



AI Brand Leader Report

AI Sales & Marketing category report with results from 23 product surveys.

itbrandpulse.com



Table of Contents

May 2026 AI Brand Leader survey results for 18 AI Sales & Marketing products are on the following pages:

Topic	Page
Executive Summary	3
Summary Analysis	4-6
Brand Leader Definitions	7
AI Product Taxonomy	8
AI Sales & Marketing Stacks	9
Survey Results	
• Sales Assistants	11-16
• Sales Intelligence and Prospecting	17-22
• Call Transcription and Analytics	23-28
• Sales Engagement	29-34
• Sales Forecasting	35-40
• Sales Enablement	41-46
• Sales Compensation & Management	47-52
• Configure Price Quotations (CPQ)	53-58
• Buyer Intent Data	59-64
• Website Visitor Identification	65-70
• Email Marketing	72-77
• Marketing Analytics & Attribution	78-83
• Customer Data	84-89
• Content Creation	90-95
• Account Based Marketing	96-101
• Marketing Automation	102-107
• SEO Tools	108-113
• Social Media Management	114-119
• Landing Pages & Personalization	120-125
• Webinars and Virtual Events	126-131
• Proposal & Contract Management	132-137
• Conversational Marketing	138-143
• CRM	144-149

Executive Summary

This report presents the results of votes from the sales and marketing community for 5 brand leader categories across 23 product types in the Sales and Marketing technology stack. Many product types are well-established with long-standing incumbents, yet are simultaneously being reshaped by AI, data, and automation.

As a result, the boundaries between categories such as Sales Engagement, Marketing Automation, Customer Data Platforms, and Analytics are increasingly overlapping. We expect this taxonomy to evolve significantly as AI-driven workflows unify what were previously distinct systems.



The IT Brand Pulse AI Brand Leader Report captures how the sales and marketing community evaluates the leaders shaping modern go-to-market systems across Sales Execution, Revenue Intelligence, Marketing Automation, Customer Data, Content & Engagement, and Digital Experience categories.

These categories collectively define the end-to-end revenue lifecycle: identifying and prioritizing buyers, engaging across channels, enabling sellers, orchestrating campaigns, measuring performance, and optimizing outcomes.

The report uses 5 lenses; Market Leader, Intelligence & Innovation Leader, Creativity & Expression Leader, Accuracy & Trust Leader, and Human Empowerment Leader and Innovation Leader, to distinguish between vendors with the greatest adoption and mindshare, and those perceived as pushing their category forward through AI, data intelligence, automation, and workflow transformation.

Prepared by
Frank Berry
Frankie Berry
Harrison Griffin

Summary Analysis

Across 23 Sales and Marketing product categories, survey voting reflects a market that is mature yet now entering a phase of AI-driven transformation. The categories span the full revenue lifecycle from buyer identification and engagement to pipeline management, deal execution, and customer relationship management to provide a comprehensive view of how modern go-to-market systems are evolving.

Perceptions of leadership are clearer and more durable in long-standing categories such as Email Marketing, Marketing Automation, SEO Tools, and Social Media Management, where Market Leaders often command 30–40% of the vote with meaningful spreads between first and second place. However, in experience-driven and workflow-centric categories such as Conversational Marketing, Landing Pages & Personalization, and Webinars & Virtual Events, votes for leaders are more distributed across the five dimensions of brand leadership (definitions on page 7). These categories emphasize real-time engagement, personalization, and AI-driven interaction, reflecting a shift from tool-centric competition to experience-centric differentiation.

A key pattern across the data is that Market Leadership and Intelligence & Innovation Leadership are increasingly decoupled. While some categories show alignment, particularly in foundational systems such as CRM and Customer Data Platforms, many others show clear divergence. Established vendors continue to dominate adoption, but Innovation Leadership frequently shifts to AI-native or workflow-centric platforms. This pattern reinforces a broader transition: incumbents control installed base and trust, while emerging platforms define how categories evolve through automation, intelligence, and new user experiences.

The evolution of the sales and marketing stack (shown on page 9) combined with voting results also highlights the growing importance of engagement and execution layers as systems of action. CRM platforms remain the system of record, but conversational interfaces, personalization engines, and AI-driven engagement platforms are increasingly becoming the system of interaction and decision-making. Similarly, categories such as Proposal & Contract Management extend the stack into revenue execution, connecting marketing and sales activities directly to deal closure. These dynamics signal a shift from static systems toward dynamic, real-time orchestration of the buyer journey.

Summary Analysis (cont.)

Another major trend is the continued movement from workflow fragmentation toward AI-driven convergence. Historically, the Sales and Marketing stack consisted of discrete systems such as CRM, email marketing, analytics, SEO, and automation platforms. The survey results show these boundaries collapsing as AI enables platforms to unify data, automate decisions, and orchestrate workflows across functions. Categories such as Marketing Automation, Customer Data Platforms, Conversational Marketing, and Sales Engagement are increasingly competing to become the central system of intelligence and execution.

The data also highlights a consistent divide between enterprise platforms and usability-focused platforms. Enterprise leaders such as Salesforce, Adobe, Sprinklr, and Zoom tend to win in Market Leadership and Accuracy & Trust, reflecting their scale, governance, and integration depth. In contrast, platforms like HubSpot, Tidio, Unbounce, and PandaDoc often lead in Human Empowerment, reflecting ease of use, accessibility, and faster time-to-value. This divide suggests that future Brand Leader reports may need to explicitly segment categories by enterprise versus mid-market/SMB usage patterns.

Across categories, a structural shift is becoming evident: AI is moving from optimization to orchestration. Earlier categories such as analytics and SEO were focused on insight generation and performance optimization. In contrast, engagement and execution categories, such as Conversational Marketing, Personalization, and Contract Management, are increasingly focused on real-time action. AI is no longer just informing decisions, it's actively engaging buyers, guiding workflows, and advancing deals.

Looking across the full dataset, several vendors emerge as multi-category influence leaders. Salesforce continues to anchor the ecosystem across CRM and Customer Data. HubSpot extends its influence across marketing, sales, and engagement workflows through its integrated platform strategy. Adobe maintains a strong position across content, data, and experience layers. At the same time, a new class of AI-native and experience-focused vendors is emerging as leaders in Innovation, Creativity, and Human Empowerment, particularly in customer-facing and interaction-driven categories. This suggests that future leadership will consolidate around platforms that unify data, engagement, and execution, rather than point solutions.

Summary Analysis (cont.)

The strongest Market Leadership positions appear in established categories such as Marketing Analytics, Email Marketing, SEO Tools, and CRM, where the spread between first and second place indicates durable leadership. At the same time, some of the most strategically important categories such as Marketing Automation, Sales Engagement, Conversational Marketing, and Personalization, show tighter competition, signaling active innovation and potential shifts in leadership.

Overall, the Sales and Marketing stack is entering a new phase of AI-driven convergence, where the boundaries between marketing, sales, customer engagement, and revenue execution are dissolving. The market is evolving beyond systems of record and even systems of intelligence toward systems of action and orchestration.

In summary, the combined voting results show a market where leadership is established but increasingly contested. Incumbents continue to dominate adoption, particularly in foundational platforms, but AI-native innovation is reshaping buyer expectations and redefining what leadership means. The next wave of winners in Sales and Marketing will not simply be the best tools within a category, but the platforms that unify data, intelligence, engagement, and execution across the entire revenue lifecycle.

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.

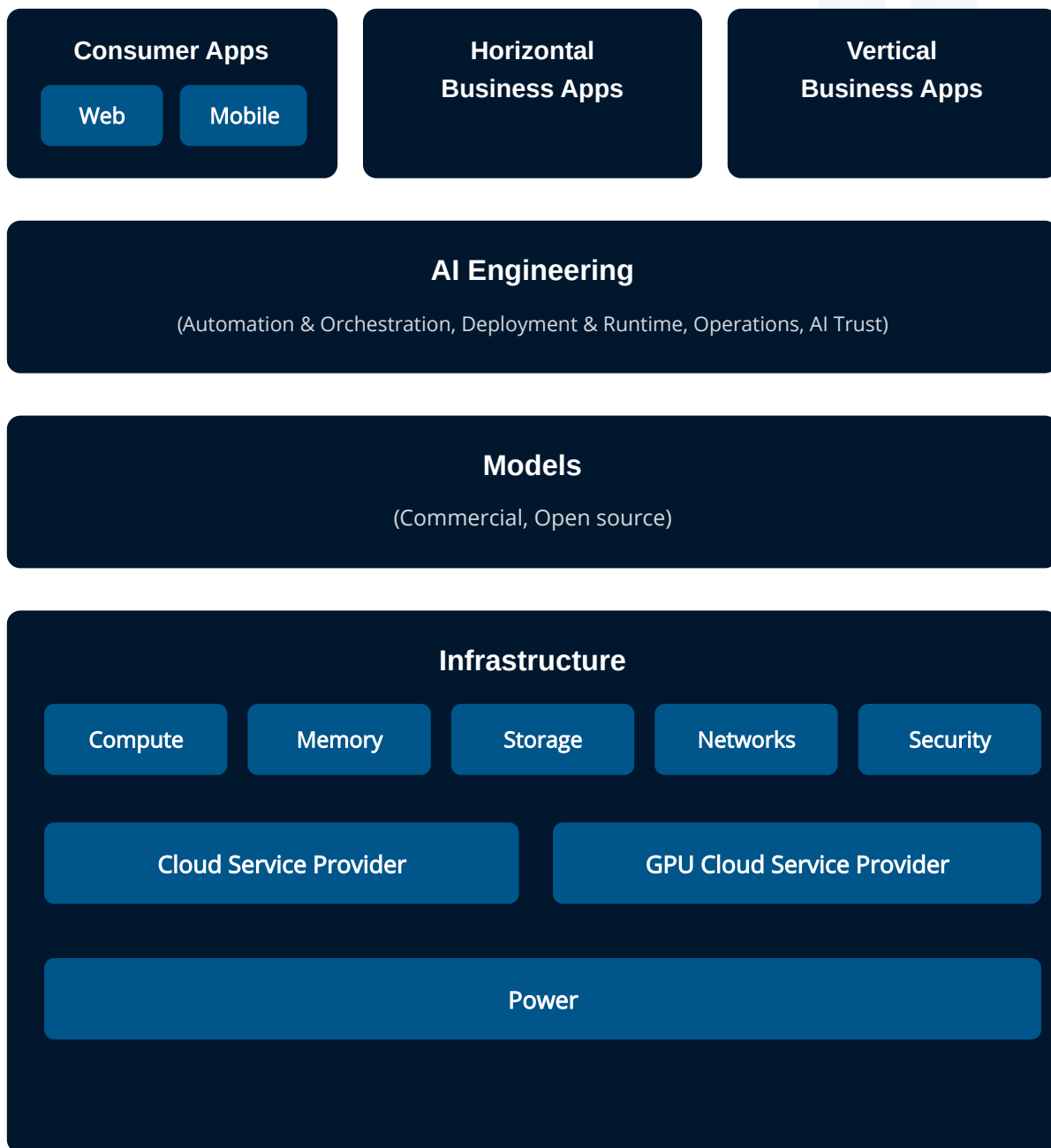


Human Empowerment Leader

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 Sales Products

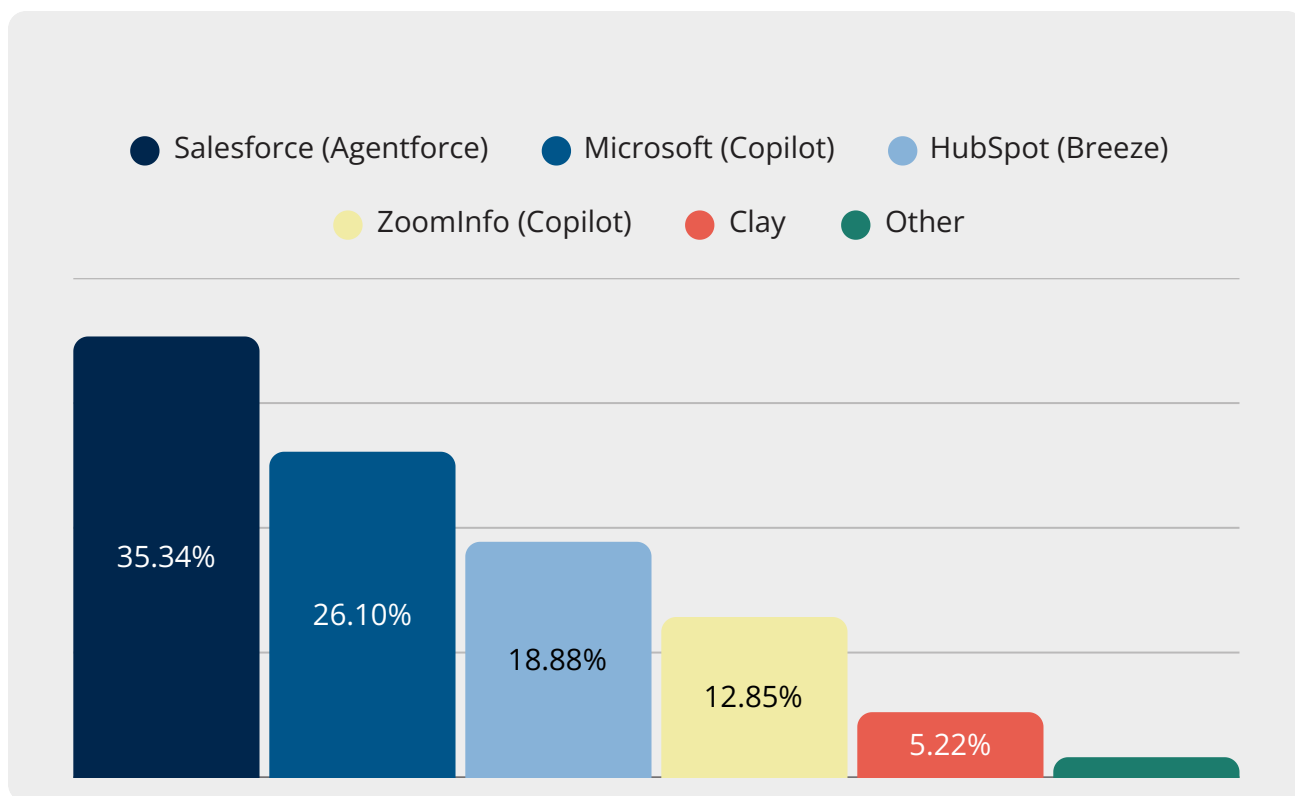
Survey Results

Category	Product
Sales	Sales Assistants
Sales	Sales Intelligence and Prospecting
Sales	Call Transcription and Analytics
Sales	Buyer Intent Data
Sales	Website Visitor Identification
Sales	Configure Price Quote (CPQ)
Sales	Sales Compensation Management
Sales	Sales Enablement
Sales	Sales Engagement
Sales	Sales Forecasting

AI Sales Assistant



Salesforce Agentforce led the AI Sales Assistant Market Leader category with 35.34% of votes, establishing a clear lead over Microsoft Copilot at 26.10% and HubSpot Breeze at 18.88%. The results show strong market consolidation around established enterprise platforms with deep CRM integration and broad customer adoption across global sales organizations and workflows.

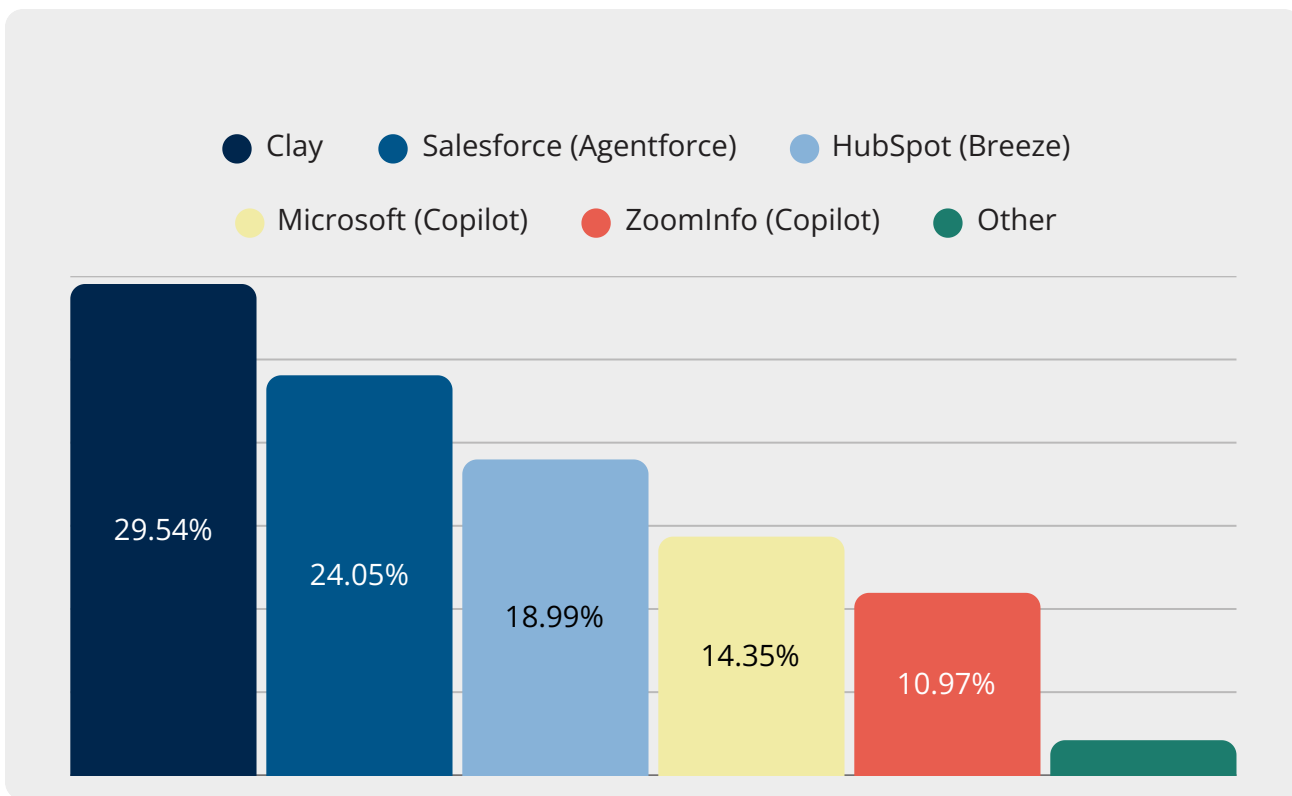


Voters likely preferred Salesforce due to its entrenched position as the system of record for sales teams, combined with native AI integration. Agentforce benefits from Salesforce’s ecosystem, data depth, and workflow automation capabilities. Its ability to embed AI directly into existing sales processes makes it the safest and most scalable choice for enterprises.

