



AI Brand Leader Report

Sales Forecasting Platforms

itbrandpulse.com



Executive Summary

The March 2026 AI Sales Forecasting 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.



Sales Forecasting Platforms help revenue teams predict future sales performance by analyzing pipeline, deal activity, historical conversion patterns, rep behavior, buyer signals, forecast submissions, and CRM data.

In the AI era, the category is expanding from static forecast rollups into intelligent revenue prediction systems that identify risk, recommend corrective action, improve CRM accuracy, and help leaders call the number with greater confidence.

The survey results show Clari leads both Market leadership with 34.68% of votes and Accuracy & Trust with 35.04%, reinforcing its position as the category's most trusted forecasting brand. Gong leads Intelligence & Innovation with 28.09%, Aviso leads Creativity & Expression with 27.75%, and HubSpot Sales Hub leads Human Empowerment with 27.80%.

The results suggest a category where Clari owns the core forecasting brand, but AI-driven revenue intelligence, usability, and creative workflow innovation are reshaping how buyers define leadership.

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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.

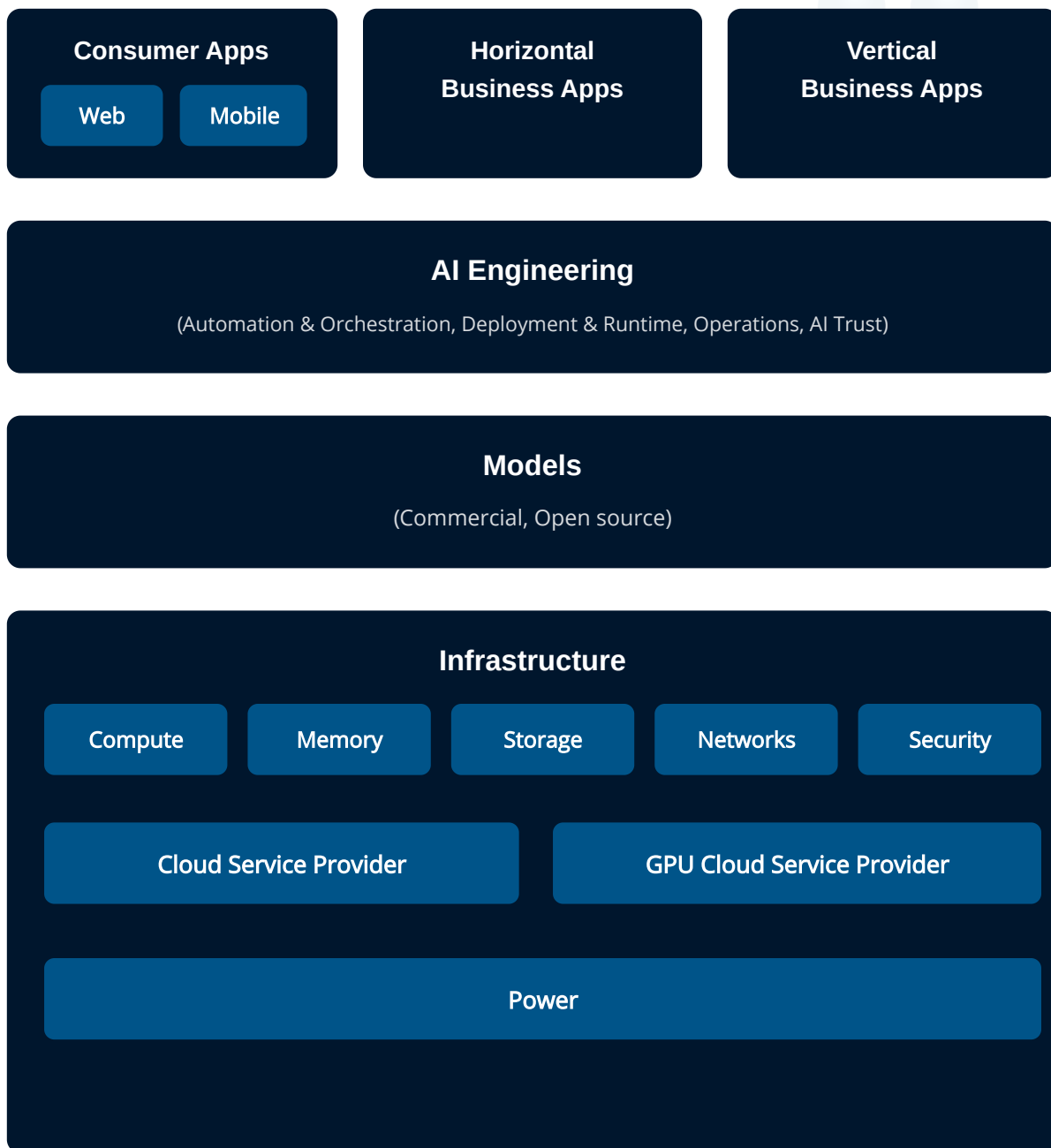


Human Empowerment Leader

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

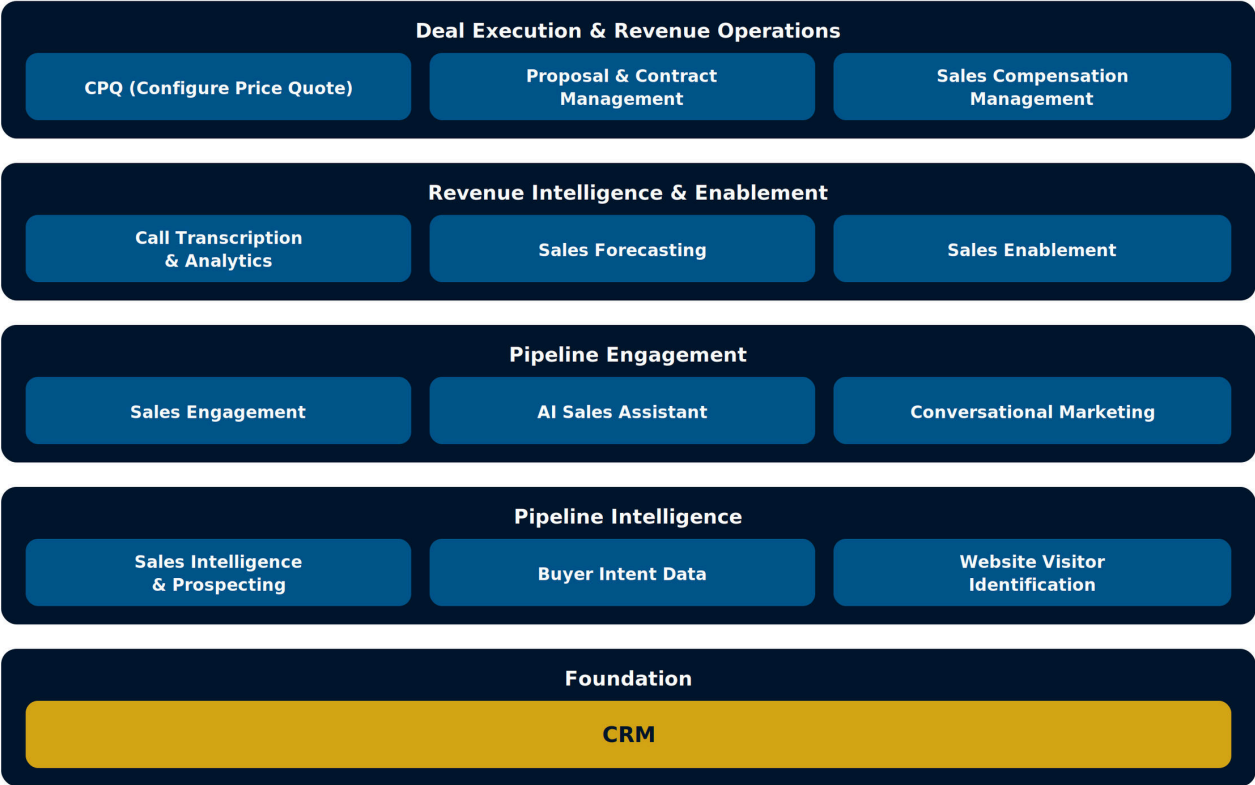
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



