# AI Brand Leader Report

## Website Visitor Identification

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ITBRAND PULSE

# Executive Summary

The March 2026 AI Website Visitor Identification 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 AI Website Visitor Identification Platforms as solutions that enable sales and marketing teams to identify, enrich, and activate anonymous website traffic by mapping IP addresses, behavioral signals, and first-party data to known companies and, increasingly, individuals.

These platforms provide capabilities such as firmographic enrichment, intent data, account-level tracking, real-time alerts, CRM integration, and AI-driven insights to help revenue teams prioritize outreach, personalize engagement, and convert inbound interest into pipeline.

The March 2026 IT Brand Pulse survey highlights ZoomInfo as the Market Leader with 39.6% of vote. Warmly leads in Innovation (29.4%), RB2B leads in Creativity & Expression (33.6%), ZoomInfo dominates Accuracy & Trust (40.6%), and HubSpot leads in Human Empowerment (27.9%).

This fragmentation suggests a category in transition, where incumbents dominate scale and data, while newer entrants are redefining user experience, AI-driven workflows, and go-to-market creativity.

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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

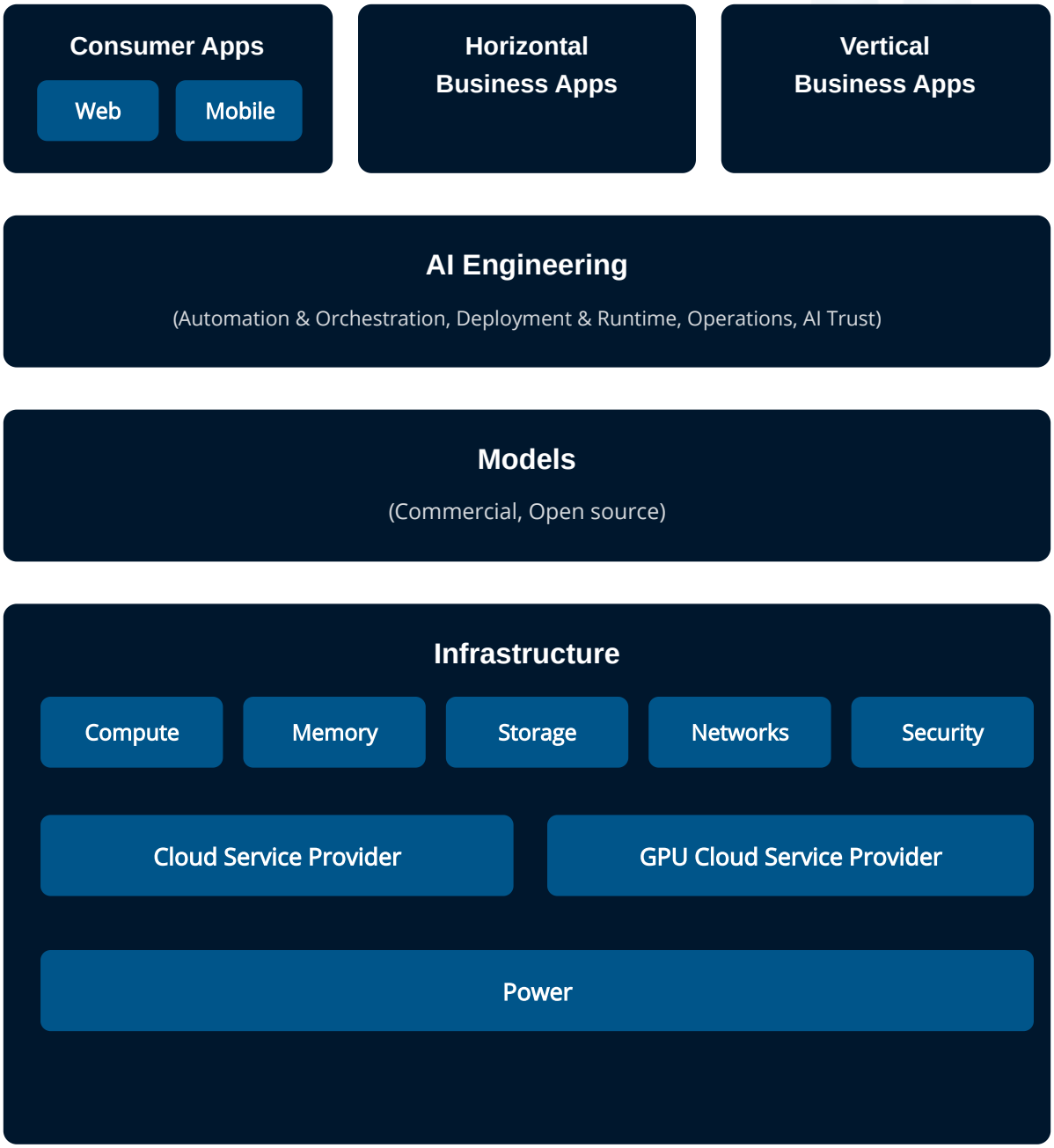
Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability,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