AI Sales Assistant



Clay led the Intelligence & Innovation category with 29.54% of votes, narrowly ahead of Salesforce at 24.05% and HubSpot at 18.99%. The results highlight a shift toward emerging platforms that prioritize advanced data enrichment, automation, and creative prospecting workflows over traditional CRM-centric approaches.

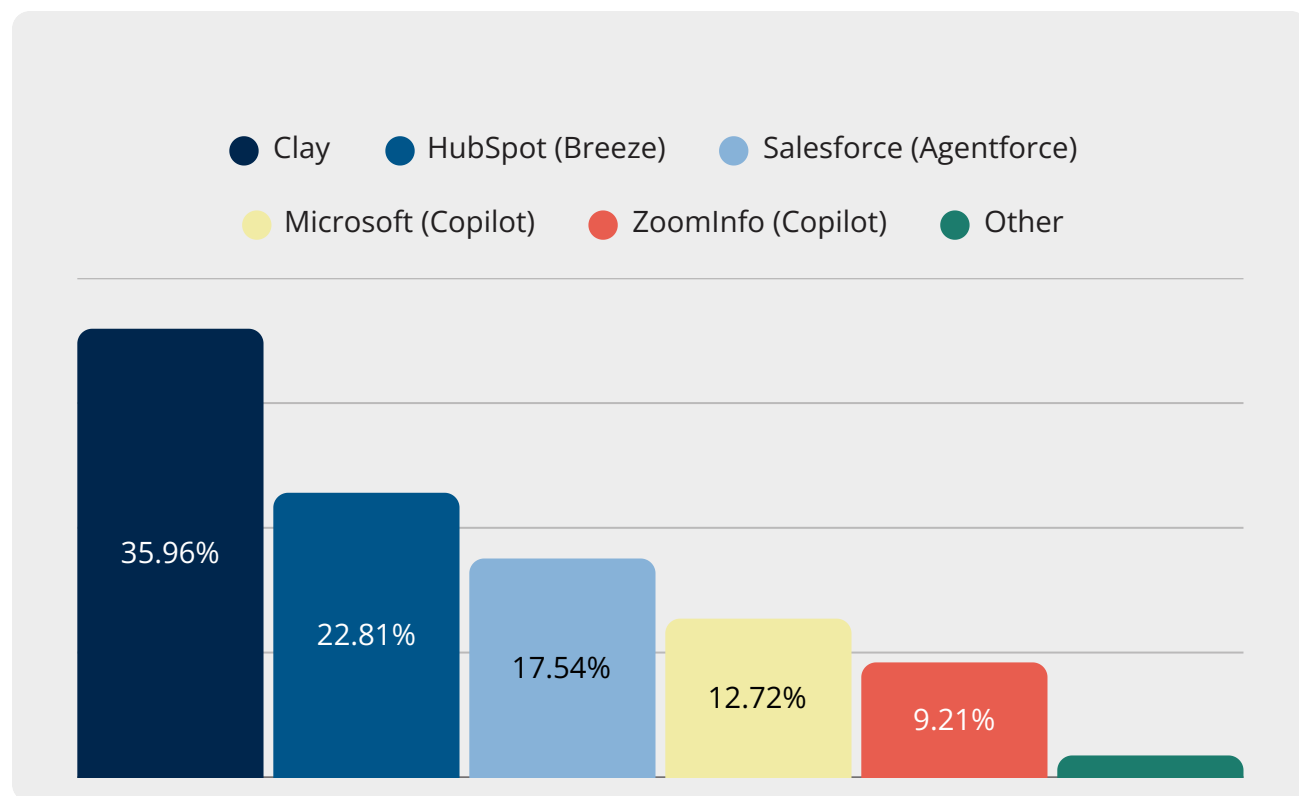


Voters likely favored Clay for its cutting-edge approach to outbound sales automation and data orchestration. Clay's ability to combine multiple data sources, automate enrichment, and enable highly customized workflows positions it as an innovation leader. Its flexibility and developer-like control appeal to modern growth teams smarter, data-driven prospecting strategies.

AI Sales Assistant



Clay dominated the Creativity & Expression category with 35.96% of votes. This category reflects the growing importance of personalization, messaging quality, and creative outreach in AI-driven sales workflows, where differentiation increasingly depends on how effectively tools enable unique engagement strategies.

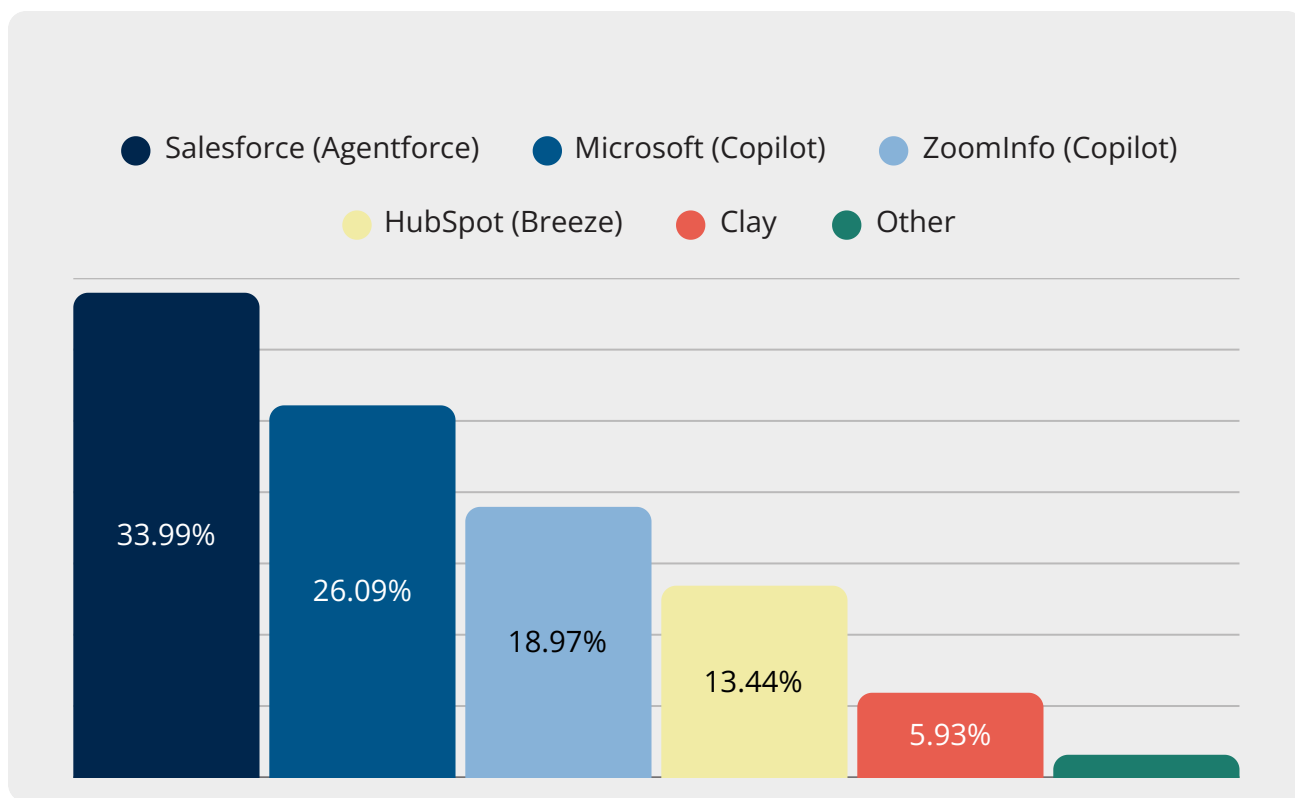


Voters likely chose Clay because it empowers users to design highly personalized and dynamic outreach workflows. Its flexible architecture supports creative experimentation, allowing teams to craft tailored messaging at scale. Clay enables a blend of automation and customization, making it ideal for teams focused on standing out in crowded sales environments.

AI Sales Assistant



Salesforce Agentforce led the Accuracy & Trust category with 33.99% of votes, These results underscore the importance of data integrity, reliability, and enterprise-grade performance in AI sales tools, especially for organizations managing large-scale customer relationships and revenue pipelines.

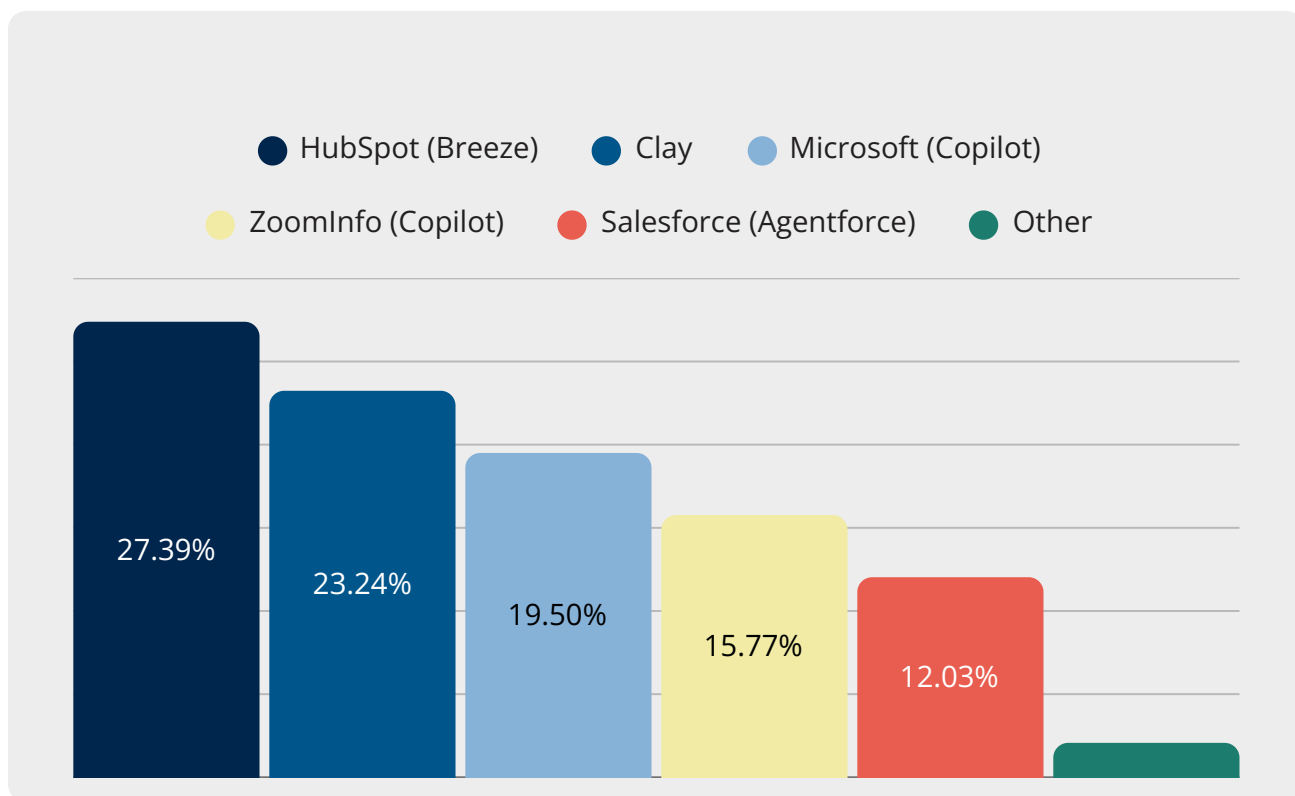


Voters likely preferred Salesforce due to its reputation for data quality, governance, and enterprise reliability. Agentforce operates within a highly structured CRM environment, ensuring consistent and auditable outputs. This foundation builds trust with users who depend on accurate insights and recommendations, particularly in high-stakes sales scenarios where errors can directly impact revenue outcomes.

AI Sales Assistant



HubSpot Breeze led the Human Empowerment category with 27.39% of votes, followed by Clay at 23.24% and Microsoft Copilot at 19.50%. The results highlight a growing emphasis on tools that enhance user productivity, simplify workflows, and make AI accessible to a broader range of sales professionals.



Voters likely selected HubSpot because of its intuitive user experience and focus on empowering non-technical users. Breeze integrates AI seamlessly into everyday sales and marketing workflows, reducing complexity while enhancing productivity. Its ease of use and accessibility make it especially appealing to teams seeking immediate value without requiring deep technical expertise or extensive customization.

Looking Forward



Predictions

1. AI Sales Assistants will evolve into autonomous revenue agents

Sales assistants will move beyond copilots into semi-autonomous agents that prospect, personalize outreach, and manage follow-ups with minimal human input. This shift will favor platforms that combine workflow orchestration, memory, and execution.

As autonomy increases, brand leadership will shift toward vendors perceived as delivering measurable pipeline impact, not just productivity gains.

2. The control point will shift from CRM systems to AI workflow layers

While CRM platforms like Salesforce dominate today, the center of gravity is moving toward flexible AI orchestration layers such as Clay and agent frameworks. These platforms sit above systems of record and control how data, models, and actions flow.

Brand leadership perception will increasingly favor vendors seen as the “operating system” for sales automation rather than the database of record.

3. Trust, data quality, and explainability will become decisive differentiators

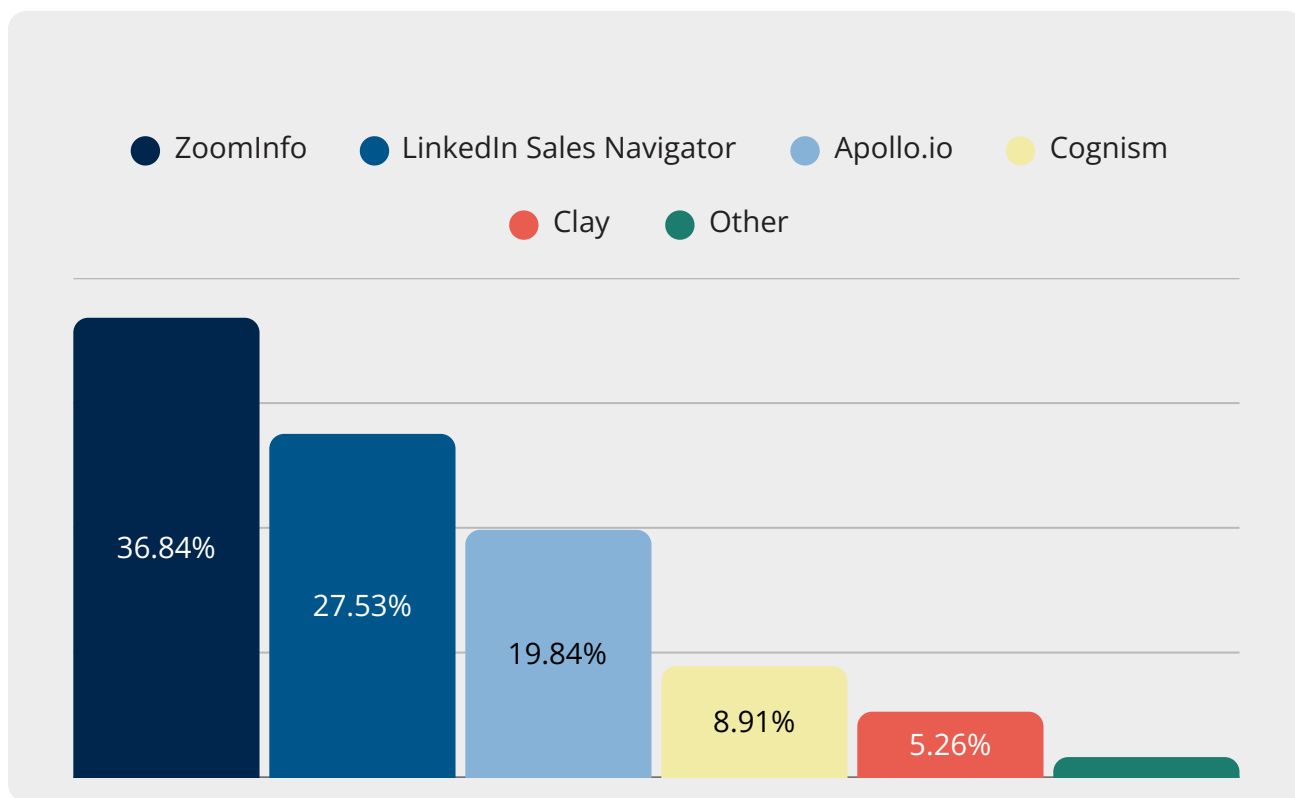
As AI-generated outreach scales, concerns around accuracy, hallucination, and brand risk will intensify. Vendors that can prove data provenance, ensure message accuracy, and provide explainable outputs will gain an edge.

Brand leadership will increasingly be defined by trust signals—governance, reliability, and auditability—rather than just innovation or feature velocity.

AI Sales Intelligence & Prospecting



ZoomInfo led the Market Leader category with 36.84% of votes, ahead of LinkedIn Sales Navigator at 27.53% and Apollo.io at 19.84%. The results reflect continued dominance by established data providers, with ZoomInfo maintaining a strong lead driven by its scale, brand recognition, and widespread adoption across enterprise sales organizations globally.