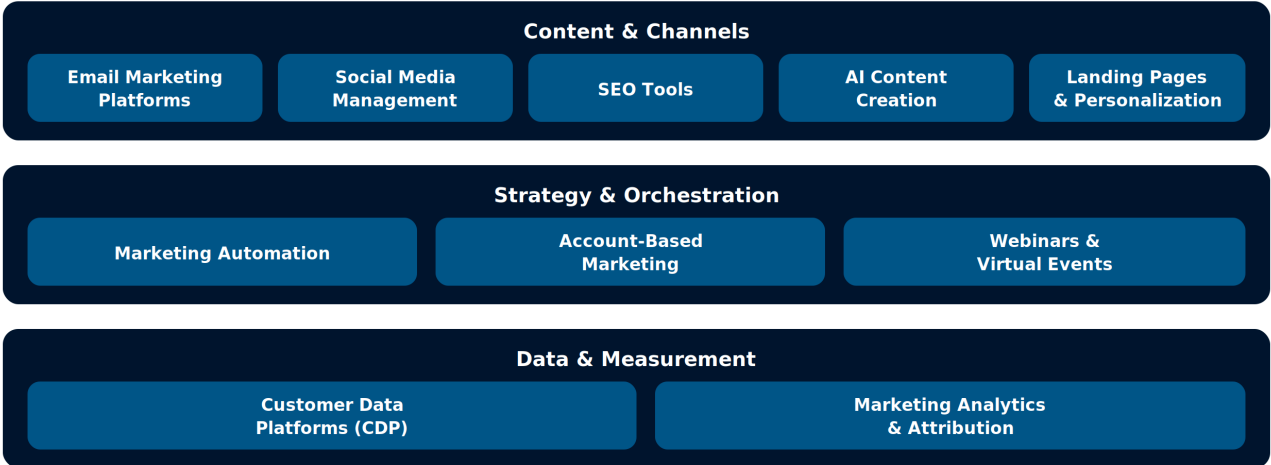
AI Sales & Marketing Stacks

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



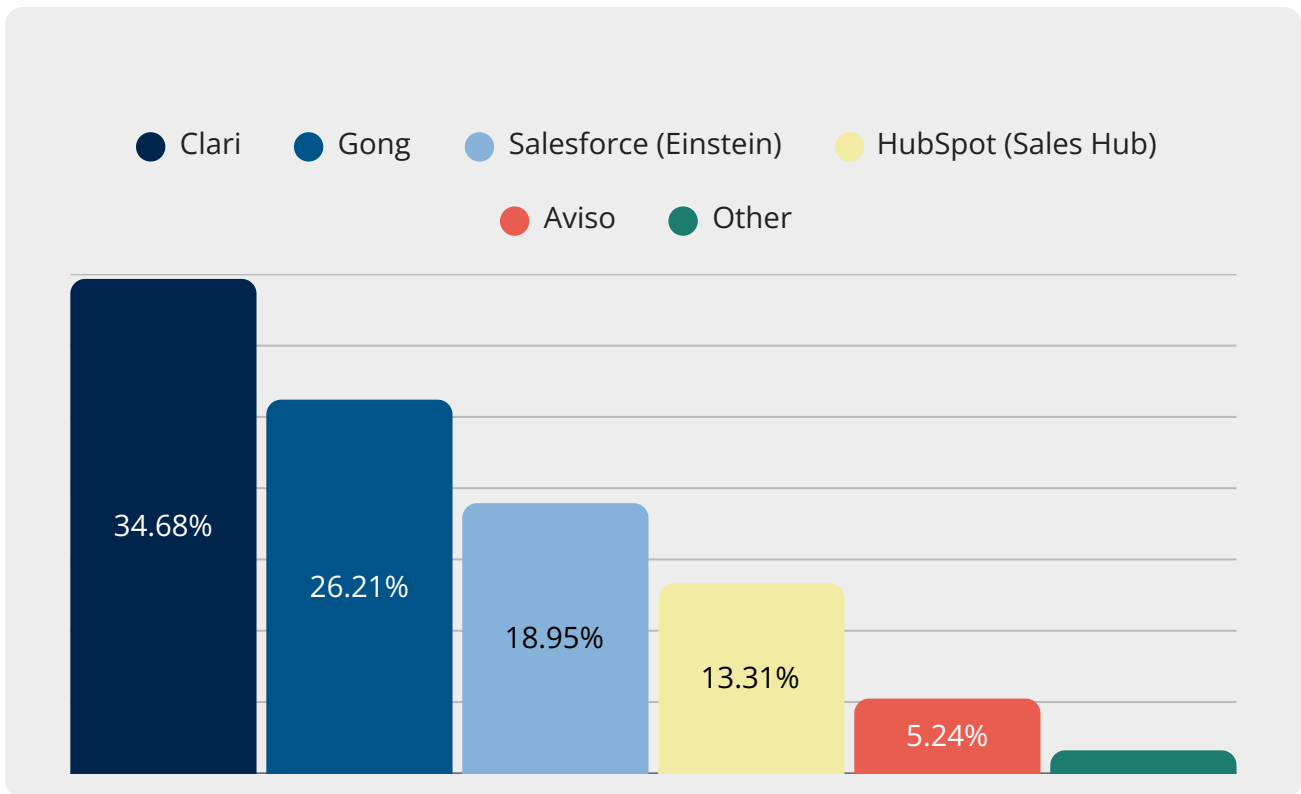
AI Marketing Products



Sales Forecasting Platforms



Clari is the Market Leader, receiving 86 of 248 votes, or 34.68%. Gong finished second with 26.21%, creating an 8.47-point spread. That is a meaningful but not dominant lead. Clari is clearly viewed as the leading brand for sales forecasting, but Gong's strong second-place finish shows that revenue intelligence and