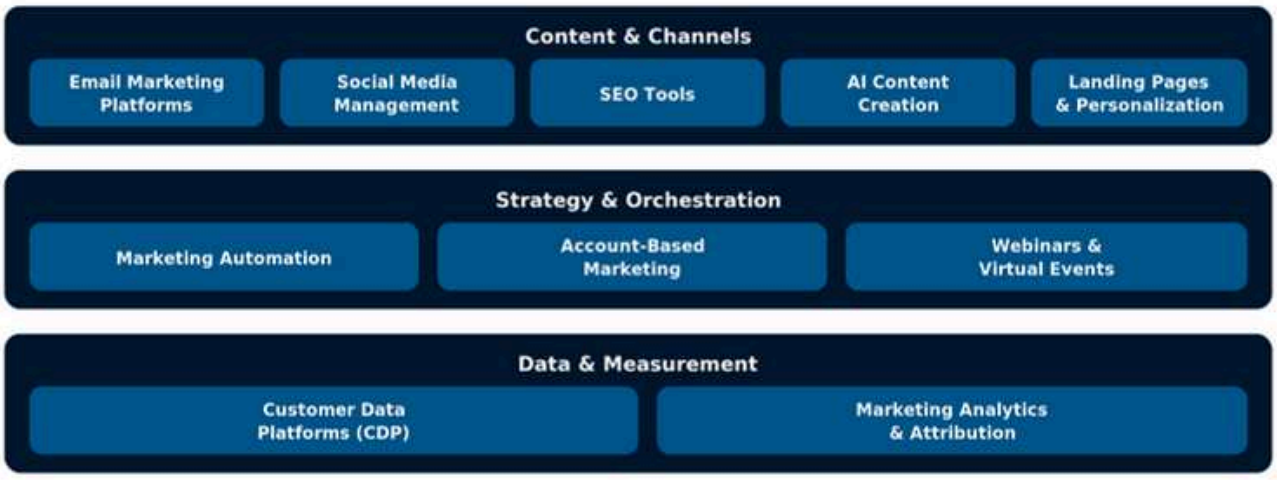


# AI Sales & Marketing Stacks

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.