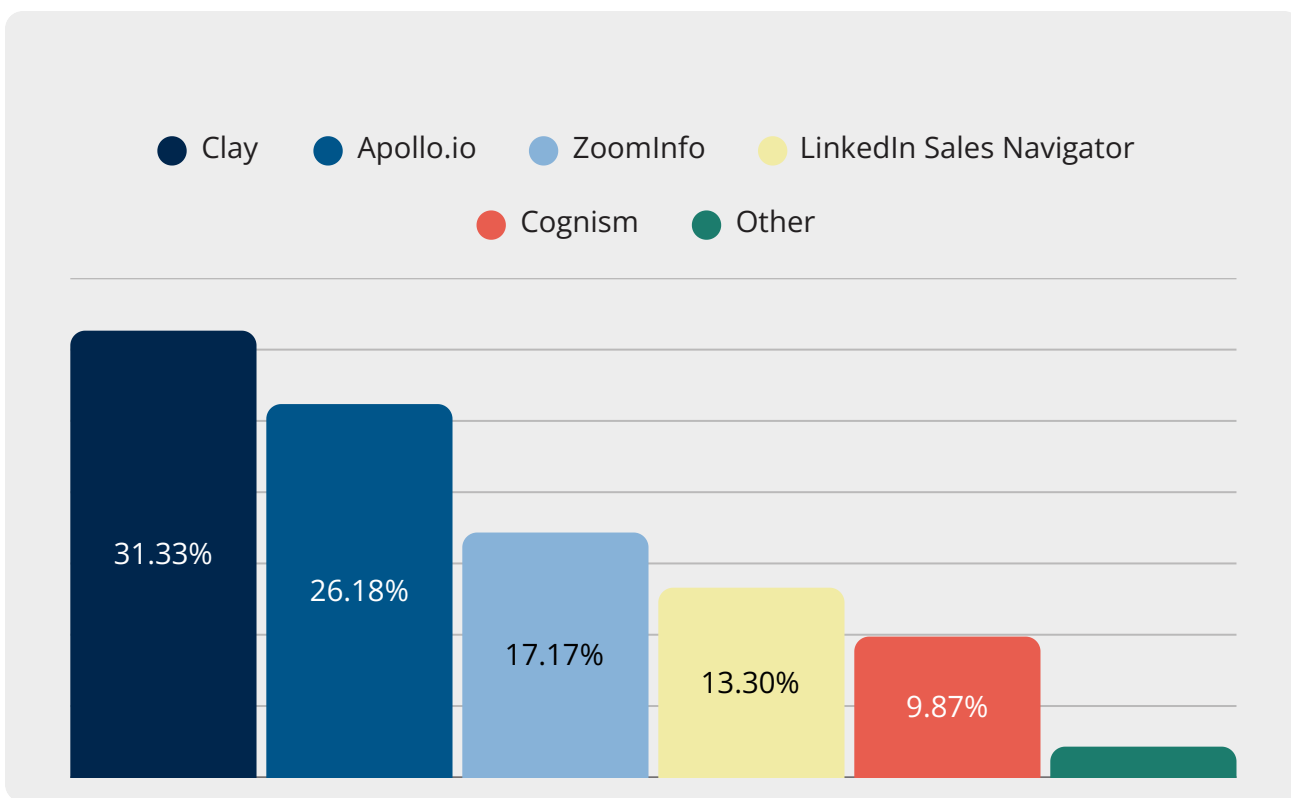


Voters likely preferred ZoomInfo due to its extensive database, strong brand presence, and proven ability to deliver actionable sales intelligence at scale. Its comprehensive coverage of contacts and companies, combined with enrichment and intent data, makes it a reliable foundation for prospecting and the default platform for building and maintaining high-quality sales pipelines.

AI Sales Intelligence & Prospecting



Clay led the Intelligence & Innovation category with 31.33% of votes, followed by Apollo.io at 26.18% and ZoomInfo at 17.17%. LinkedIn and Cognism ranked lower. The results highlight growing momentum behind AI-native platforms that prioritize automation, data orchestration, and flexible workflows over traditional static databases in modern prospecting strategies.

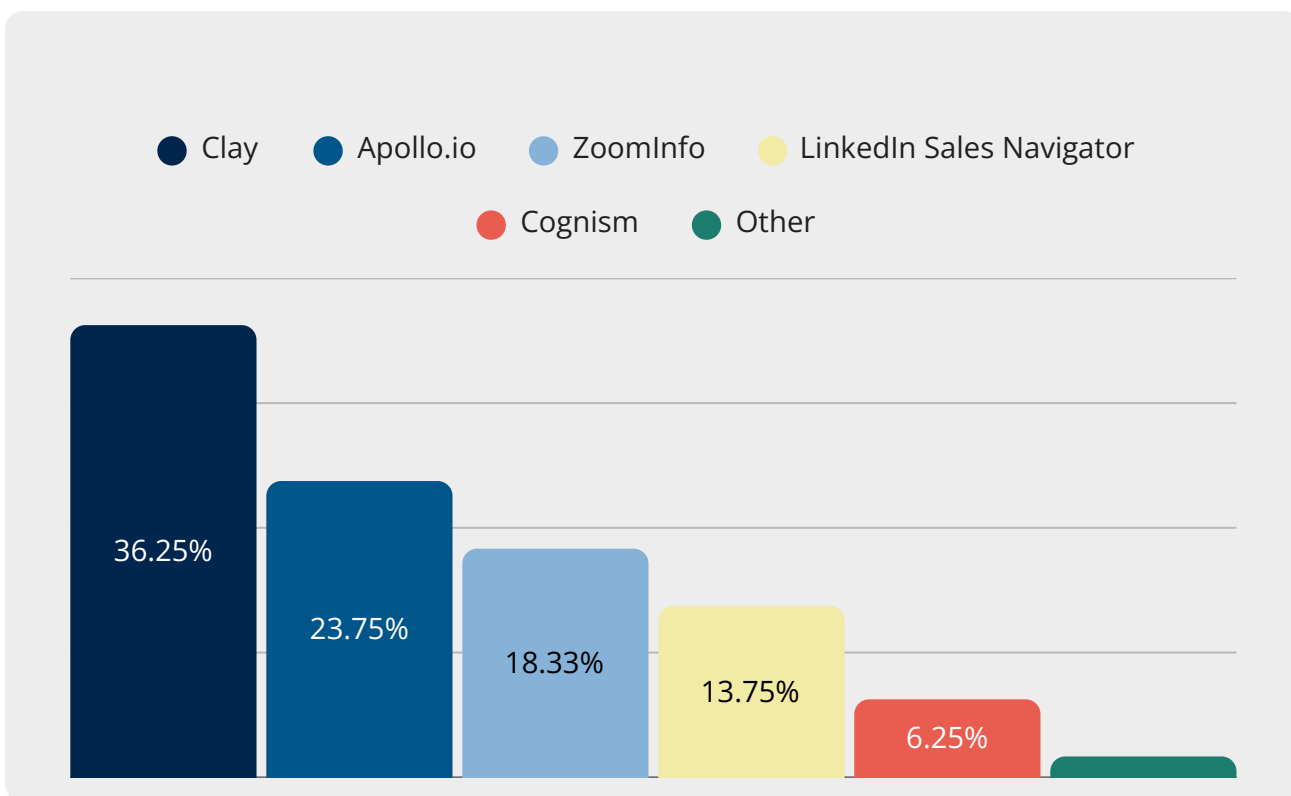


Voters likely favored Clay for its ability to unify multiple data sources and automate complex prospecting workflows. Its programmable approach allows users to build highly customized enrichment and outreach pipelines. This flexibility, combined with AI-driven intelligence, positions Clay as a leader in innovation.

AI Sales Intelligence & Prospecting



Clay dominated the Creativity & Expression category with 36.25% of votes, significantly ahead of Apollo.io at 23.75% and ZoomInfo at 18.33%. LinkedIn and Cognism followed. This category reflects the importance of crafting differentiated outreach strategies, where personalization and creative engagement are increasingly critical to breaking through buyer fatigue.

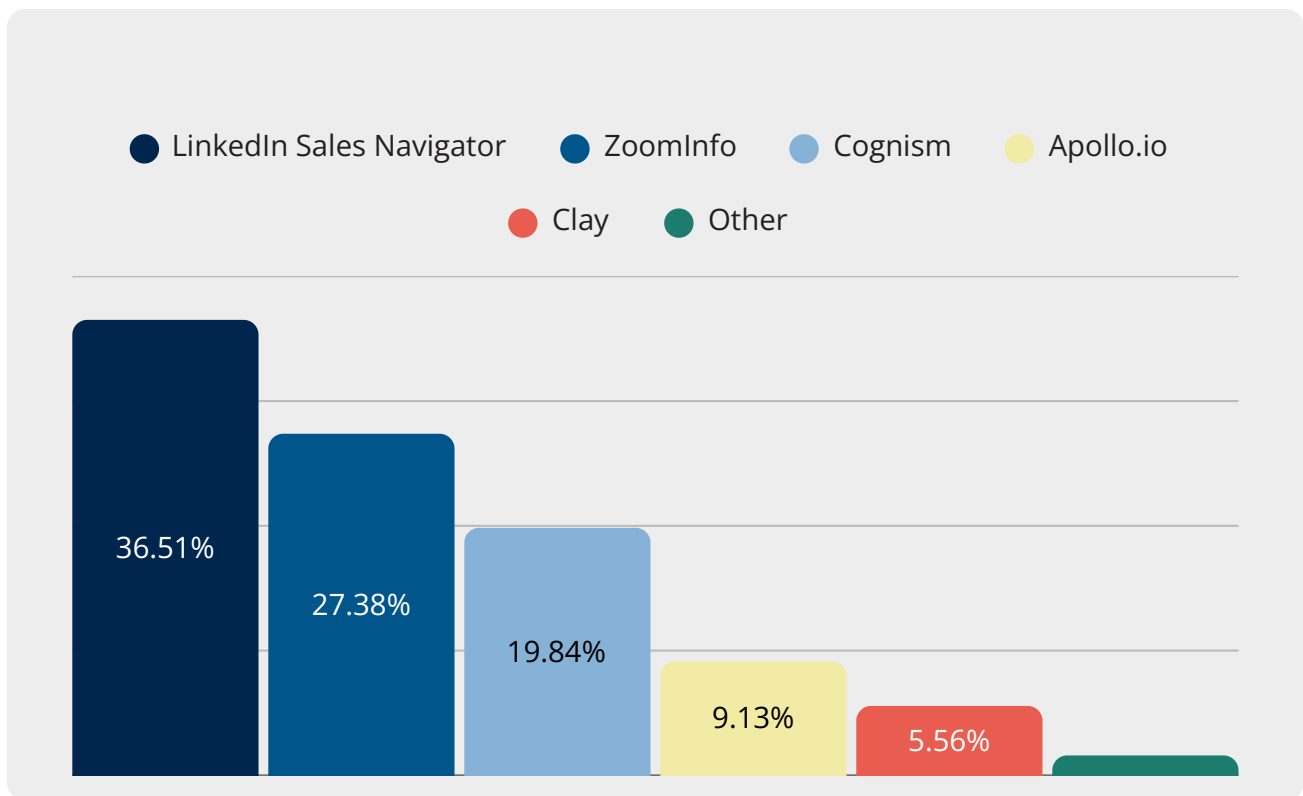


Voters likely chose Clay because it enables highly personalized and dynamic prospecting workflows. Its flexible architecture supports creative experimentation, allowing teams to tailor messaging and targeting strategies at scale. Clay empowers users to design unique engagement approaches, valuable for teams focused on standing out in competitive markets.

AI Sales Intelligence & Prospecting



LinkedIn Sales Navigator led the Accuracy & Trust category with 36.51% of votes, followed by ZoomInfo at 27.38% and Cognism at 19.84%. The results emphasize the importance of data reliability and real-time accuracy, particularly in environments where outdated or incorrect information can undermine sales effectiveness.



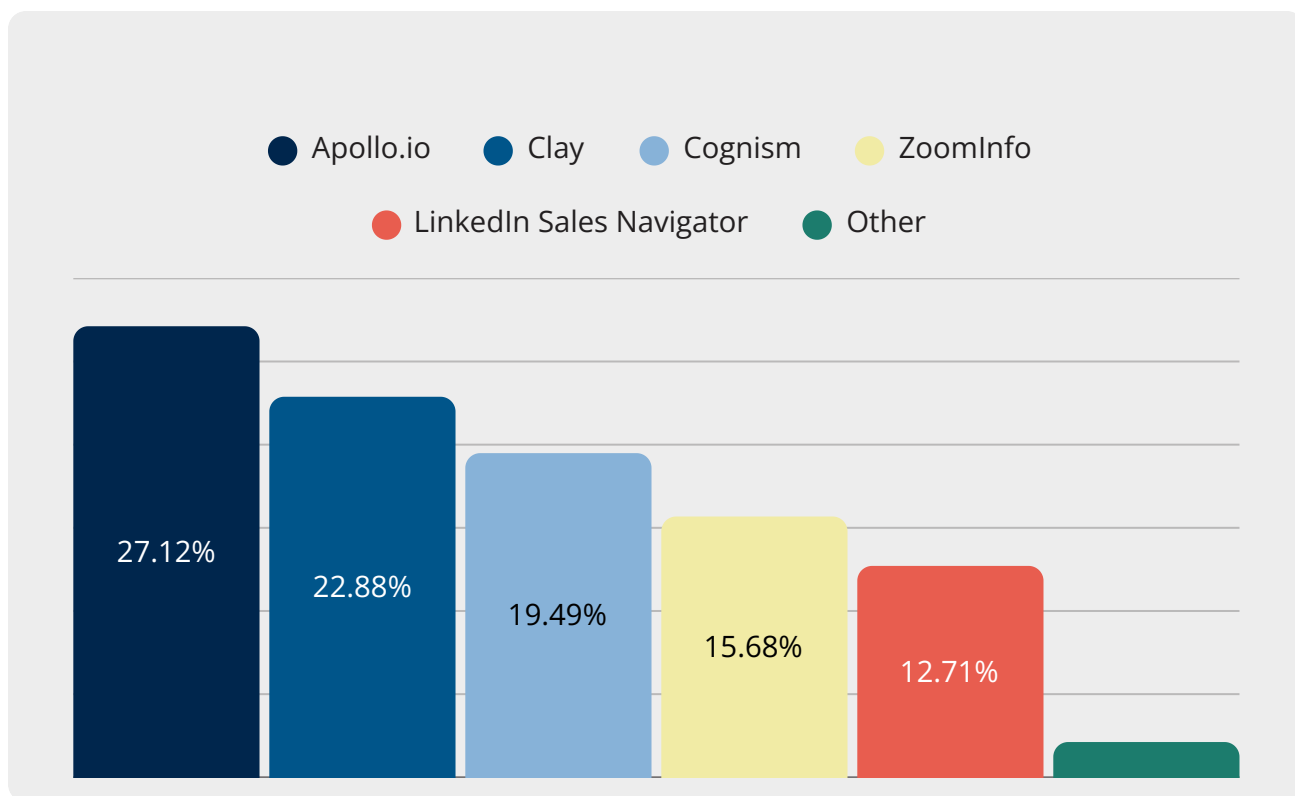
Voters likely preferred LinkedIn Sales Navigator due to its direct integration with the LinkedIn network, providing continuously updated, user-verified data. This real-time accuracy builds trust, especially for relationship-based selling. Its ability to reflect current roles, connections, and activity gives it a credibility advantage over third-party aggregated databases in high-trust sales environments.



AI Sales Intelligence & Prospecting



Apollo.io led the Human Empowerment category with 27.12% of votes, followed by Clay at 22.88% and Cognism at 19.49%. The results highlight increasing demand for platforms that enhance productivity, streamline workflows, and enable sales teams to operate more efficiently without adding complexity.



Voters likely selected Apollo.io because it combines data, sequencing, and automation into a unified, easy-to-use platform. Its all-in-one approach reduces friction and enables users to move from prospecting to outreach seamlessly. This focus on workflow efficiency makes it particularly appealing to teams seeking immediate productivity gains without requiring extensive customization or technical expertise.



Looking Forward



Predictions

1. Data platforms will evolve into AI execution engines

Sales intelligence platforms will move beyond data aggregation to become full execution layers that automate prospecting and outreach. Vendors that combine data, workflows, and AI-driven actions will redefine the category.

Brand leadership will shift toward platforms perceived as driving revenue outcomes, not just providing data.

2. Real-time, first-party data will outperform aggregated datasets

As accuracy becomes more critical, platforms with access to real-time, first-party data—such as LinkedIn—will gain influence. Static databases will face increasing scrutiny.

Brand leadership will increasingly be defined by trust, freshness, and verifiability of data rather than sheer volume or coverage.

3. Customization and orchestration will define innovation leaders

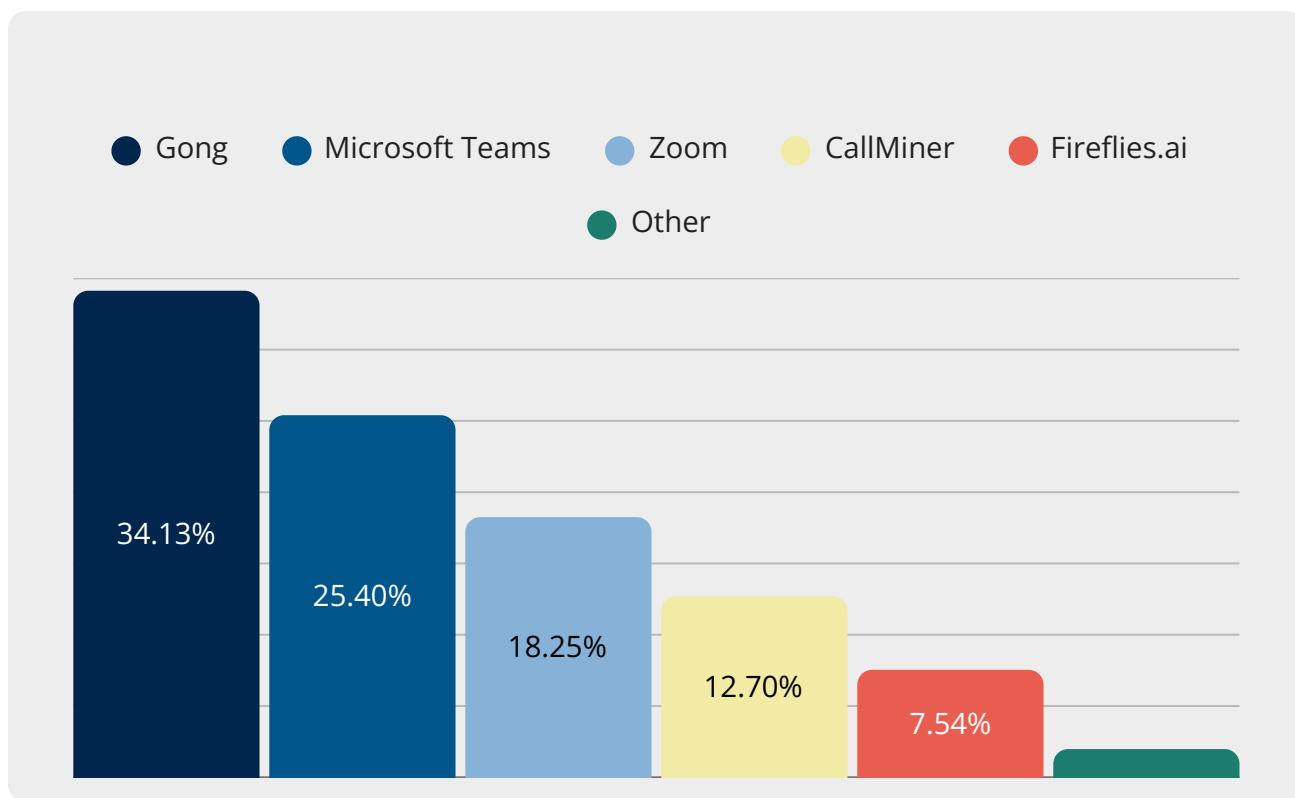
The rise of programmable workflows and data orchestration platforms like Clay signals a shift toward flexible, user-defined systems. Teams want control over how data is sourced, enriched, and activated.

Brand leadership in innovation will favor vendors that enable customization and integration across the AI sales stack.

AI Call Transcription & Analytics



The sales and marketing community voted Gong as the Market Leader with 34.1% of votes, compared to 25.4% for Microsoft Teams. The 8.7-point spread indicates a clear leadership position, but not an overwhelming dominance. The top three vendors collectively capture nearly 78% of the vote, suggesting a consolidated but competitive market structure.