conversation data are increasingly influencing how the market evaluates forecasting platforms.



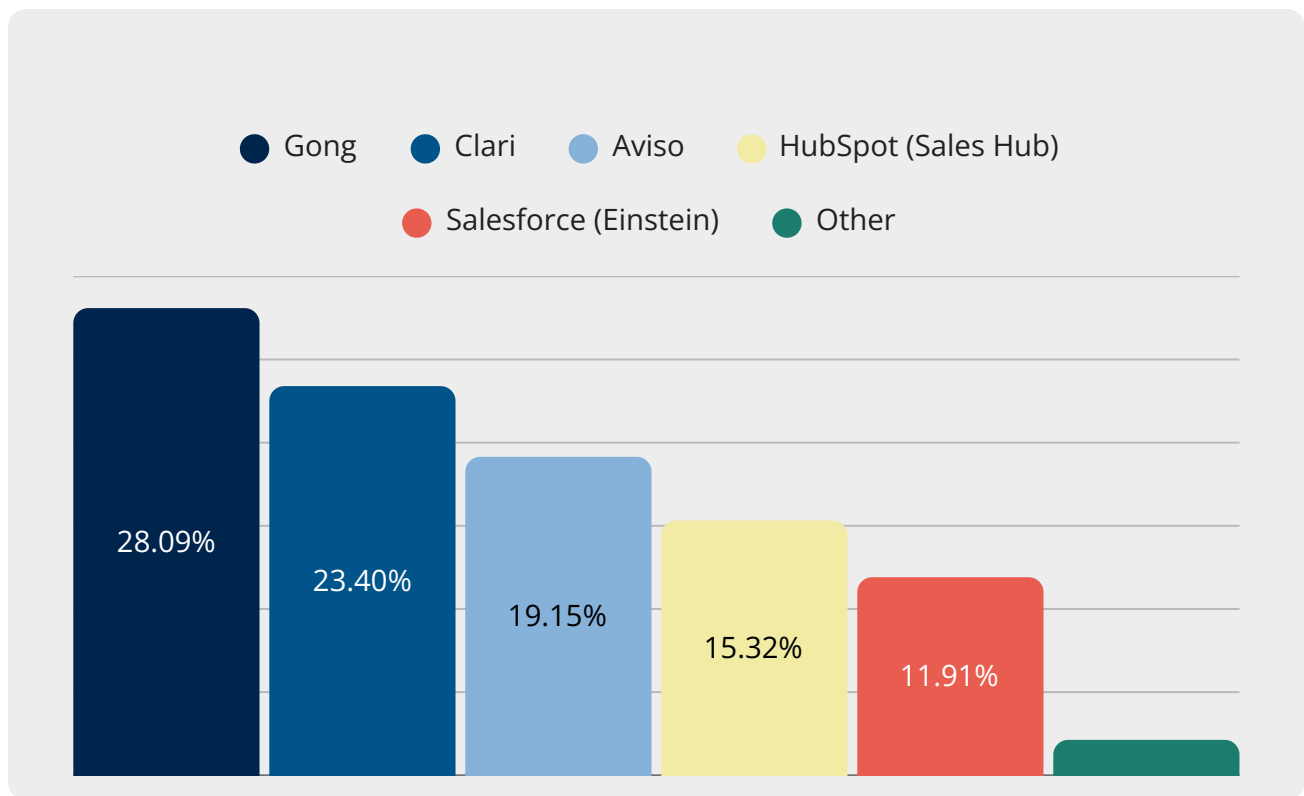
Clari's lead likely reflects its deep association with enterprise revenue forecasting, pipeline inspection, revenue cadence management, and forecast governance. Clari positions its platform around AI-powered revenue orchestration, forecast accuracy, pipeline risk visibility, and repeatable revenue cadences, capabilities that map directly to what buyers expect from a dedicated Sales Forecasting Platform.