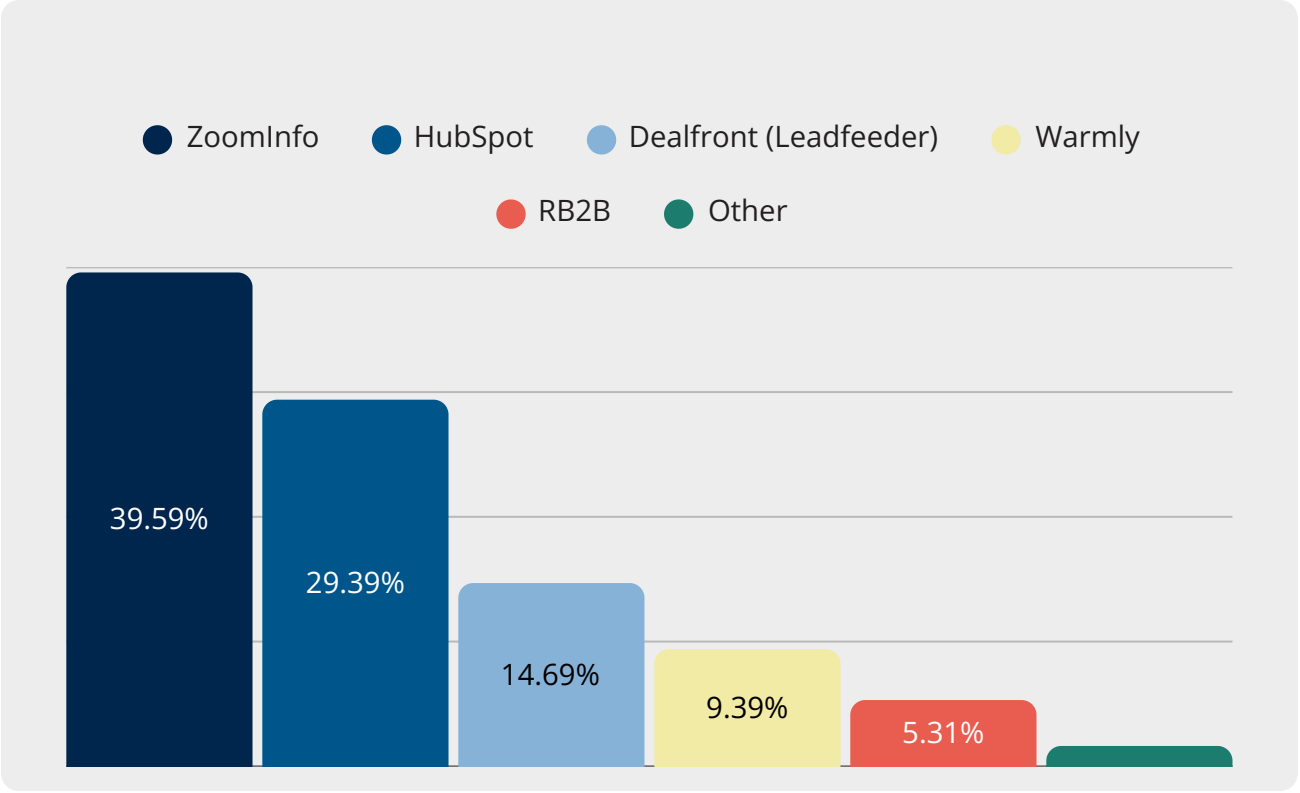
## AI Sales Products

## AI Marketing Products



# AI Website Visitor Identification

The sales and marketing community voted ZoomInfo as the Market Leader with 39.6% of votes, compared to 29.4% for HubSpot. The 10.2-point spread indicates a strong leadership position. The remaining vendors collectively account for just over 30% of votes, signaling that while competition exists, ZoomInfo maintains a commanding position in overall market mindshare.