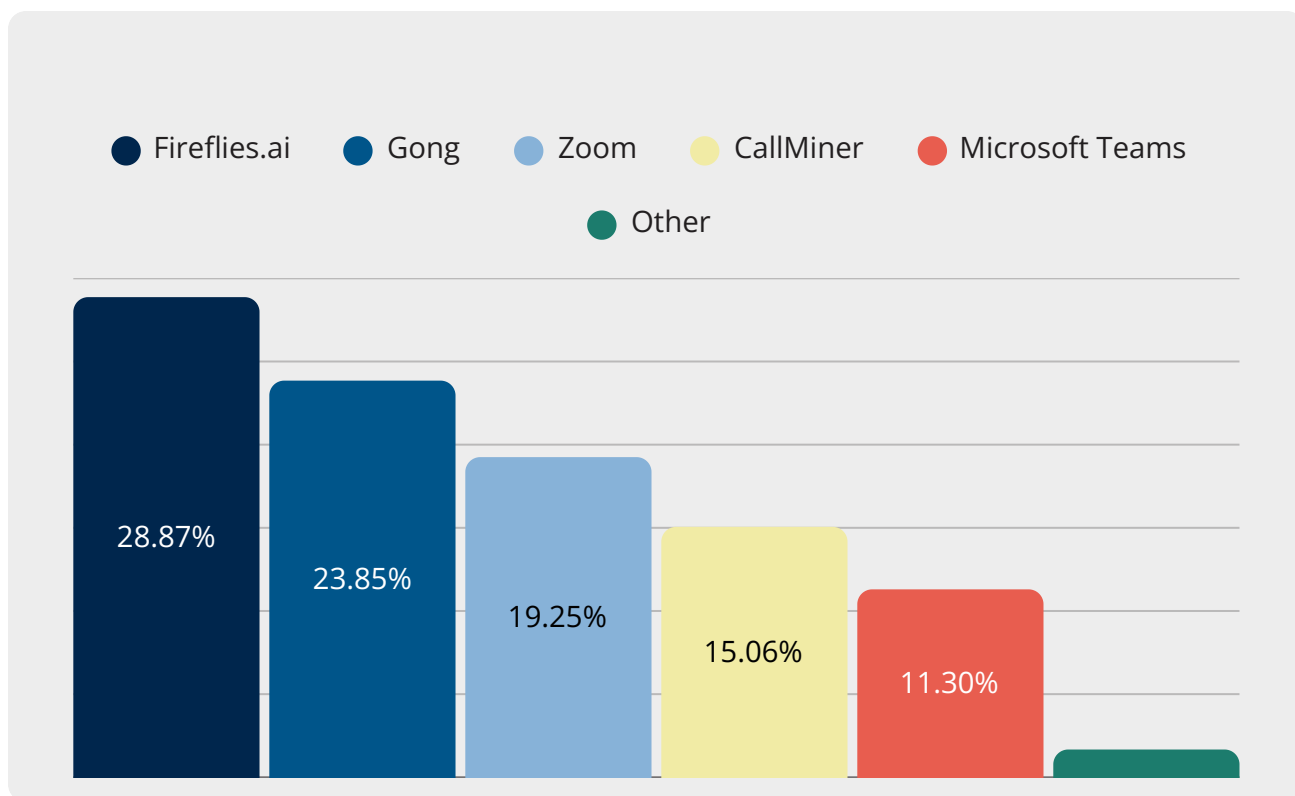


Gong's leadership is driven by its category-defining position in revenue intelligence, where it goes beyond transcription to deliver deep insights into sales conversations, deal health, and pipeline risk. Gong is perceived as purpose-built for sales performance optimization and its ability to tie conversation data directly to revenue outcomes gives it a strategic advantage with sales organizations.

AI Call Transcription & Analytics



Fireflies.ai leads in Innovation with 28.9% of votes, followed by Gong at 23.9% and Zoom at 19.3%. The 5-point spread suggests a competitive innovation landscape, but with Fireflies.ai clearly perceived as pushing the category forward. Notably, Microsoft Teams ranks lower at 11.3%, indicating that while it is trusted, it is not seen as leading innovation.

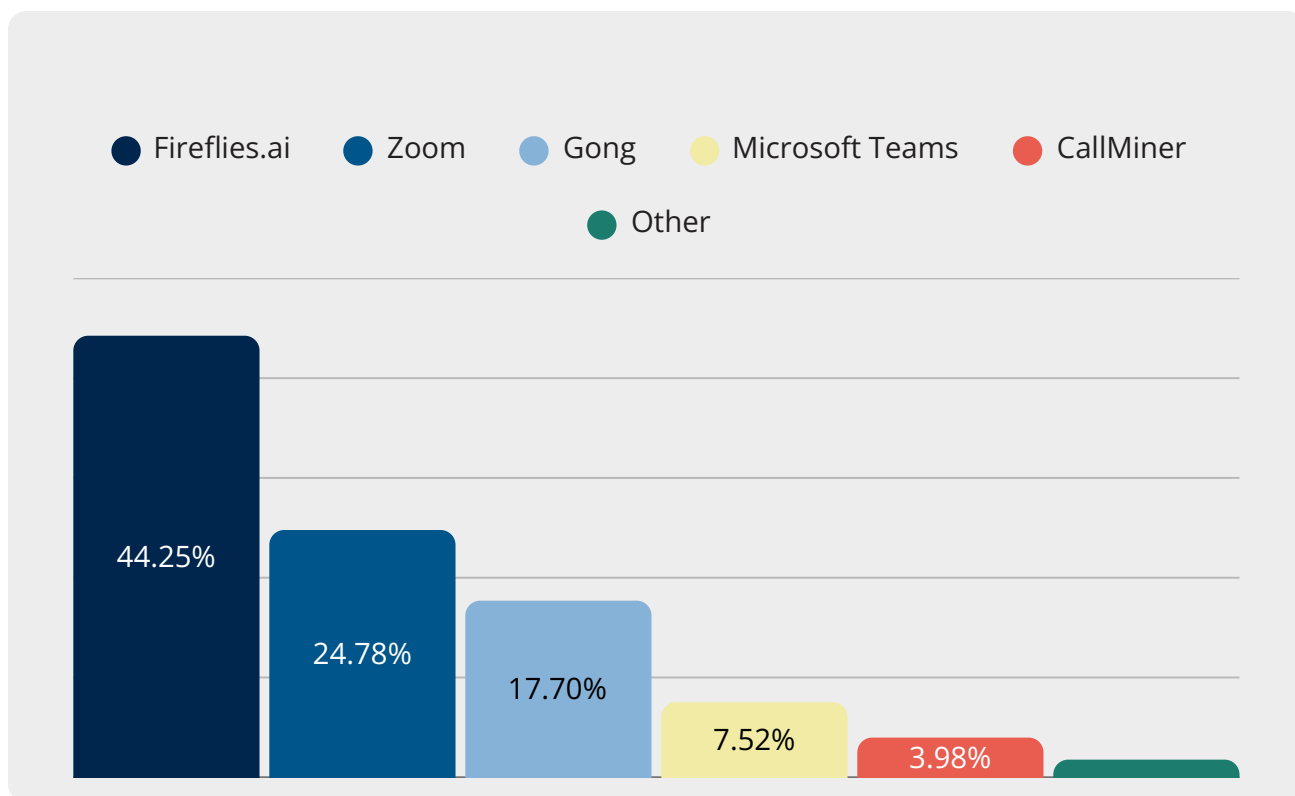


Fireflies.ai's innovation leadership reflects its focus on AI-driven automation, meeting summarization, searchable knowledge, and workflow integration. Its ability to turn conversations into structured insights and automate follow-ups resonates strongly with users. Gong ranking second in innovation indicates that AI-native challengers are shaping the future of the category faster than incumbents.

AI Call Transcription & Analytics



Fireflies.ai dominates the Creativity & Expression category with 44.3% of votes, far ahead of Zoom at 24.8% and Gong at 17.7%. The 19.5-point spread represents one of the most decisive leadership positions across all categories, signaling that Fireflies.ai is widely recognized for its user experience, product design, and innovative ways of presenting and interacting with conversation data.

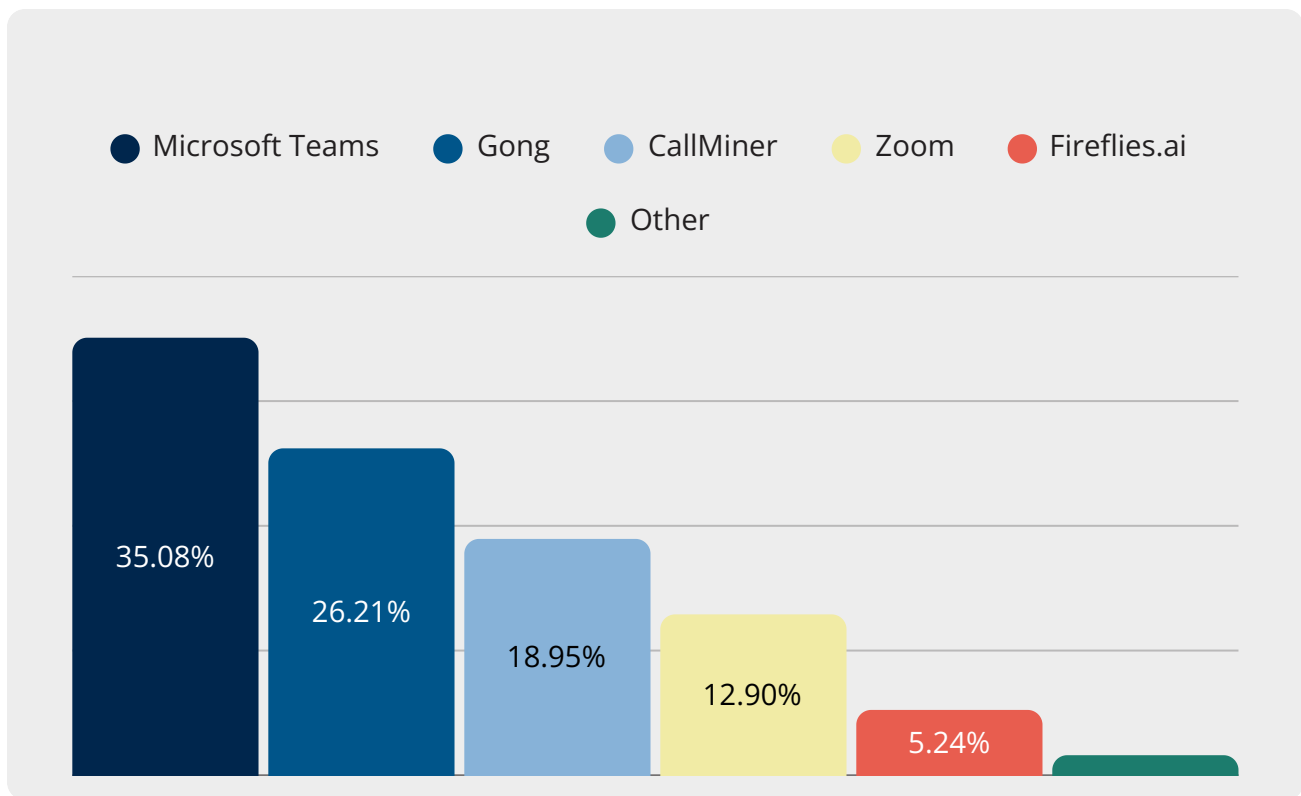


Votes for Creativity & Expression leadership likely stem from Fireflies.ai's emphasis on intuitive interfaces, flexible integrations, and creative ways to surface insights, such as dynamic summaries and conversational search. There is a strong correlation between innovation and creativity leadership, as Fireflies.ai leads both categories.

AI Call Transcription & Analytics



Microsoft Teams leads in Accuracy & Trust with 35.1% of votes, followed by Gong at 26.2% and CallMiner at 19.0%. The 8.9-point spread indicates a strong leadership position, particularly in a category where reliability and enterprise trust are critical. Fireflies.ai ranks significantly lower at 5.2%, highlighting a perception gap between innovation and trust.

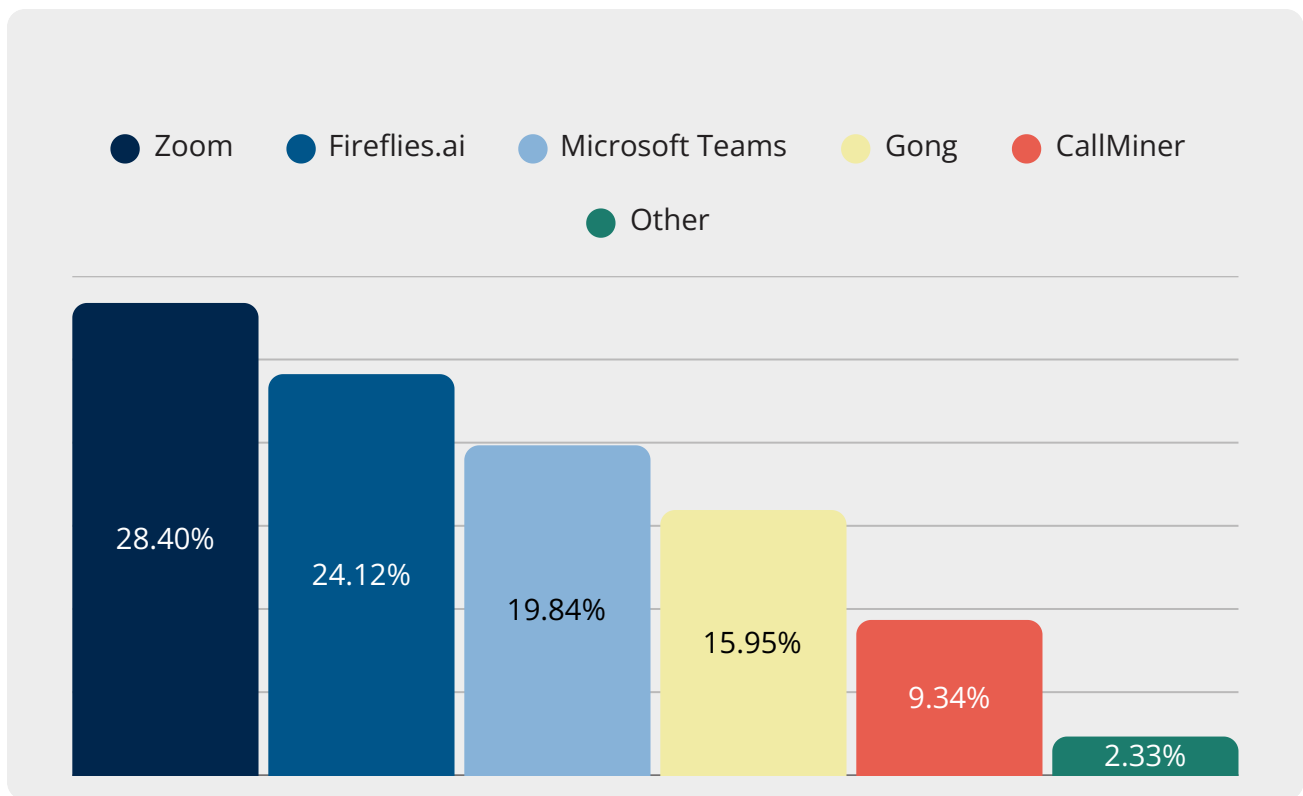


Microsoft Teams' leadership is driven by its enterprise-grade infrastructure, security, compliance, and global adoption, which make it a trusted platform for communication and transcription. In this category, trust remains a primary driver of adoption.

AI Call Transcription & Analytics



Zoom leads in Human Empowerment with 28.4% of votes, followed by Fireflies.ai at 24.1% and Microsoft Teams at 19.8%. The 4.3-point spread indicates a competitive category, where multiple vendors are recognized for enabling users to be more effective in their roles.



Zoom's leadership reflects its simplicity, accessibility, and widespread adoption, which empower users to collaborate and communicate effortlessly. Its intuitive design lowers barriers to entry, making it easier for teams to leverage transcription and analytics features without extensive training. There is limited correlation with market leadership, indicating that empowerment is driven by usability and workflow integration over market share.

Looking Forward

Predictions

1. The category will evolve from transcription tools to “AI conversation intelligence and action platforms.”

Call transcription will become a baseline feature, while differentiation shifts to real-time insights, coaching, and automated actions. Taxonomy will move from Call Transcription & Analytics to Conversation Intelligence & Revenue Action Platforms, and brand leader voting will prioritize vendors that drive measurable outcomes (e.g., pipeline growth, conversion rates) rather than just capturing data.

2. AI copilots will replace post-call analysis with in-call augmentation.

The next phase will embed AI directly into live conversations, providing real-time prompts, objection handling, and next-best actions during calls. This will redefine the category from retrospective analytics to in-the-moment performance optimization, requiring IT Brand Pulse to introduce subcategories such as Real-Time Sales Copilots.

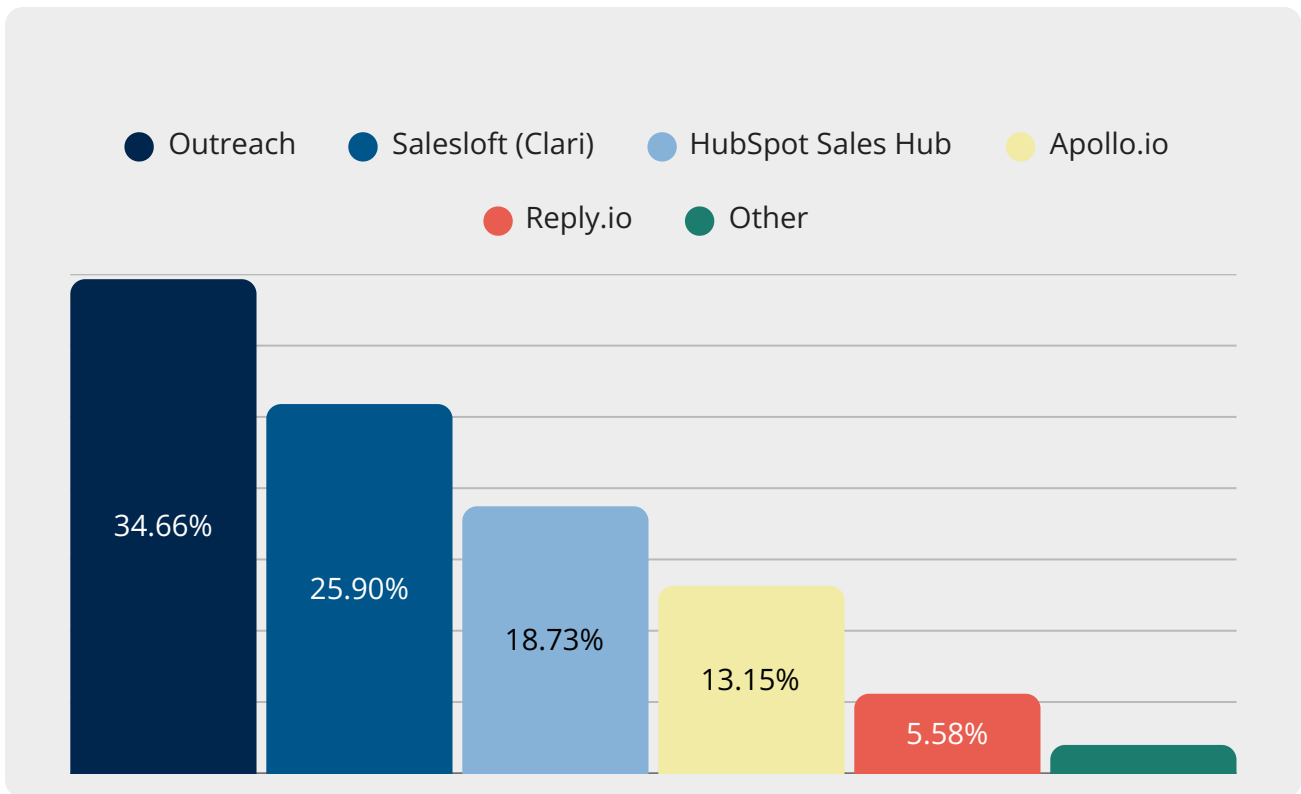
3. The category will split into “enterprise communication platforms” vs. “AI-native revenue intelligence systems.”