Sales Forecasting Platforms



Gong leads Intelligence & Innovation with 28.09%. This is a competitive result rather than a runaway win, but it is strategically important because Gong outranks the Market Leader on innovation. That indicates the community sees innovation moving beyond traditional pipeline rollups into AI models informed by real customer interactions, deal signals, and conversation intelligence.

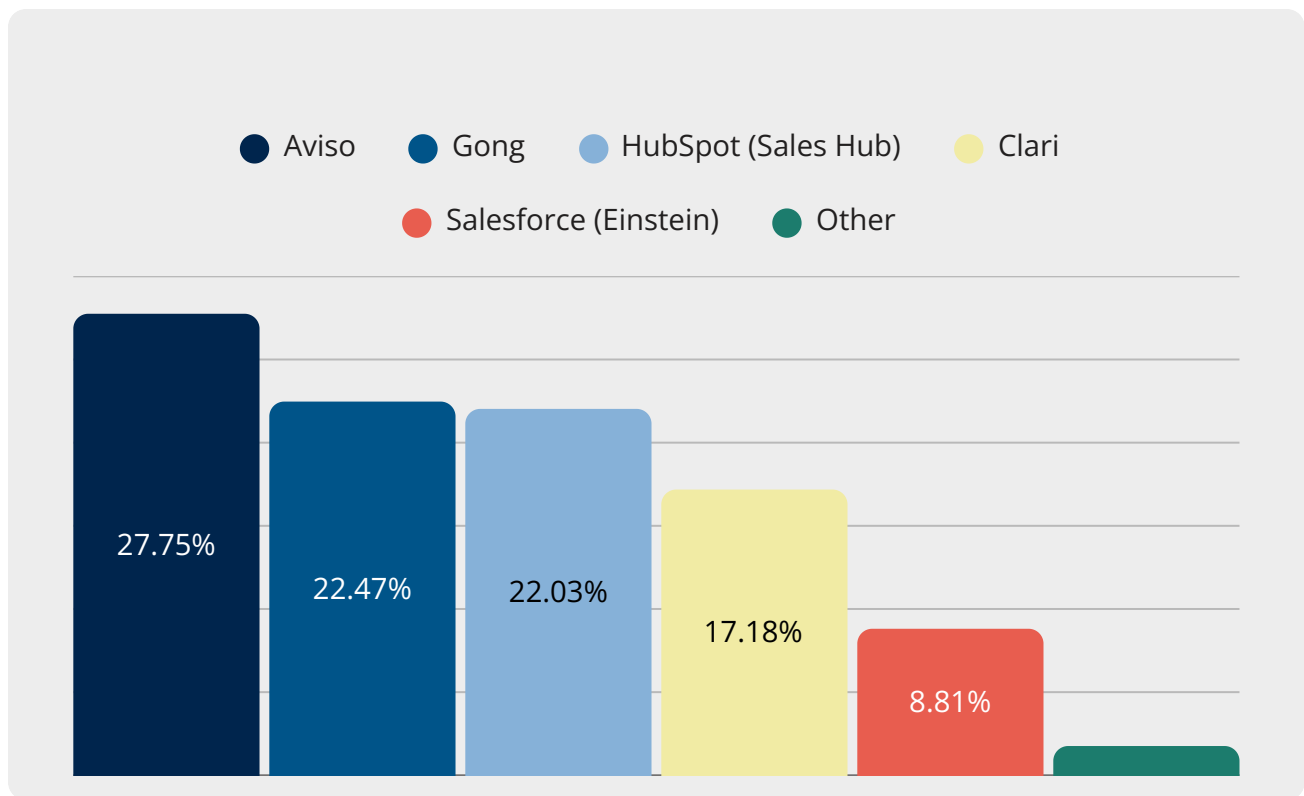


Perceptions of Gong leadership likely comes from its Revenue AI OS use of revenue signals to guide forecasting, pipeline risk detection, coaching, and deal execution. Gong describes its forecasting product as using revenue signals to create AI-guided forecasts, spot risk early, and help teams call their number with confidence.

Sales Forecasting Platforms



Aviso leads Creativity & Expression with 27.75%. Gong is second at 22.47%, followed very closely by HubSpot Sales Hub at 22.03%. The spread between first and second is 5.28 points, indicating Aviso has a clear but not dominant creative lead. This category appears to reward vendors that make forecasting more dynamic, interactive, mobile, conversational, and action-oriented.

