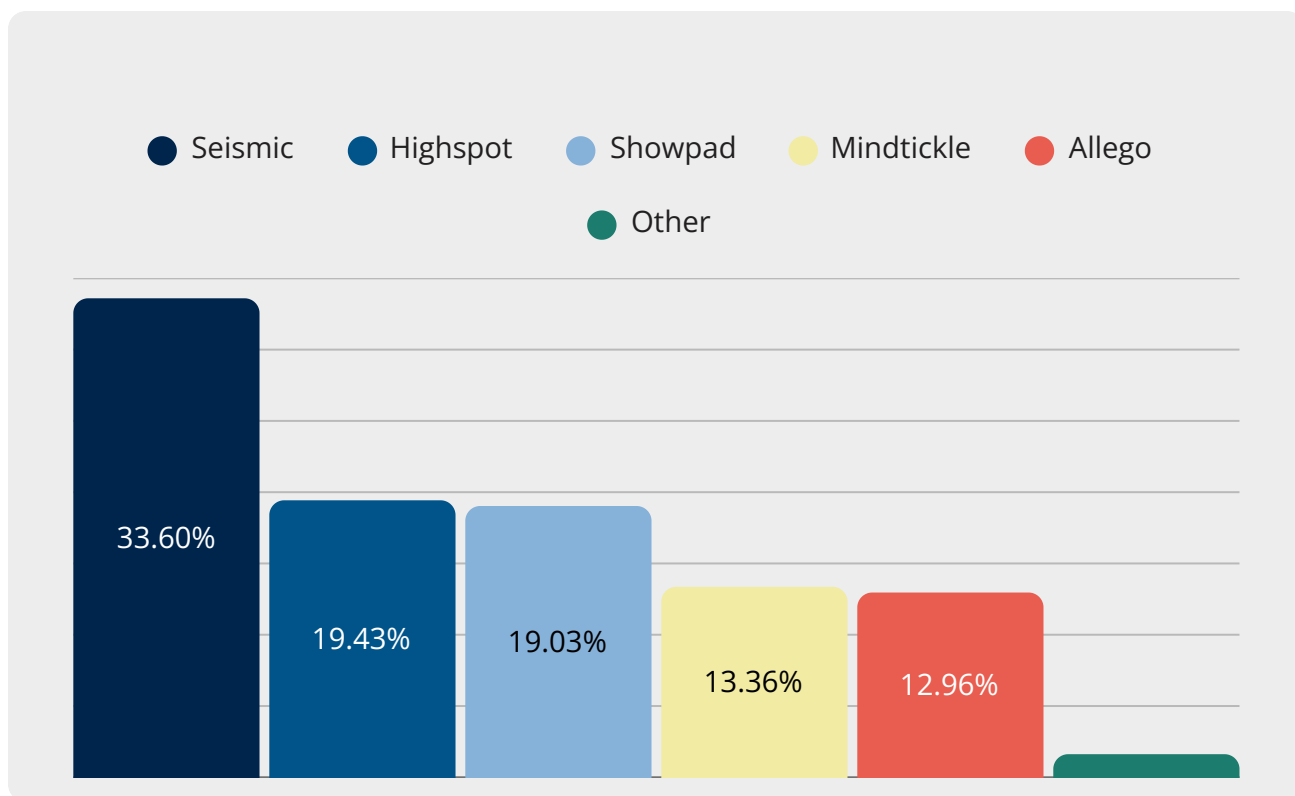


Allego's leadership is driven by its focus on video-based learning, peer-driven knowledge sharing, and modern content experiences, which resonate strongly with sales teams looking for more engaging and intuitive tools. Its platform enables more natural communication and collaboration, making it stand out in a category often dominated by structured content systems.

Sales Enablement Platforms



Seismic leads in Accuracy & Trust with 33.6% of votes, followed by Highspot (19.4%) and Showpad (19.0%). The 14.2-point spread indicates a strong and decisive leadership position, reinforcing Seismic's reputation as a reliable and enterprise-grade platform.