A structural divide will emerge between communication platforms (e.g., Microsoft Teams, Zoom) focused on scale, trust, and infrastructure; and AI-native intelligence platforms (e.g., Gong, Fireflies.ai) focused on insights, automation, and revenue impact.

Sales Engagement Platforms



Outreach is the Market Leader, receiving 87 of 251 votes, or 34.66%. Salesloft/Clari finished second with 25.90%, creating an 8.76-point spread. That is a meaningful lead, but not an overwhelming one. Outreach is clearly recognized as a category-defining brand, yet Salesloft/Clari remains close enough to indicate a two-horse race at the enterprise end of the market.

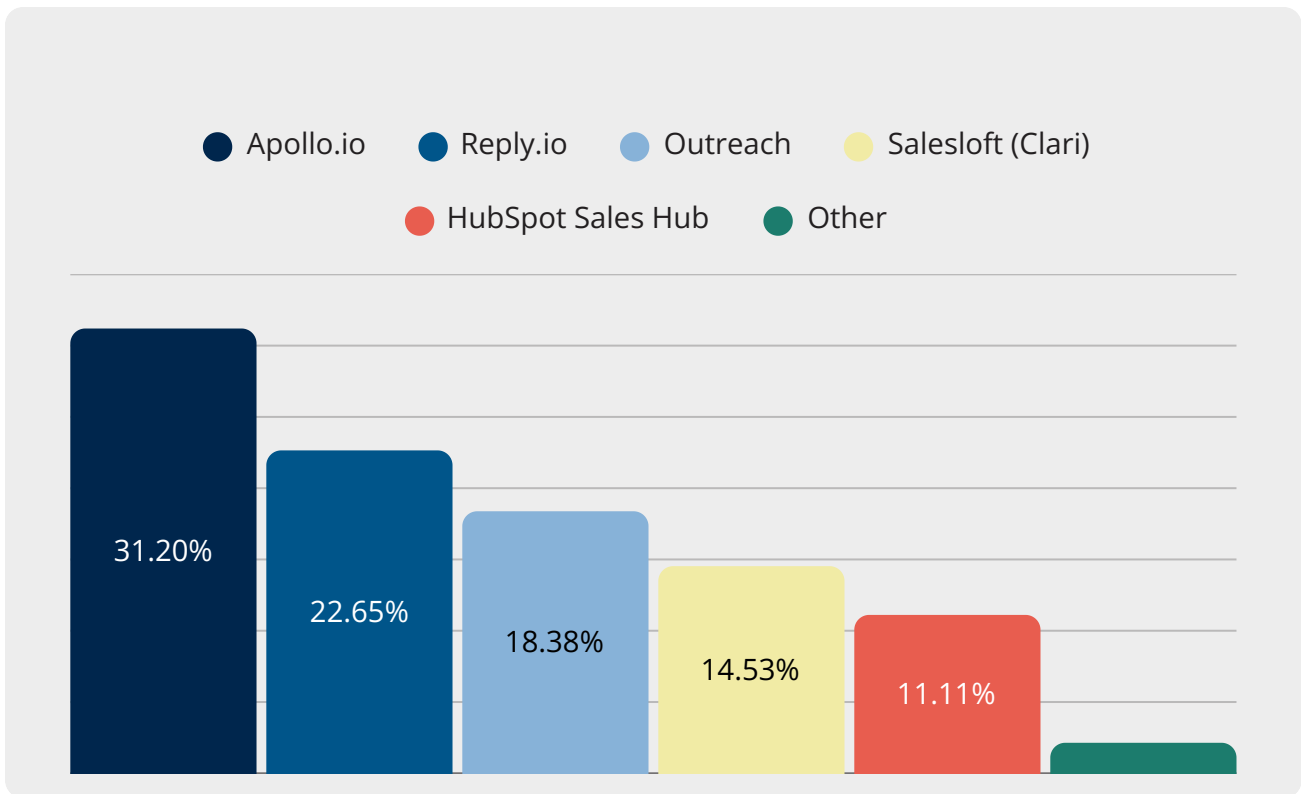


Outreach's lead likely reflects its long-standing association with enterprise sales engagement, and revenue workflows, and now AI-driven execution. Its recent positioning emphasizes AI agents, buyer signals, risk detection, workflow automation, and seller guidance, reinforcing the perception that Outreach is moving beyond traditional cadences into broader revenue orchestration.

Sales Engagement Platforms



Apollo.io leads Intelligence & Innovation with 73 of 234 votes, or 31.20%. Reply.io follows at 22.65%, giving Apollo.io an 8.55-point lead. This is one of the strongest signals in the survey because Apollo is not the Market Leader, yet it is the top innovation choice—showing that the community separates installed-base leadership from perceived AI/data innovation.

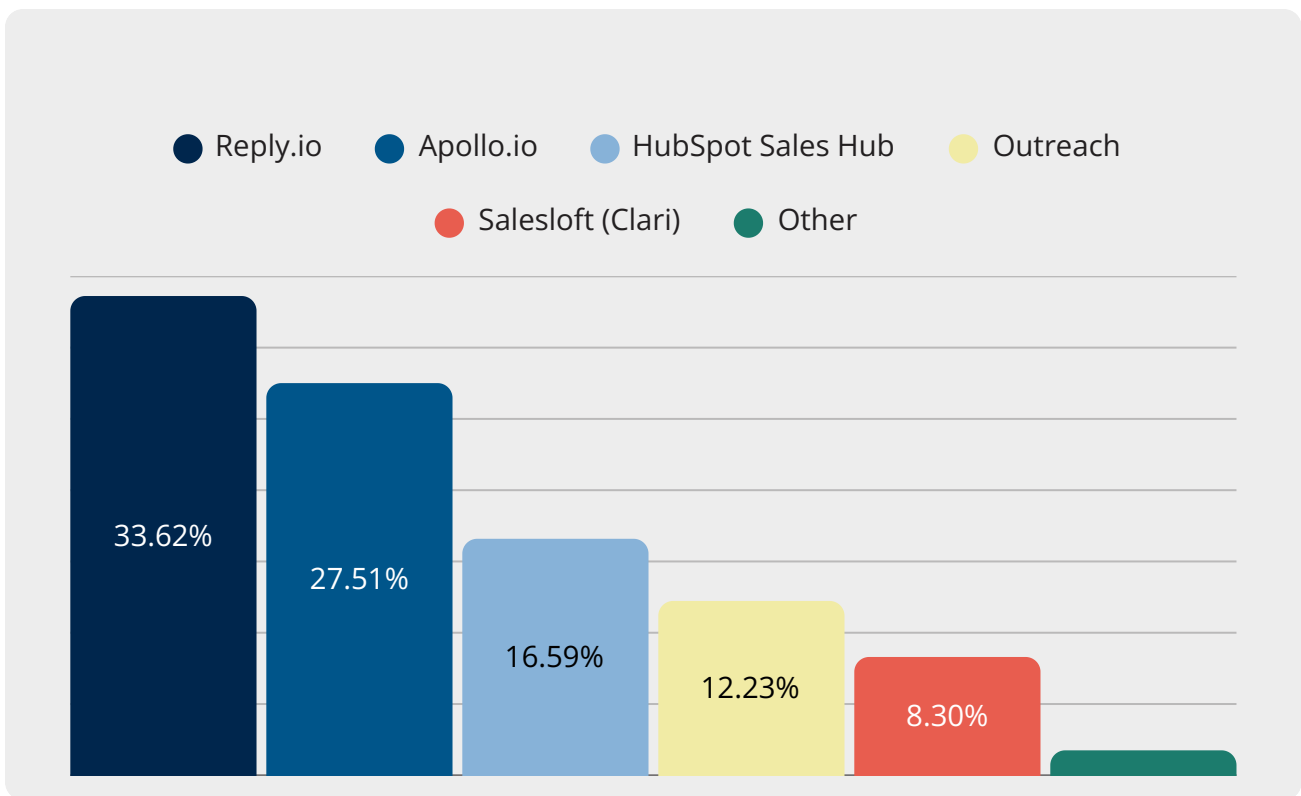


Voting for Apollo.io is likely tied to its unified combination of B2B data, prospecting, enrichment, sequencing, dialer, automation, and AI-assisted outreach. Apollo positions itself as an AI sales platform for prospecting, lead generation, engagement, and deal automation, with AI used to draft personalized messages and respond to buyer signals.

Sales Engagement Platforms



Reply.io leads Creativity & Expression with 77 of 229 votes, or 33.62%. Apollo.io is second at 27.51%, a 6.11-point spread. This is a competitive result, but Reply.io has a clear edge in how the market perceives creative outreach, campaign expression, messaging automation, and AI-powered prospect engagement.

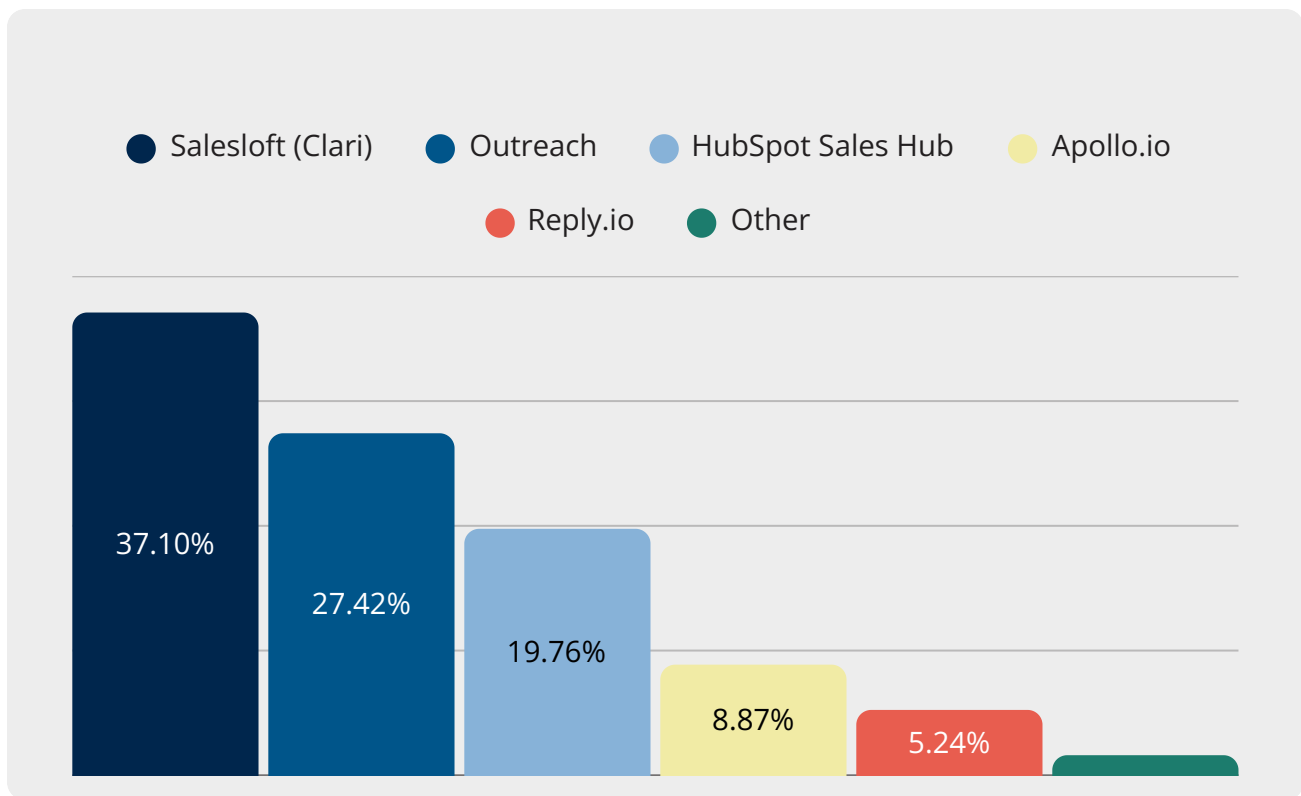


Reply.io's strength likely comes from its positioning around AI-powered multichannel outreach, automated follow-ups, meeting booking, unified inbox, and AI SDR capabilities. Its "AI Sales" and "AI SDR" messaging aligns well with creativity and expression because the value proposition centers on generating, adapting, and automating buyer-facing communication.

Sales Engagement Platforms



Salesloft/Clari leads Accuracy & Trust with 92 of 248 votes, or 37.10%. Outreach is second with 27.42%, creating a 9.68-point lead—the largest spread among the five categories. This suggests Salesloft/Clari has the strongest perceived trust position in the survey, particularly around enterprise governance, revenue data, forecasting, and disciplined execution.



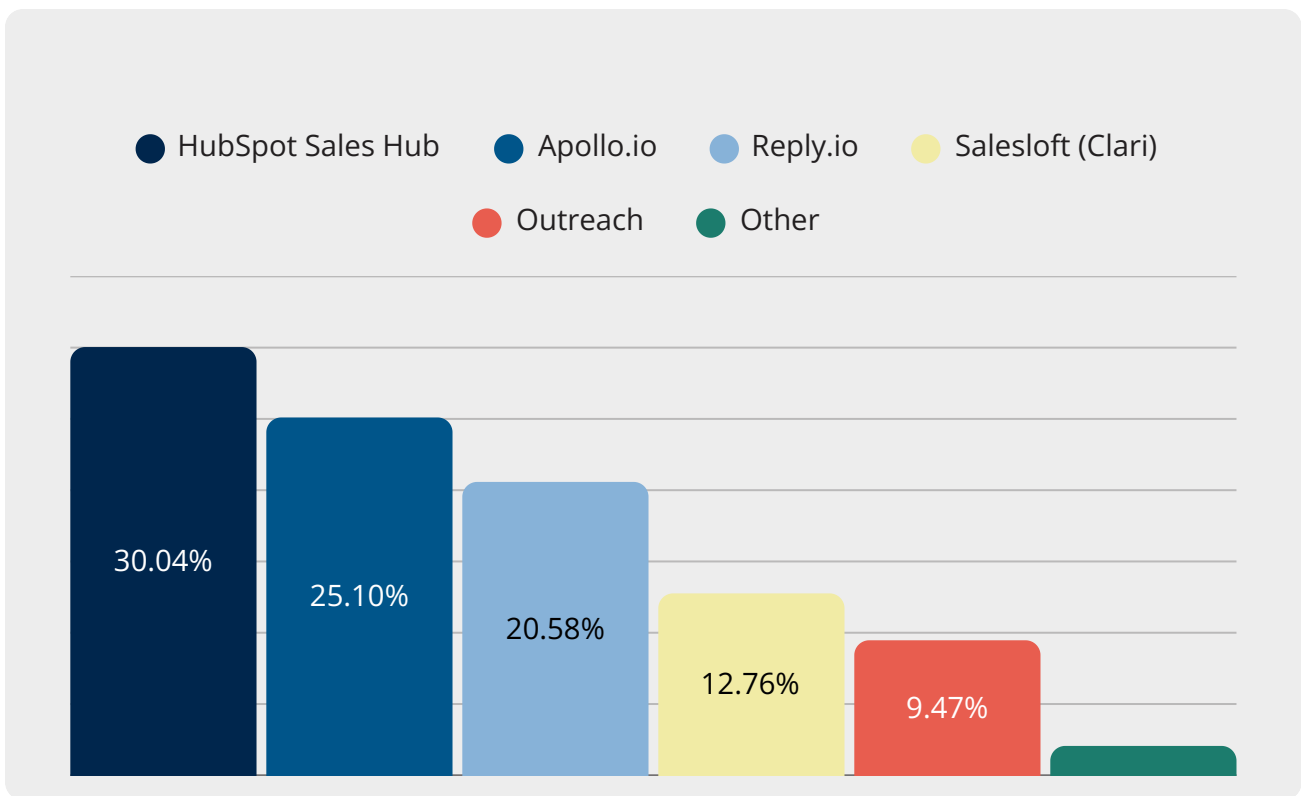
The result makes sense given Salesloft's combination with Clari and its positioning around revenue orchestration, forecasting, conversation intelligence, deal management, governance, AI controls, and execution. Clari/Salesloft also emphasizes connecting sales engagement to forecasting and pipeline workflows, which likely reinforces buyer confidence around accuracy, process control, and revenue predictability.



Sales Engagement Platforms



HubSpot Sales Hub leads Human Empowerment with 73 of 243 votes, or 30.04%. Apollo.io follows with 25.10%, a 4.94-point spread. This is the tightest leadership margin in the survey, indicating that the category is still actively contested around usability, accessibility, rep productivity, and helping humans perform better rather than simply automating them.



HubSpot's leadership here likely reflects its reputation for usability, integrated CRM workflows, and broad adoption among sales and marketing teams. In this dimension, the community appears to reward platforms that make sellers more capable, not just more automated. Apollo's strong second-place result shows that data-driven prospecting plus AI-assisted execution is also increasingly viewed as empowering for sales teams.

Looking Forward



Predictions

1. Sales Engagement will split into two taxonomies: “Revenue Orchestration Platforms” and “AI-Native Prospecting Platforms.”

Outreach and Salesloft/Clari will increasingly compete in enterprise revenue orchestration, while Apollo.io and Reply.io will define AI-native outbound, prospecting, and AI SDR workflows.