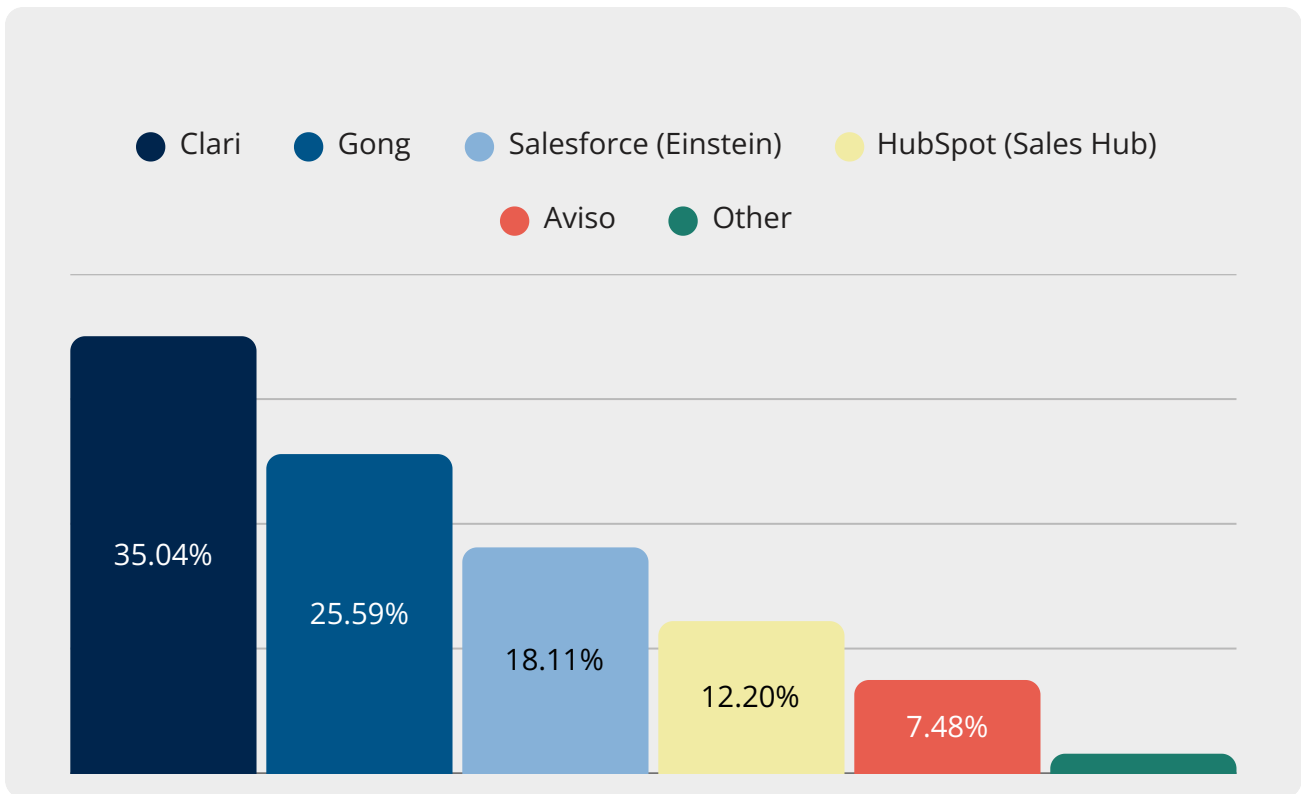


Aviso's leadership likely reflects its positioning as an AI-powered revenue command center that combines predictive forecasting, pipeline management, deal guidance, conversational intelligence, and mobile-first workflows. Its differentiation is not just forecasting accuracy, but how insights are surfaced and acted on by sales teams.

Sales Forecasting Platforms



Clari leads Accuracy & Trust with 35.04%. Gong is second with 25.59%, creating a 9.45-point spread, the largest leadership gap in the survey. This is the strongest validation of Clari's brand position. In Sales Forecasting Platforms, accuracy and trust are arguably the most important dimensions, and Clari's leadership here reinforces why it also leads the Market category.