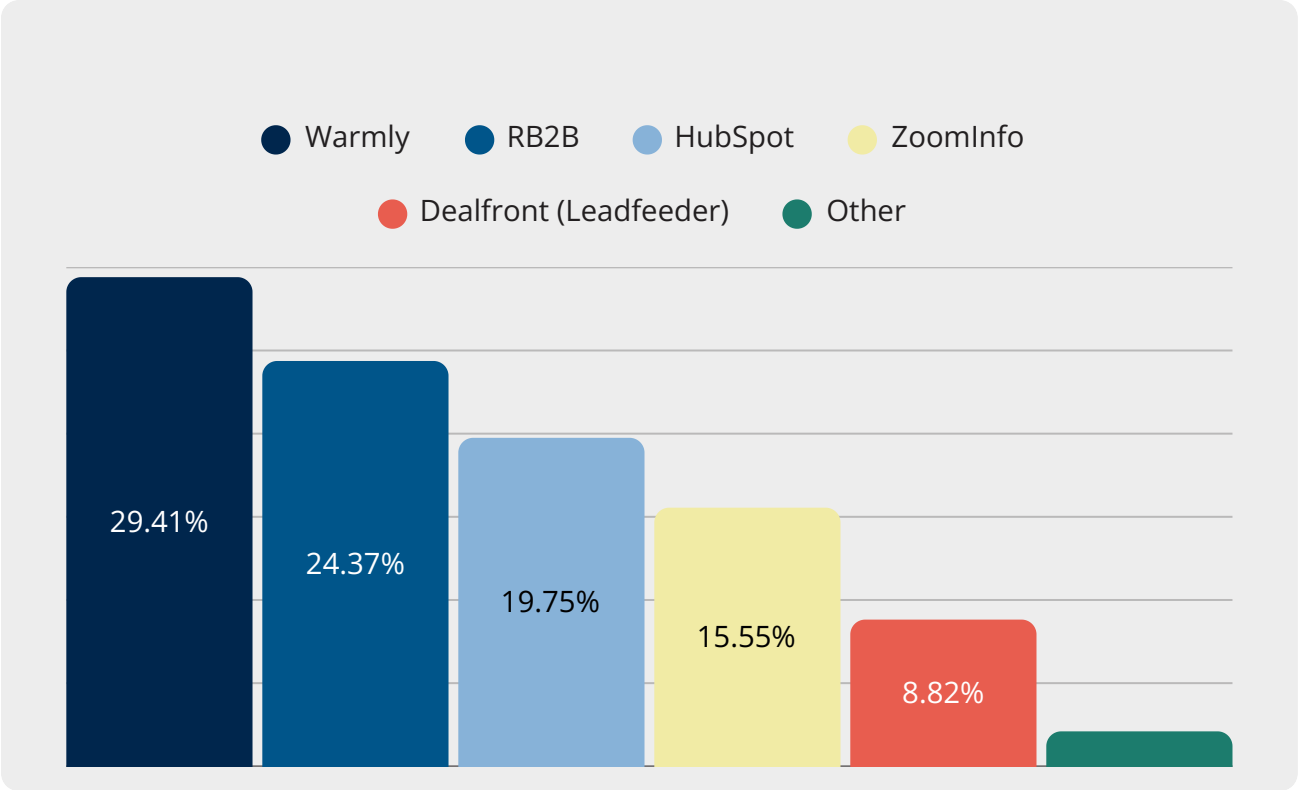



zoominfo

ZoomInfo's leadership is driven by its scale of proprietary data, depth of enrichment, and long-standing position in B2B sales intelligence. Its ability to provide reliable company-level identification, and contact data makes it a foundational tool for sales strategies. Its reputation for data accuracy and coverage reinforce its standing among enterprise sales teams that prioritize precision and reach.

# AI Website Visitor Identification

Warmly emerges as the Innovation Leader with 29.4% of votes, followed by RB2B at 24.4%. The 5-point spread indicates a competitive landscape, but one where Warmly is clearly perceived as pushing the category forward. Notably, ZoomInfo ranks fourth in innovation at 15.6%, highlighting a gap between incumbent scale and perceived innovation leadership.