2. Brand Leader voting will shift from “best cadence tool” to “best AI revenue co-pilot.”

Future surveys should add categories such as AI Agent Leader, Buyer Signal Intelligence Leader, Revenue Workflow Automation Leader, and AI SDR Leader.

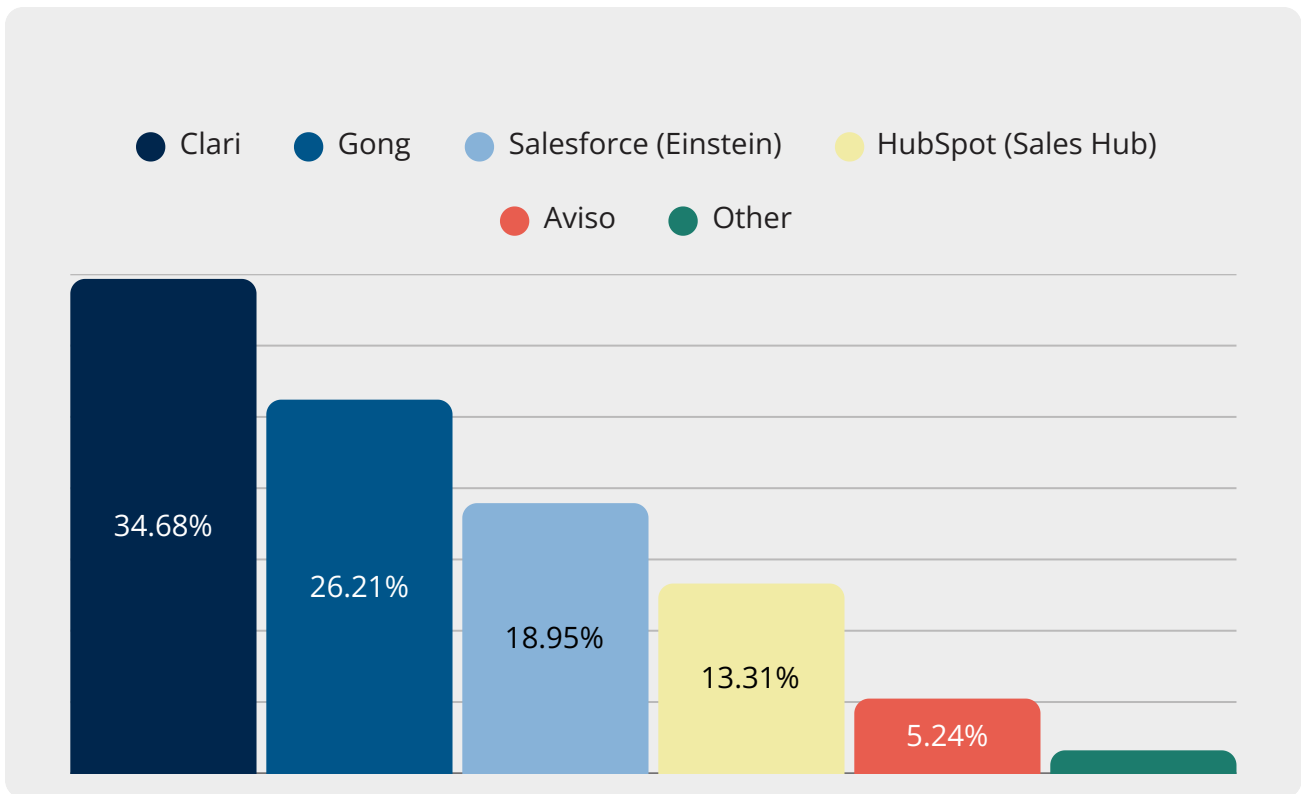
3. Trust will become the most important voting category as AI writes, recommends, and acts on behalf of sellers.

As platforms move from suggesting actions to executing them, future Brand Leader results will increasingly reward vendors with strong governance, explainability, CRM accuracy, permissioning, and human-in-the-loop controls.

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.



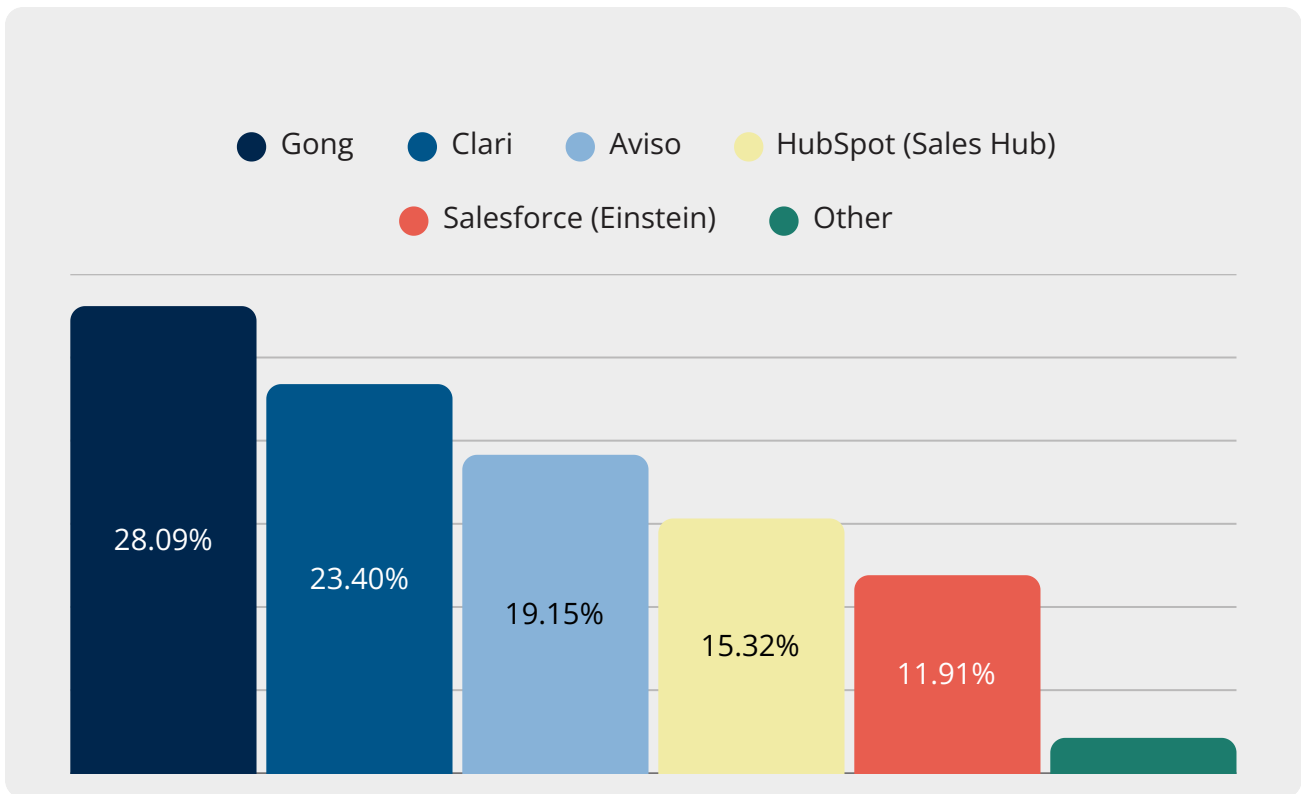
Clari's lead likely reflects its deep association with enterprise revenue forecasting, pipeline inspection, revenue cadence management, and forecast governance. Clari positions its platform around AI-powered revenue orchestration, forecast accuracy, pipeline risk visibility, and repeatable revenue cadences, 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.

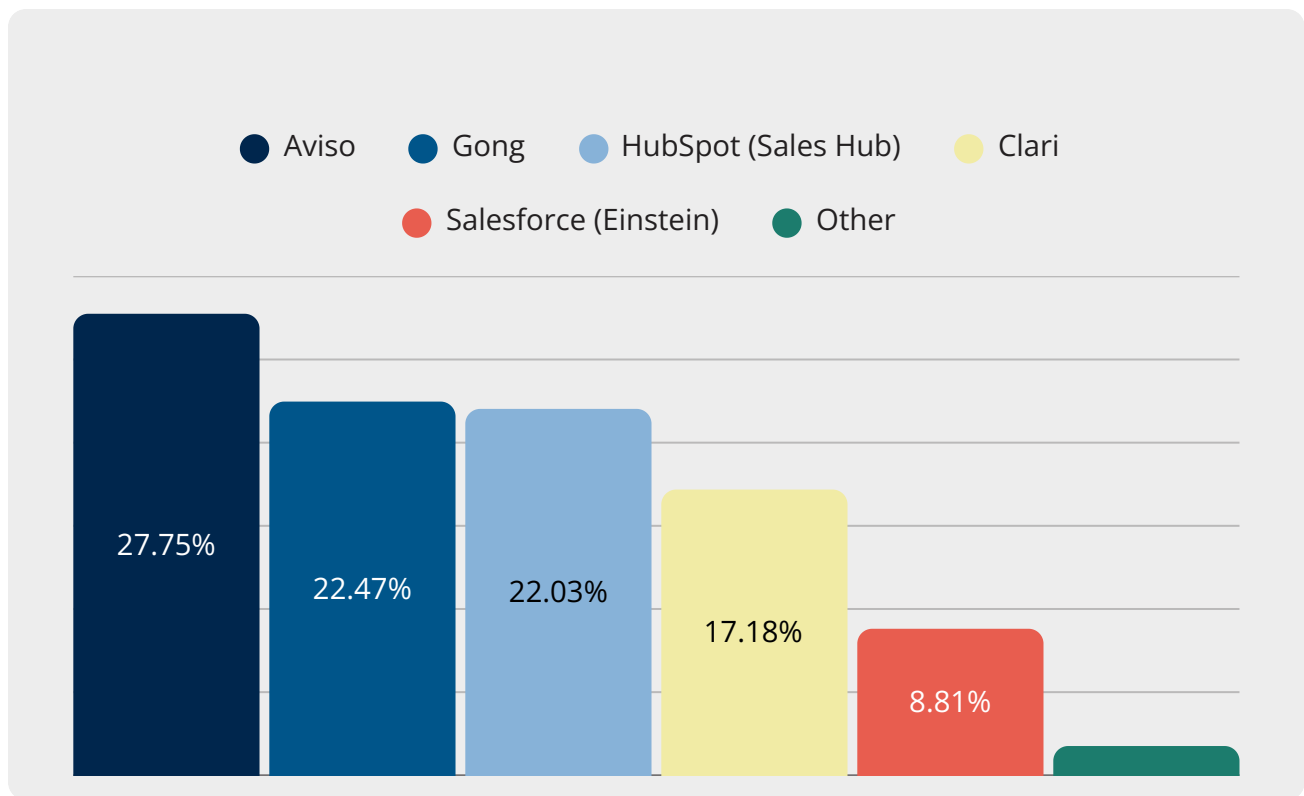


Perceptions of Gong leadership likely comes from its Revenue AI OS use of revenue signals to guide forecasting, pipeline risk detection, coaching, and deal execution. Gong describes its forecasting product as using revenue signals to create AI-guided forecasts, spot risk early, and help teams call their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

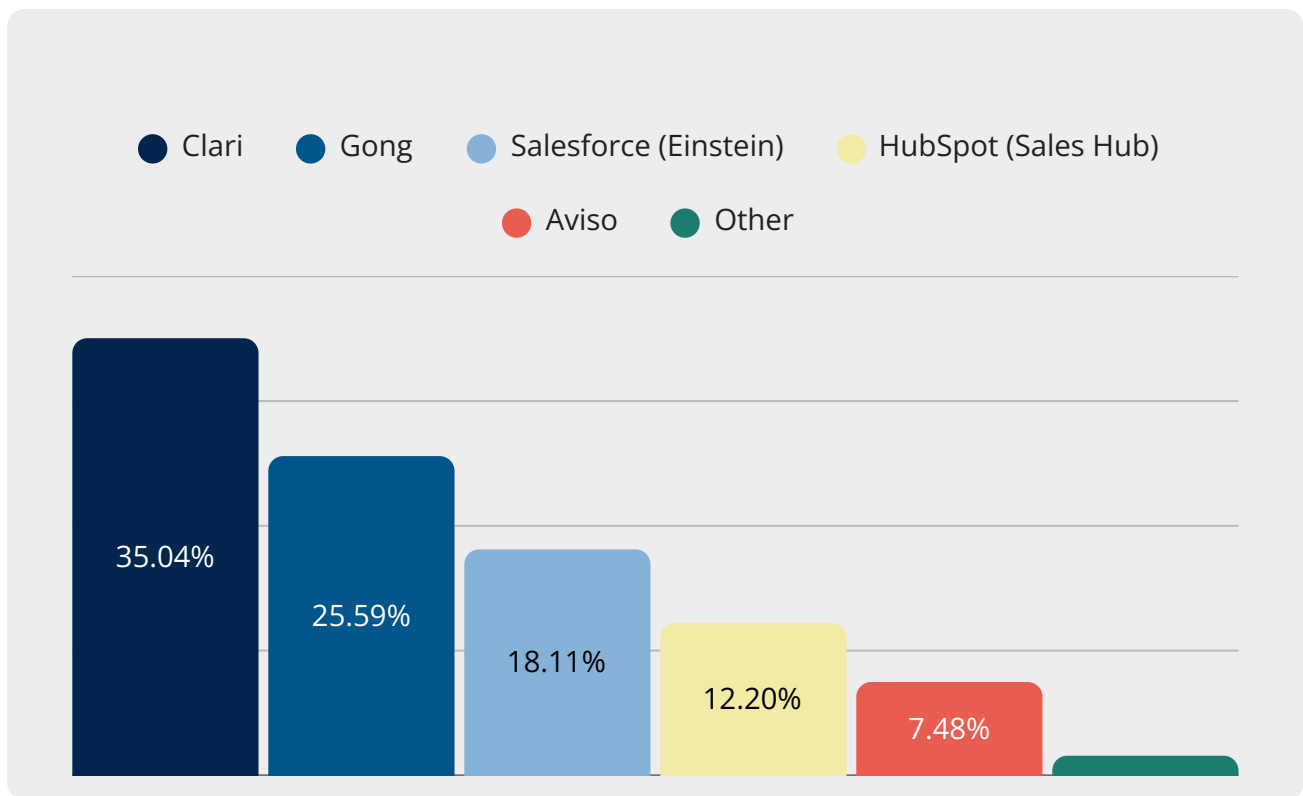


Aviso's leadership likely reflects its positioning as an AI-powered revenue command center that combines predictive forecasting, pipeline management, deal guidance, conversational intelligence, and mobile-first workflows. Its differentiation is not just forecasting accuracy, but how insights are surfaced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



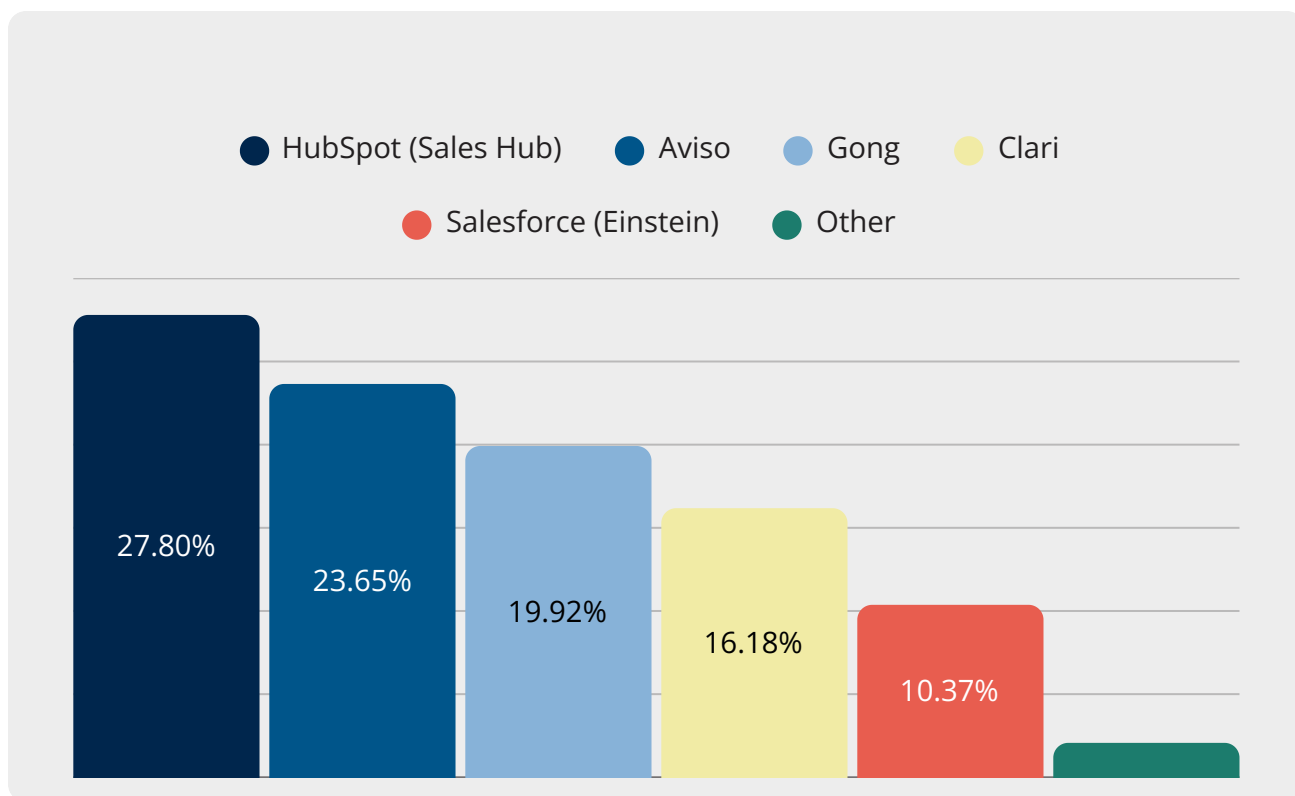
Clari explicitly markets AI forecasting and revenue insights around consistent workflows, deal outcome prediction, and forecast accuracy across different revenue models. The strong correlation between Clari's Market leadership and Accuracy & Trust leadership suggests that buyers still anchor the category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

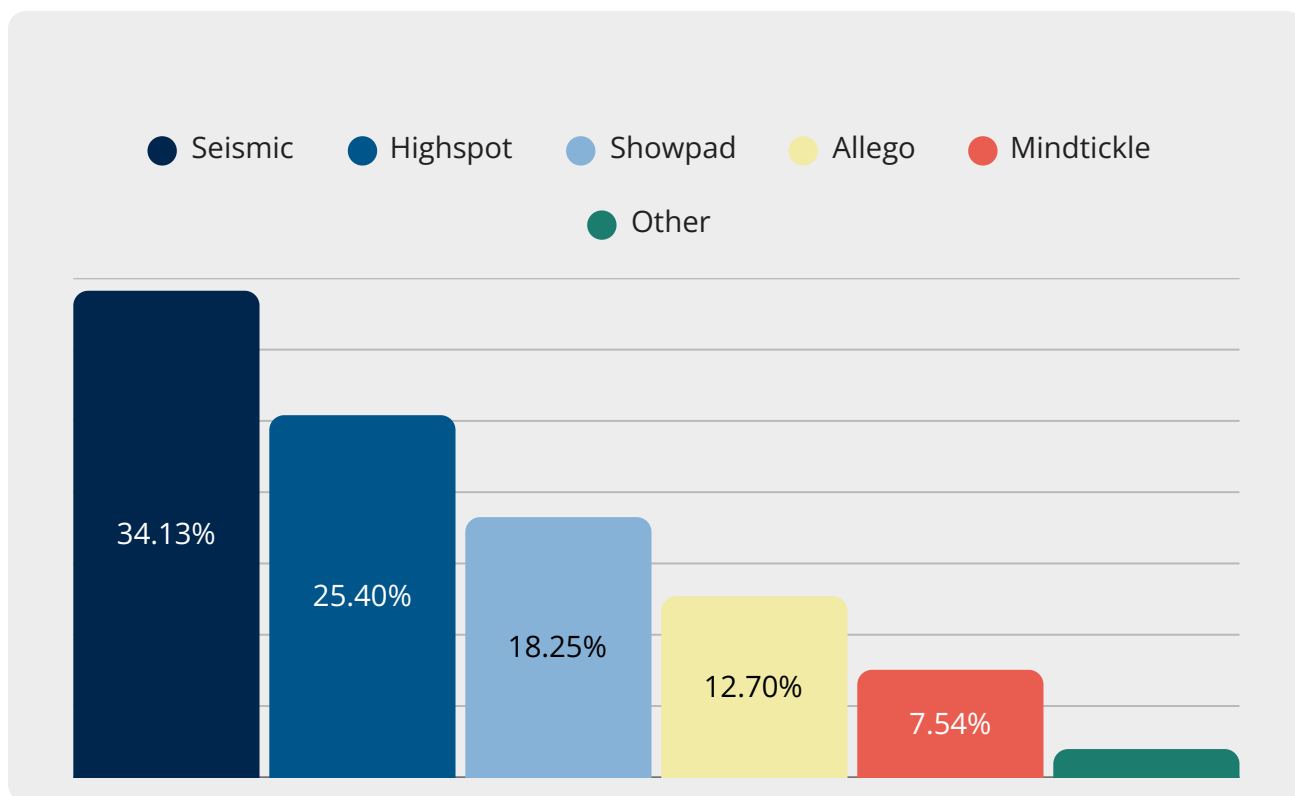
3. Conversation intelligence and deal signals will reshape the leaderboard.