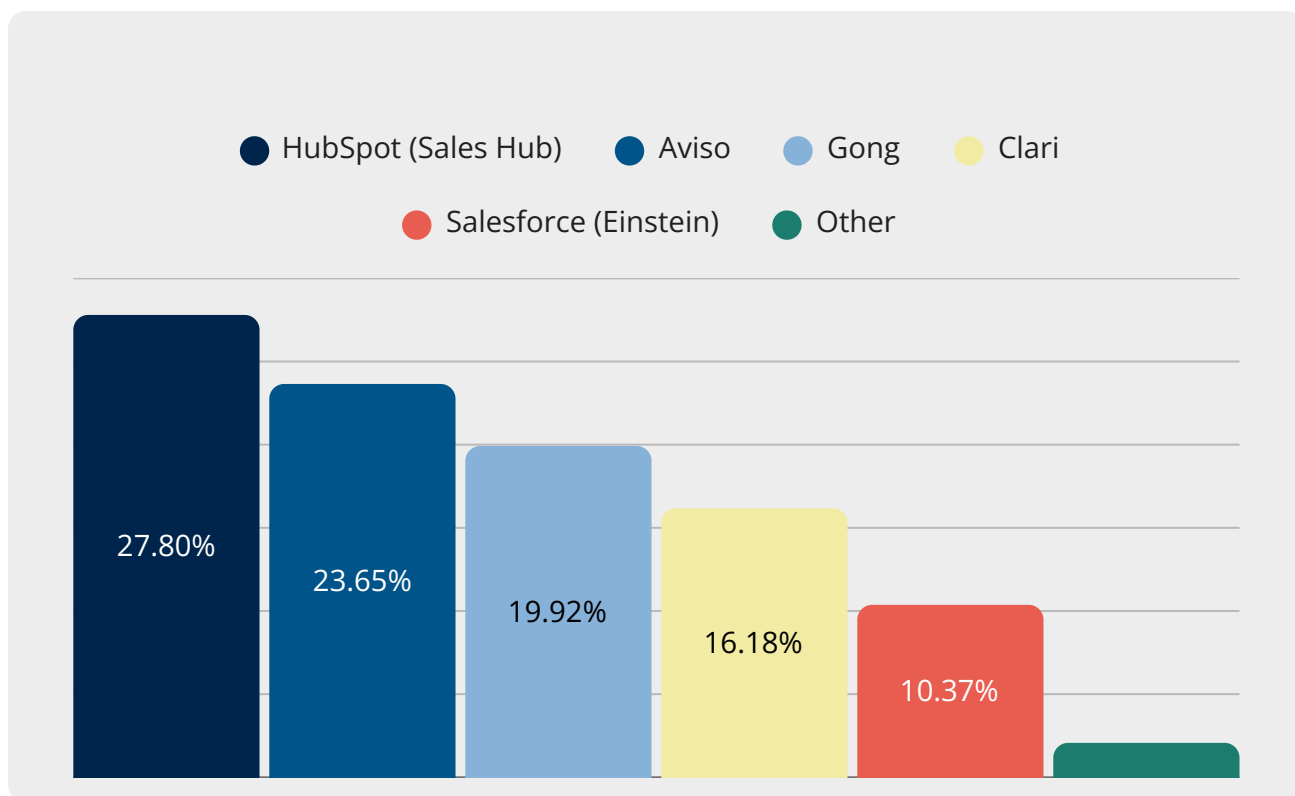
Clari explicitly markets AI forecasting and revenue insights around consistent workflows, deal outcome prediction, and forecast accuracy across different revenue models. The strong correlation between Clari's Market leadership and Accuracy & Trust leadership suggests that buyers still anchor the category around confidence in the forecast.



Sales Forecasting Platforms



HubSpot Sales Hub leads Human Empowerment with 27.80%. Aviso is second with 23.65%. The spread between HubSpot and Aviso is the narrowest leadership margin across the survey, showing that human empowerment remains a contested dimension. This category appears to reward usability, accessibility, embedded CRM workflows, and tools that help sales teams become more productive without adding complexity.



HubSpot's leadership likely reflects its reputation for ease of use and integrated CRM-driven workflows. Its forecasting capabilities include sales analytics, forecast categories, team performance metrics, and AI projections through Breeze, giving teams a more accessible way to use forecasting without requiring a heavy enterprise revenue operations stack.