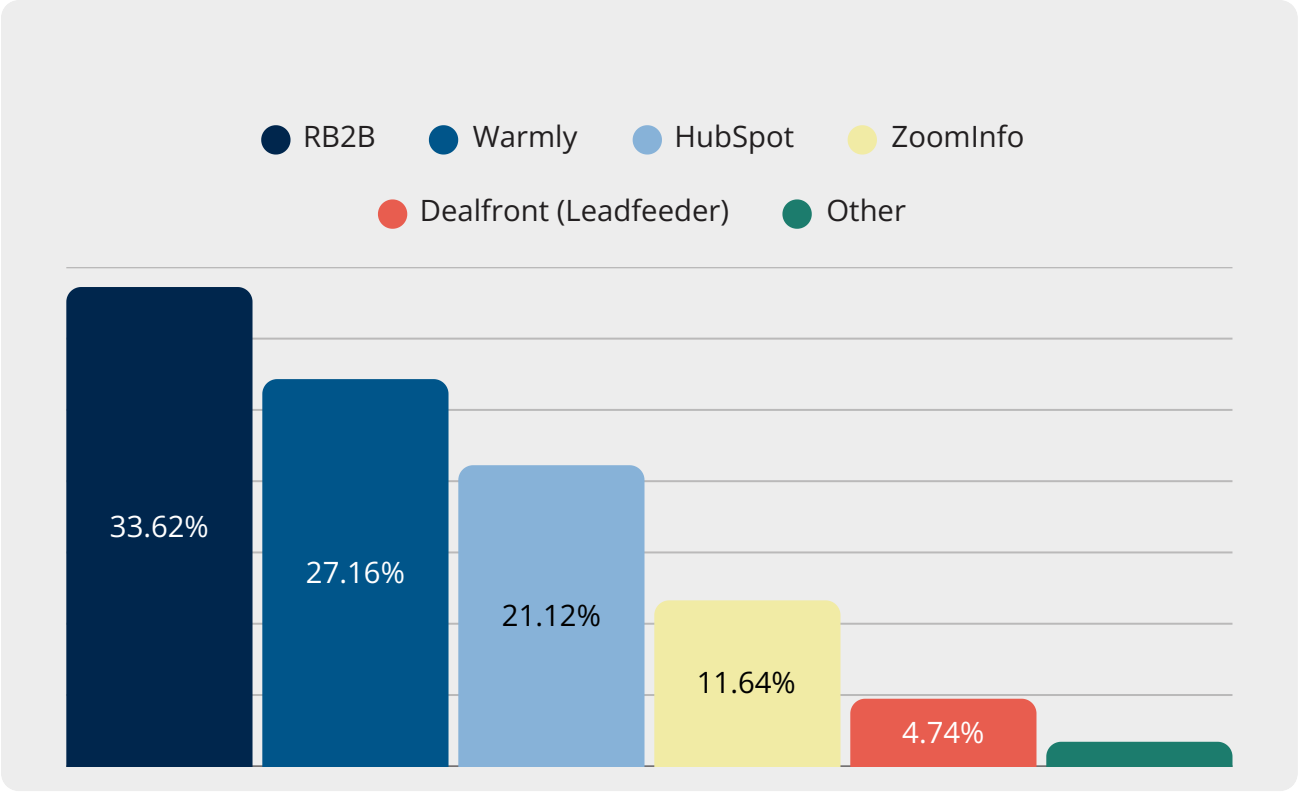



Warmly,

Warmly's innovation leadership reflects its focus on real-time engagement, automation, and AI-driven personalization. The lack of strong correlation between market leadership (ZoomInfo) and innovation leadership (Warmly) suggests that the next phase of the category will be shaped by startups redefining workflows rather than incumbents extending existing capabilities.