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.

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.

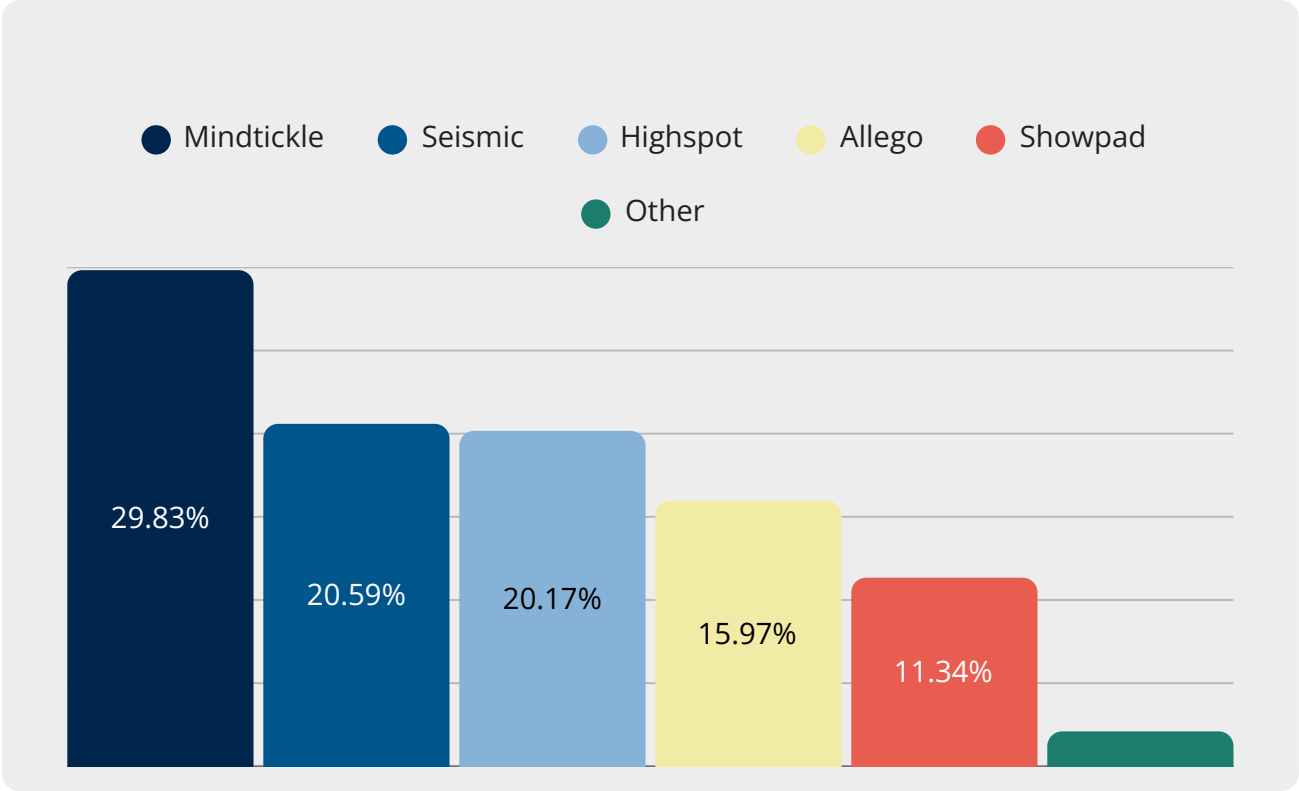


Seismic's leadership is driven by its broad enterprise adoption, deep content management capabilities, and strong integration across the sales and marketing ecosystem. It is widely recognized as a system of record for sales content and enablement workflows, offering scalability and governance that large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



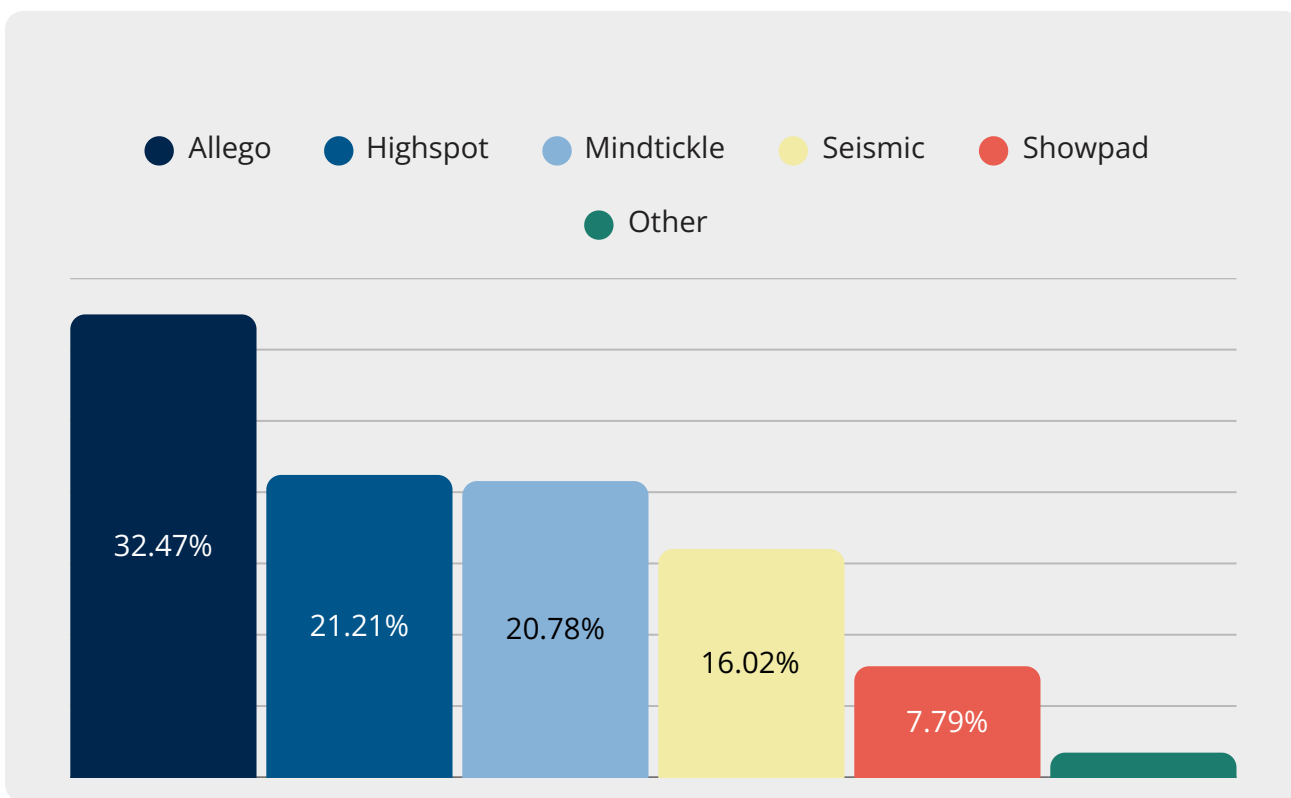
Mindtickle’s innovation leadership reflects its focus on AI-driven coaching, readiness assessment, and continuous learning platforms, transforming sales enablement from static content delivery into dynamic skill development systems. Its emphasis on measuring and improving rep performance through data-driven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

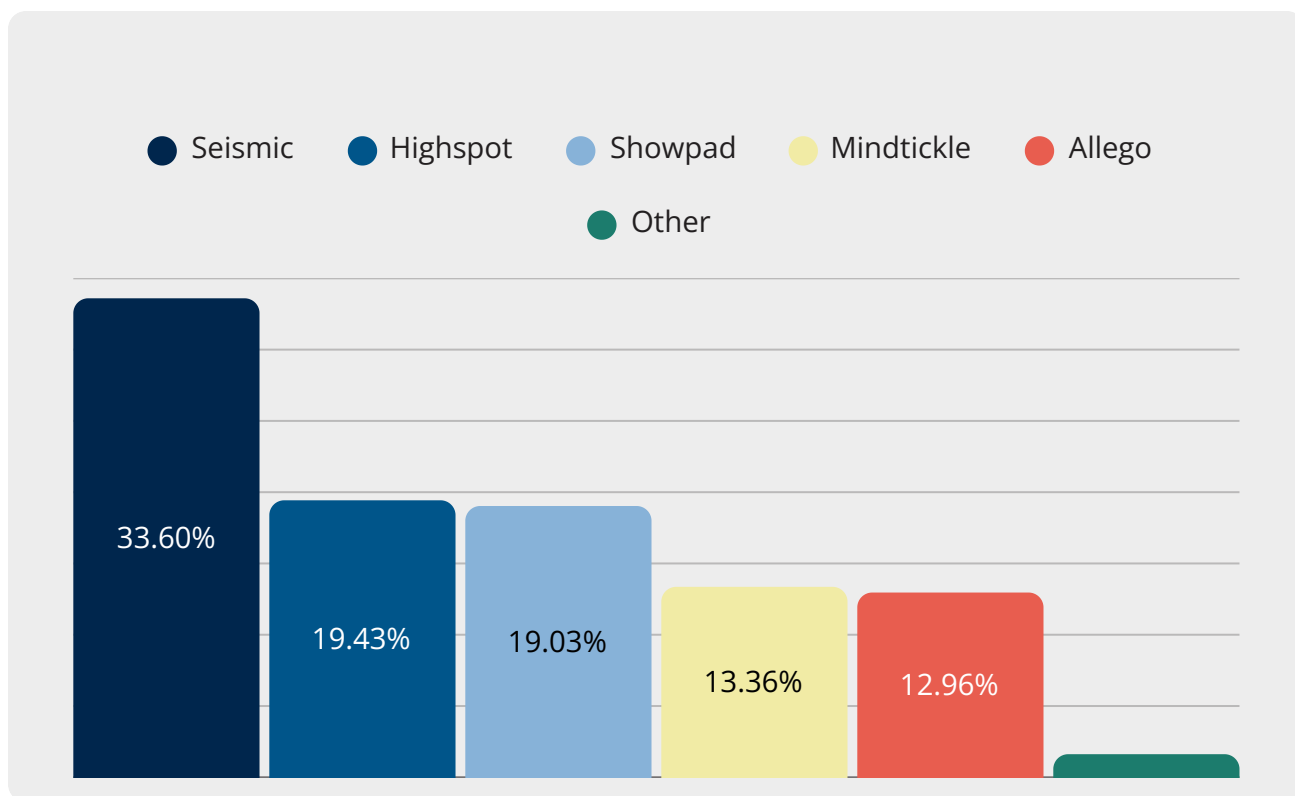


Allego's leadership is driven by its focus on video-based learning, peer-driven knowledge sharing, and modern content experiences, which resonate strongly with sales teams looking for more engaging and intuitive tools. Its platform enables more natural communication and collaboration, making it stand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



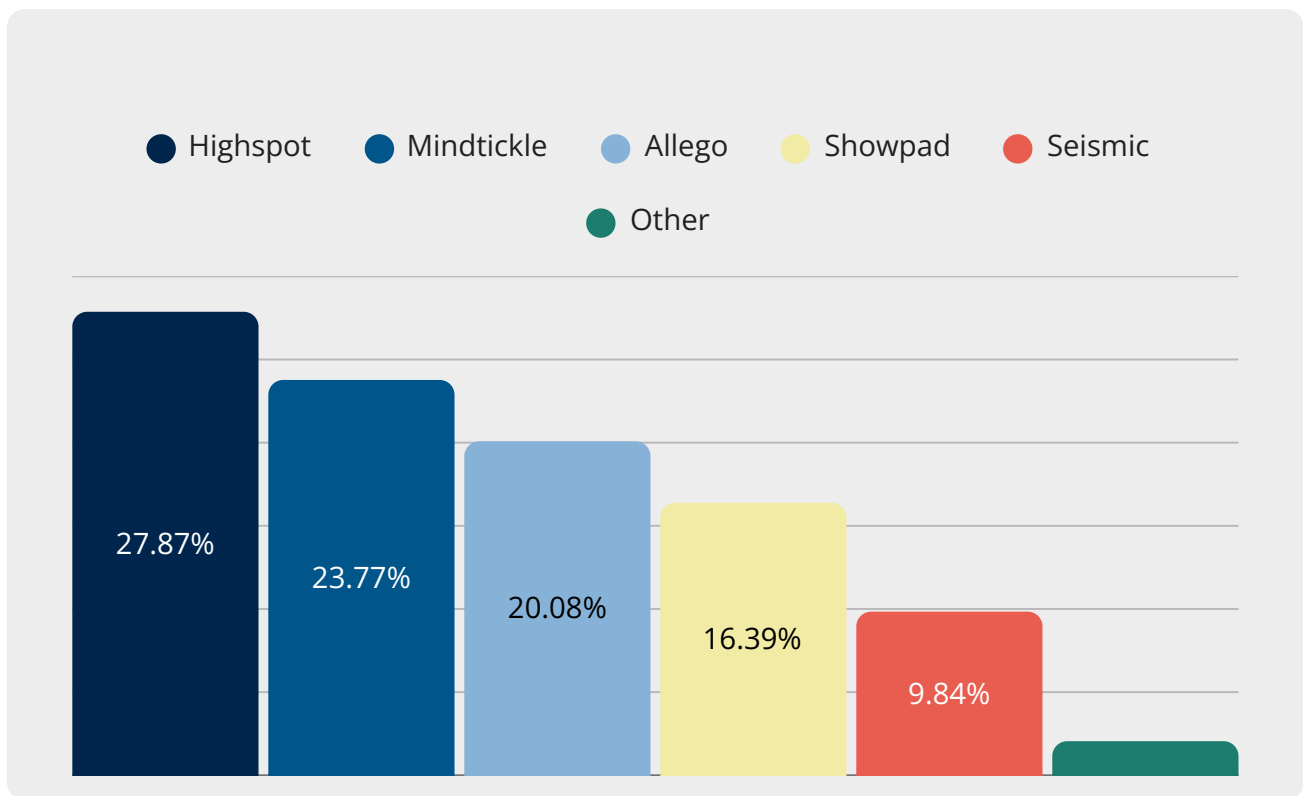
Seismic's dominance in this category reflects its content governance, version control, compliance capabilities, and enterprise reliability, ensuring that sales teams always have access to accurate, approved content. There is a strong correlation between market leadership and trust leadership, suggesting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

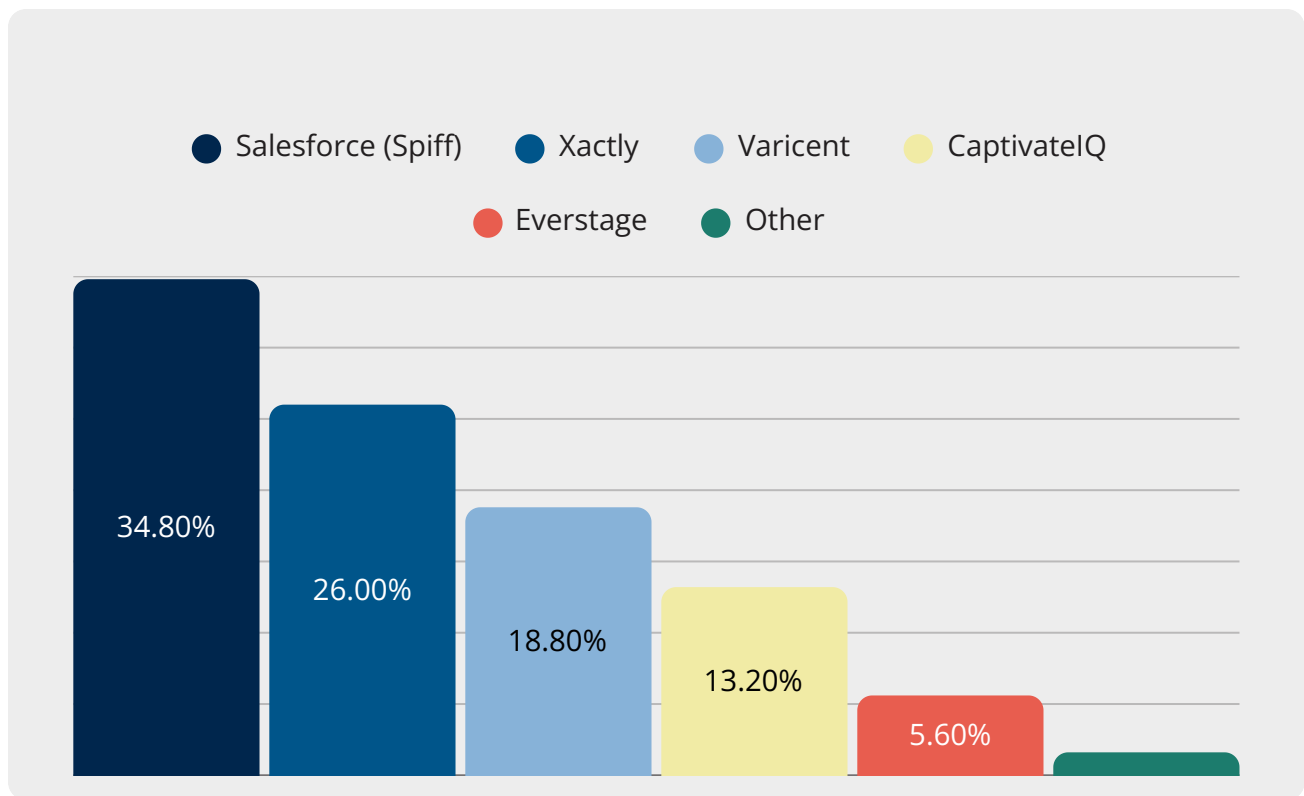
3. The category will split into “content-centric platforms” vs. “AI-driven readiness and execution platforms.”