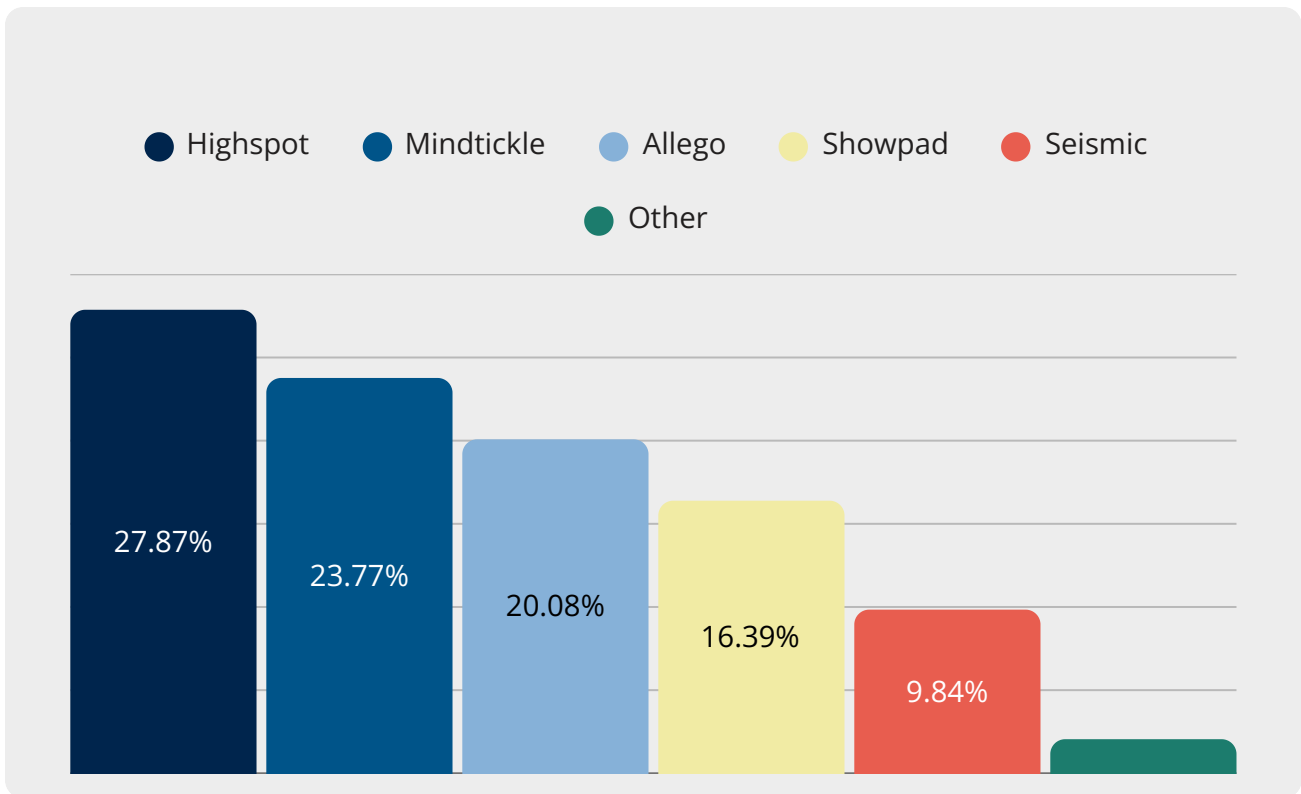
Seismic's dominance in this category reflects its content governance, version control, compliance capabilities, and enterprise reliability, ensuring that sales teams always have access to accurate, approved content. There is a strong correlation between market leadership and trust leadership, suggesting that enterprise adoption is closely tied to reliability and control, particularly in regulated or complex industries.



Sales Enablement Platforms



Highspot leads in Human Empowerment with 27.9% of votes, followed by Mindtickle (23.8%) and Allego (20.1%). The 4.1-point spread indicates a competitive category, with multiple vendors recognized for empowering users.



Highspot's leadership reflects its ability to deliver actionable insights, intuitive workflows, and personalized recommendations that help sales reps perform more effectively. Its strong analytics and guided selling capabilities enable users to quickly find the right content and apply it in context.

Looking Forward



Predictions

1. The category will evolve from “sales enablement” to “revenue enablement and execution platforms.”

Sales enablement will expand beyond content and training to include real-time deal execution, buyer engagement intelligence, and cross-functional alignment across revenue teams. IT Brand Pulse taxonomy will shift toward Revenue Enablement Platforms, and brand leader voting will prioritize vendors that directly impact win rates, deal velocity, and revenue outcomes.

2. AI-driven coaching and performance optimization will become the core differentiator.

Static training and content delivery will be replaced by continuous, AI-driven coaching systems that analyze conversations, recommend improvements, and personalize learning paths. New subcategories such as AI Sales Coaching Platforms will emerge, and voting will increasingly favor vendors that demonstrate measurable improvements in rep performance and productivity.

3. The category will split into “content-centric platforms” vs. “AI-driven readiness and execution platforms.”

A structural divide will emerge between content-centric platforms (e.g., Seismic, Highspot, Showpad) focused on content management and distribution; and AI-driven platforms (e.g., Mindtickle, Allego) focused on coaching, readiness, and execution. Brand leader voting will evolve to measure both content control and AI-driven performance enablement as distinct leadership dimensions.



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>.

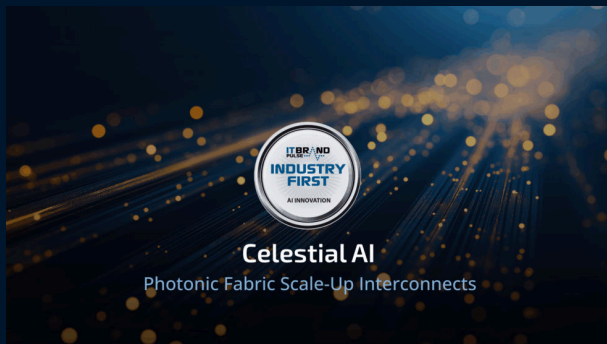




Industry First Program

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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