# AI Website Visitor Identification

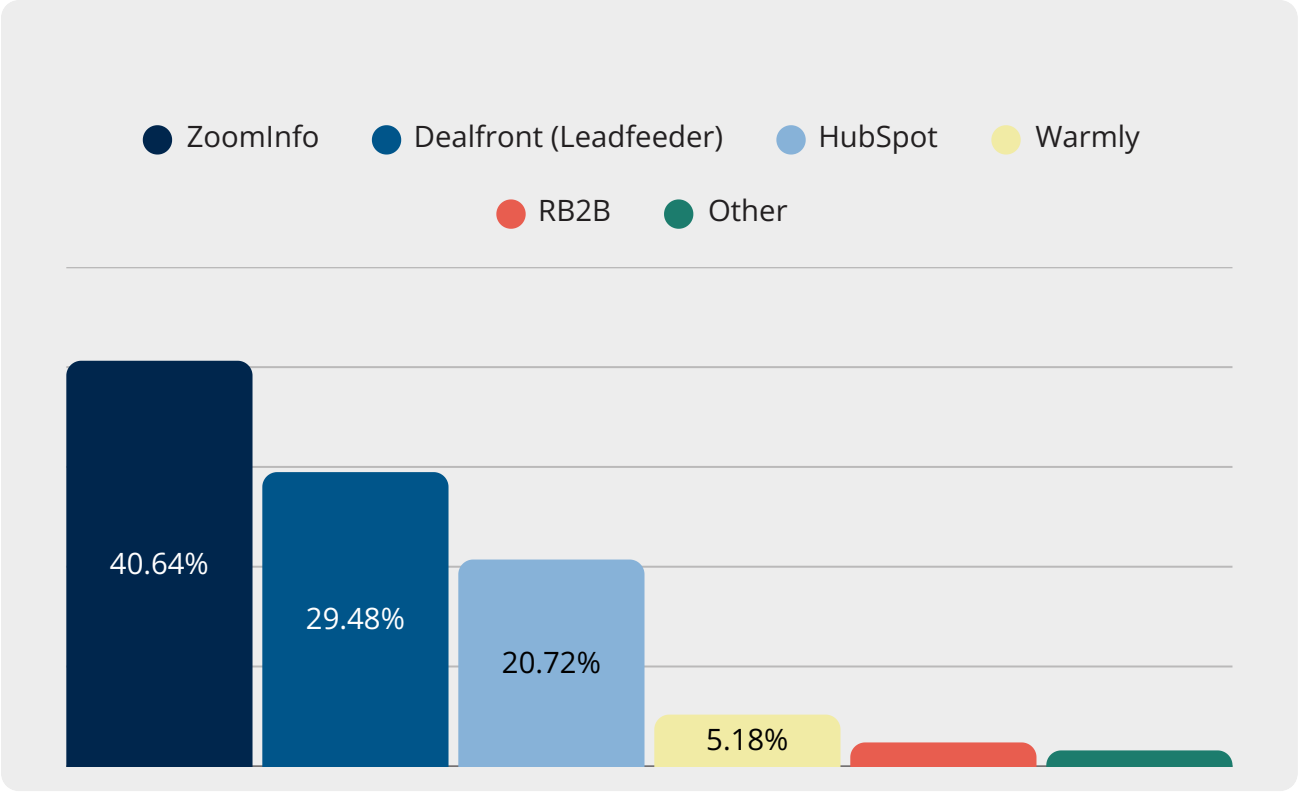
RB2B leads in Creativity & Expression with 33.6% of votes, followed by Warmly at 27.2% and HubSpot at 21.1%. The 6.4-point spread between first and second place signals a clear leader in how vendors differentiate through messaging, user experience, and go-to-market creativity. ZoomInfo, despite its market dominance, ranks significantly lower at 11.6%, reinforcing its positioning as a data-centric rather than experience-driven platform.




RB2B's leadership in this category likely stems from its innovative approach to storytelling, product positioning, and user-centric design, emphasizing how visitor identification translates into actionable revenue outcomes. There is a moderate correlation with innovation leadership, as RB2B also ranks highly there, but less correlation with market leadership.

# AI Website Visitor Identification

ZoomInfo dominates the Accuracy & Trust category with 40.6% of votes, followed by Dealfront (Leadfeeder) at 29.5% and HubSpot at 20.7%. The 11.1-point spread between first and second place indicates a highly dominant position. This reinforces ZoomInfo's core brand identity as the most trusted source of B2B data in the category.