Looking Forward



Predictions

1. Sales Forecasting will become “Revenue Prediction & Action.”

Future taxonomy should move beyond forecasting into AI Revenue Prediction Platforms that not only predict the number, but recommend and execute actions to improve it.

2. Accuracy & Trust will become the defining Brand Leader category.

As AI forecasts influence board guidance, hiring, spending, and compensation, future voting should add categories for Forecast Explainability, CRM Data Quality, and AI Forecast Governance.

3. Conversation intelligence and deal signals will reshape the leaderboard.

Future Brand Leader voting will increasingly reward platforms that combine forecast models with live customer signals, pushing Gong, Clari, and Aviso into a broader Revenue Intelligence Platform category.



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>.

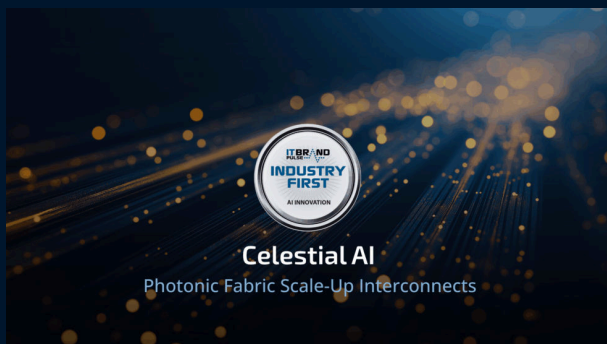




Industry First Program

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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