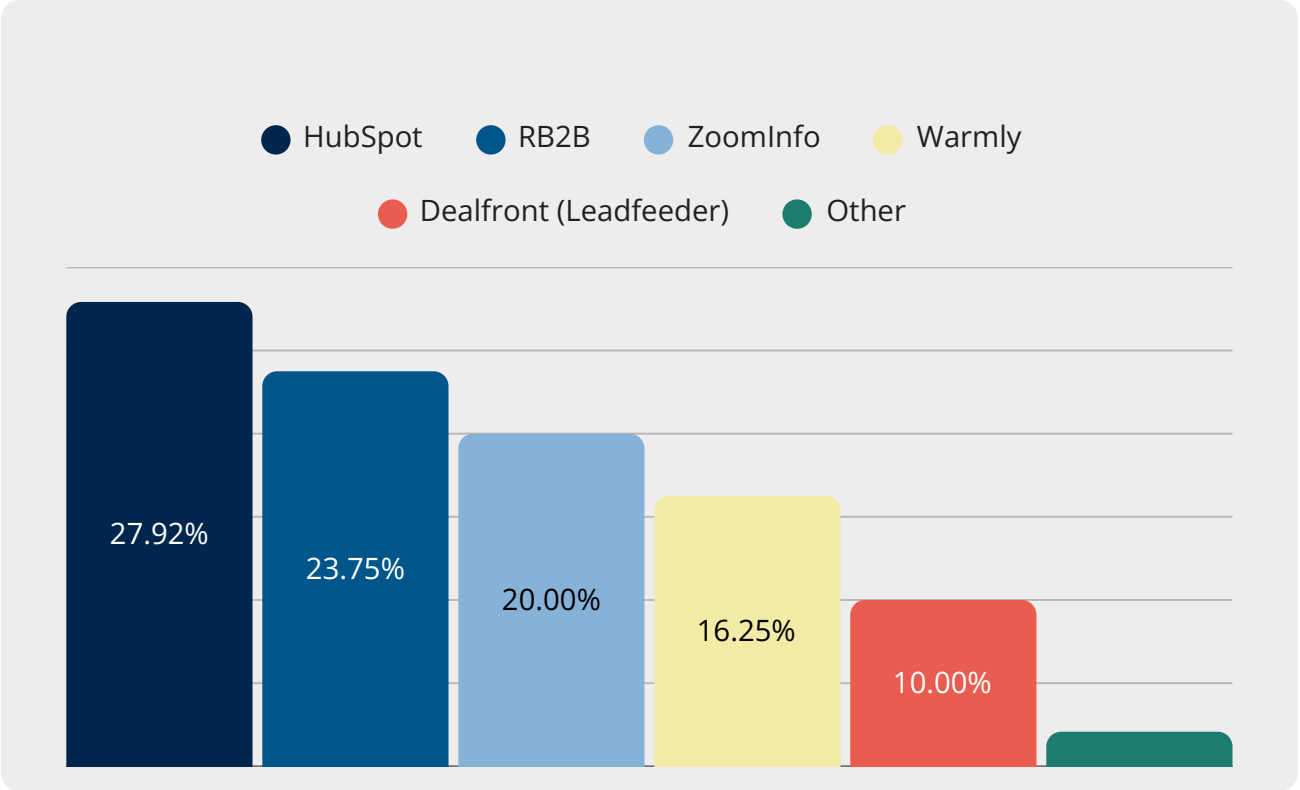



zoominfo

ZoomInfo's strength here is rooted in its extensive data acquisition infrastructure and historical credibility with enterprise users. There is a strong correlation between market leadership and accuracy leadership, suggesting that in this category, trust remains a primary driver of adoption.

# AI Website Visitor Identification

HubSpot leads in Human Empowerment with 27.9% of votes, followed by RB2B at 23.8%. The 4.1-point spread indicates a competitive category, with multiple vendors recognized for enabling users rather than overwhelming them. Warmly also performs strongly at 16.3%, reinforcing its user-centric positioning.




HubSpot's leadership reflects its philosophy of empowering non-technical users through intuitive design, integrated workflows, and accessible automation tools. Its platform simplifies complex processes, allowing marketing and sales teams to act independently without heavy reliance on data teams. This category shows a stronger alignment with vendors focused on ease of use, workflow integration, and user experience rather than pure data scale.

# Looking Forward

## Predictions

**1. The category will evolve from "identification" to "real-time buyer intelligence and activation."**
Website visitor identification as a standalone function will disappear, replaced by platforms that continuously identify, qualify, and activate buyers in real time. Taxonomy will shift from Visitor Identification Platforms to Buyer Intelligence & Activation Platforms. Leaders will be defined by speed-to-action and conversion impact, not just data resolution.

**2. Identity will move from company-level to person-level and AI-inferred intent graphs.**
The next wave will combine first-party data, behavioral signals, and AI inference to build dynamic identity graphs at the individual level, even in privacy-constrained environments. This will redefine the category from static IP matching to predictive identity and intent modeling. Brand leader voting will favor vendors that deliver accuracy + predictive insight, not just firmographic matches.

**3. The category will split into "data infrastructure leaders" vs. "AI-native GTM orchestration platforms."**
A structural divide will emerge between Data infrastructure leaders (focused on scale, enrichment, and compliance) and AI-native orchestration platforms (focused on workflows, automation, and personalization). Brand leader voting will evolve to measure workflow intelligence, automation depth, and revenue impact, not just data coverage.

## 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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