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.

Sales Compensation Mgt. Platforms



The sales and marketing community voted Salesforce (Spiff) as the Market Leader with 34.8% of votes, compared to 26.0% for Xactly. The 8.8-point spread indicates a clear leadership position, though not a dominant one given the strong presence of Xactly and Varicent. The top three vendors collectively account for nearly 80% of the vote, reflecting a consolidated market with a defined competitive hierarchy.

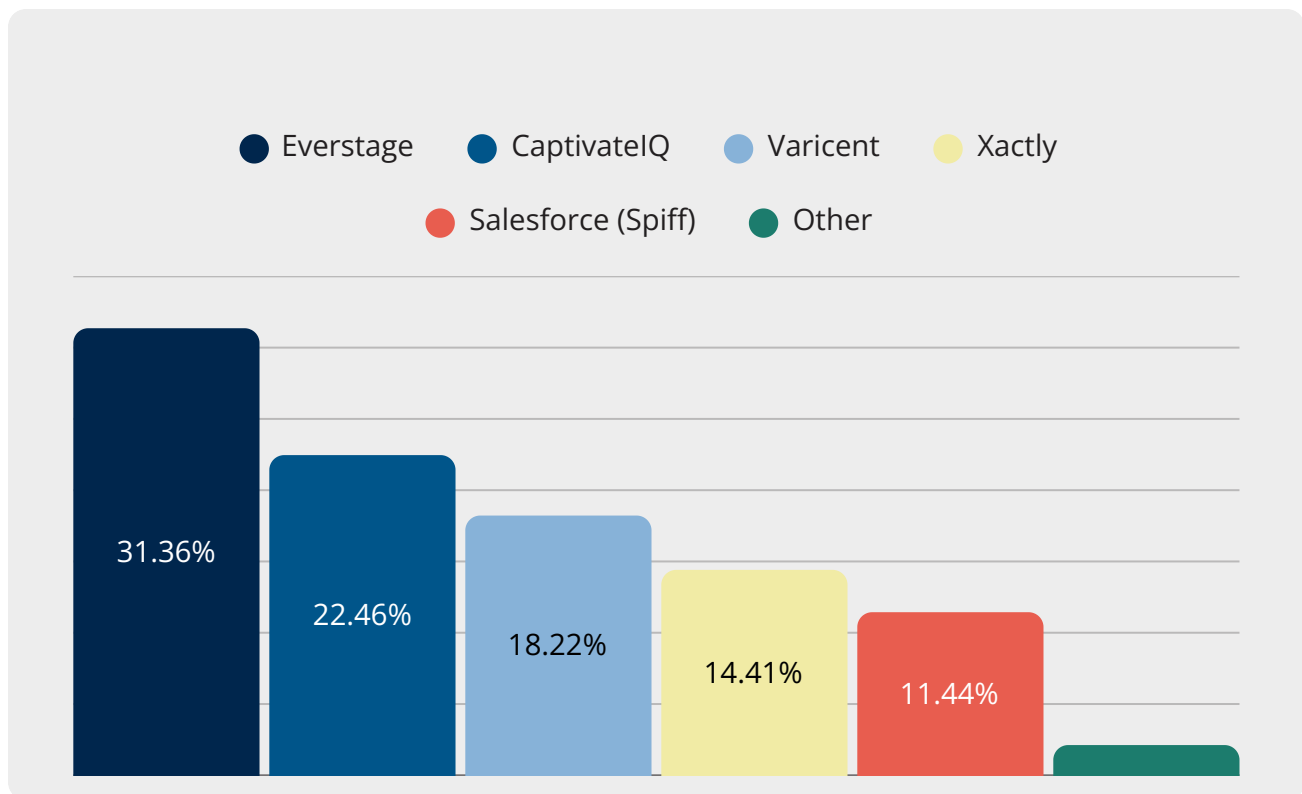


Salesforce (Spiff)'s leadership is driven by its modern architecture, seamless integration with the Salesforce ecosystem, and focus on real-time commission visibility. Being part of the broader Salesforce platform strengthens its position as a system of engagement for revenue teams, giving it an advantage over more standalone or legacy compensation systems.

Sales Compensation Mgt. Platforms



Everstage leads in Innovation with 31.4% of votes, followed by CaptivateIQ at 22.5% and Varicent at 18.2%. The 8.9-point spread indicates a clear innovation leader, with Everstage perceived as pushing the boundaries of the category. Salesforce (Spiff), despite its market leadership, ranks last in innovation at 11.4%, highlighting a disconnect between scale and perceived innovation.



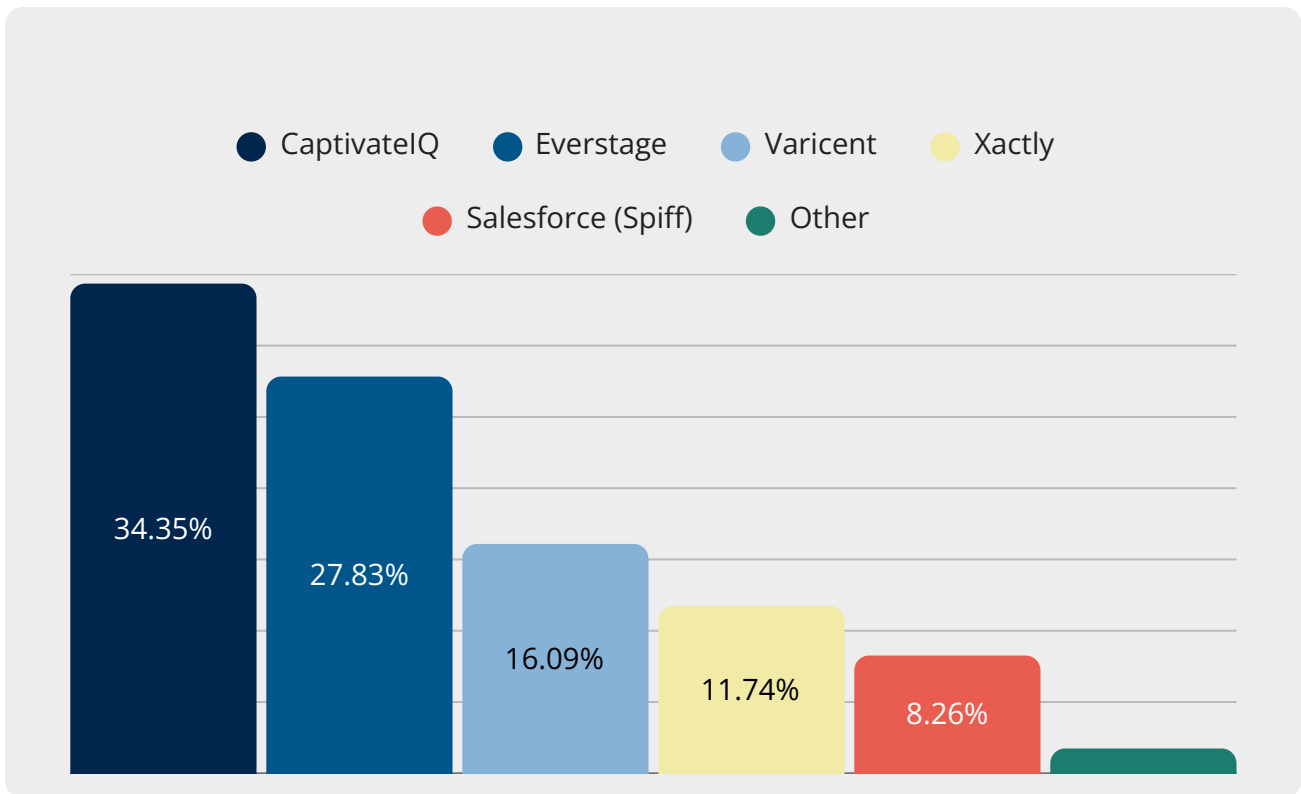
Everstage's innovation leadership reflects its focus on AI-driven insights, real-time performance tracking, and modern UX, enabling organizations to move from static compensation models to dynamic, data-driven incentive strategies. The lack of strong correlation between market and innovation leadership suggests that emerging vendors are driving the next phase of the category, particularly around intelligence and automation.



Sales Compensation Mgt. Platforms



CaptivateIQ leads in Creativity & Expression with 34.4% of votes, followed by Everstage at 27.8% and Varicent at 16.1%. The 6.6-point spread indicates a clear leader in how vendors deliver user experience and product design. Salesforce (Spiff) ranks lowest in this category, reinforcing its positioning as a functional leader rather than a design-driven innovator.



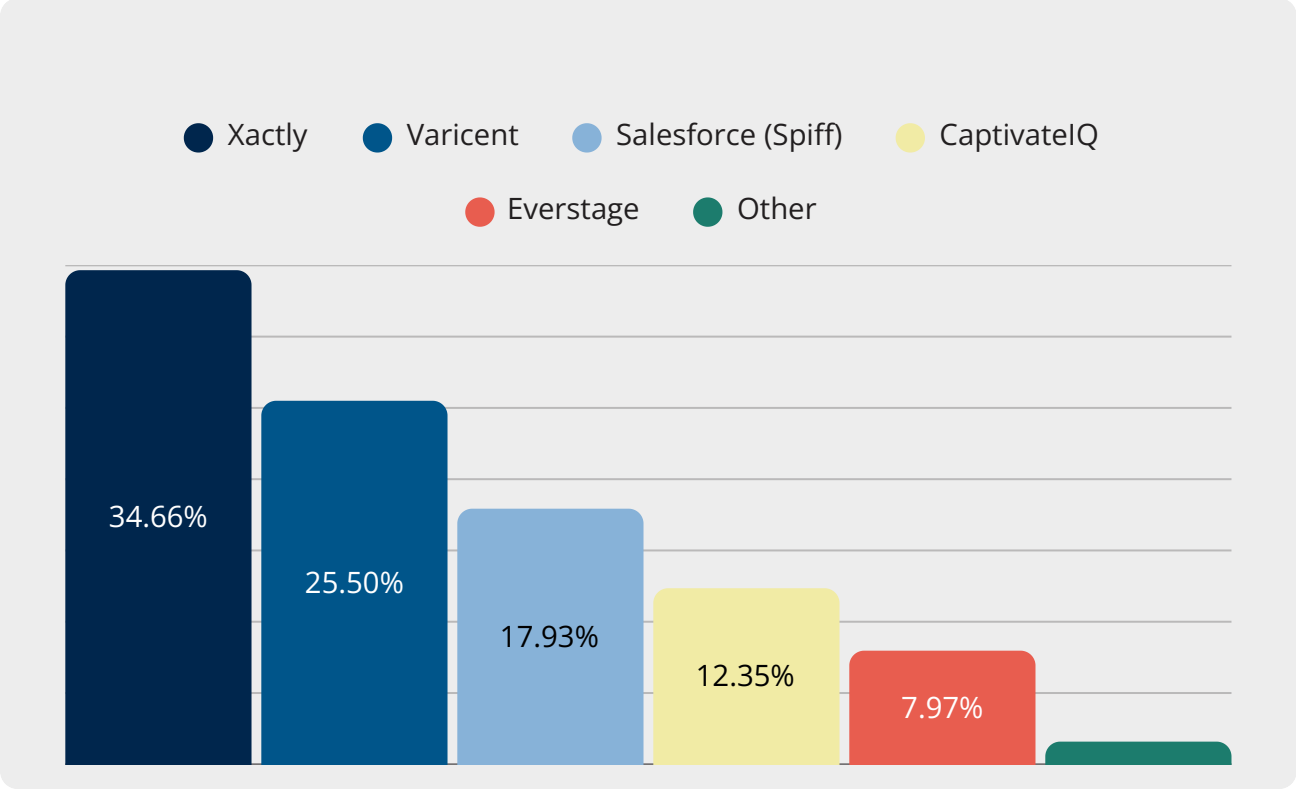
CaptivateIQ

CaptivateIQ's leadership stems from its emphasis on intuitive interfaces, flexible workflows, and modern user experiences, which simplify complex compensation processes. Its ability to make compensation plans more understandable and interactive for end users is a key differentiator. There is a moderate correlation with innovation leadership, as CaptivateIQ also ranks highly there.

Sales Compensation Mgt. Platforms



Xactly leads in Accuracy & Trust with 34.7% of votes, followed by Varicent at 25.5% and Salesforce (Spiff) at 17.9%. The 9.2-point spread indicates a strong leadership position, particularly in a category where accuracy is critical due to its direct impact on compensation and employee trust.



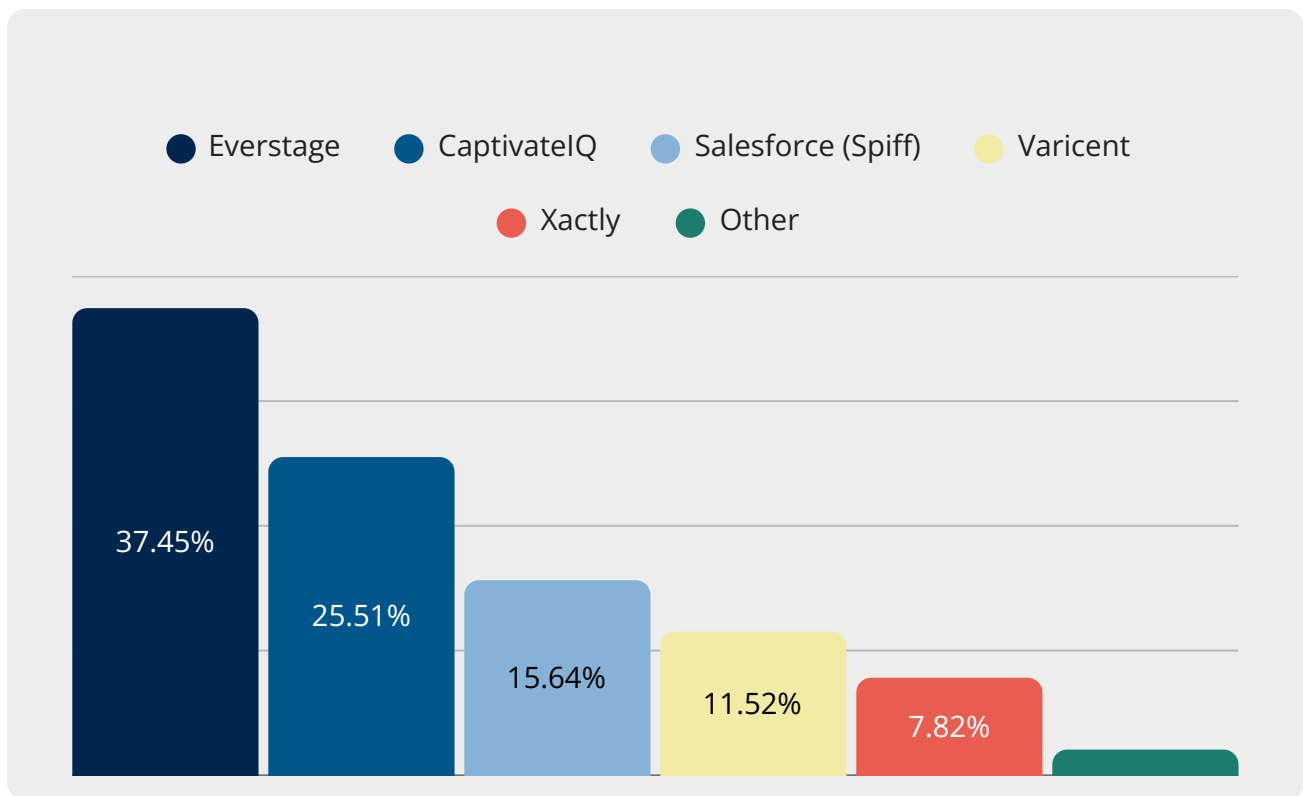
Xactly's leadership reflects its long-standing reputation, enterprise-grade reliability, and deep expertise in compensation management, making it a trusted solution for large organizations. There is a partial correlation between market leadership and trust, as Salesforce also ranks within the top three, but the dominance of Xactly highlights that trust is still anchored in legacy expertise and proven accuracy.



Sales Compensation Mgt. Platforms



Everstage leads in Human Empowerment with 37.5% of votes, followed by CaptivateIQ at 25.5% and Salesforce (Spiff) at 15.6%. The 12-point spread indicates a decisive leadership position, making Everstage the standout vendor in enabling users to perform at their best.



Everstage's leadership reflects its ability to simplify compensation visibility, provide actionable insights, and empower sales reps with real-time understanding of their earnings and performance drivers. Its platform reduces ambiguity and increases motivation by making compensation transparent and accessible.



Looking Forward

Predictions

1. The category will evolve from compensation management to “Revenue Performance Intelligence Platforms.”

SCM platforms will expand beyond tracking commissions to optimizing sales performance through AI-driven insights, forecasting, and behavioral recommendations. IT Brand Pulse taxonomy will shift from Sales Compensation Management to Revenue Performance Intelligence Platforms.

2. Real-time, AI-driven incentive optimization will replace static compensation plans.

Compensation structures will become dynamic and adaptive, adjusting in real time based on deal progression, market conditions, and individual performance. This will introduce new subcategories such as AI Incentive Optimization Platforms, with voting shifting toward vendors that deliver continuous alignment between incentives and business goals.

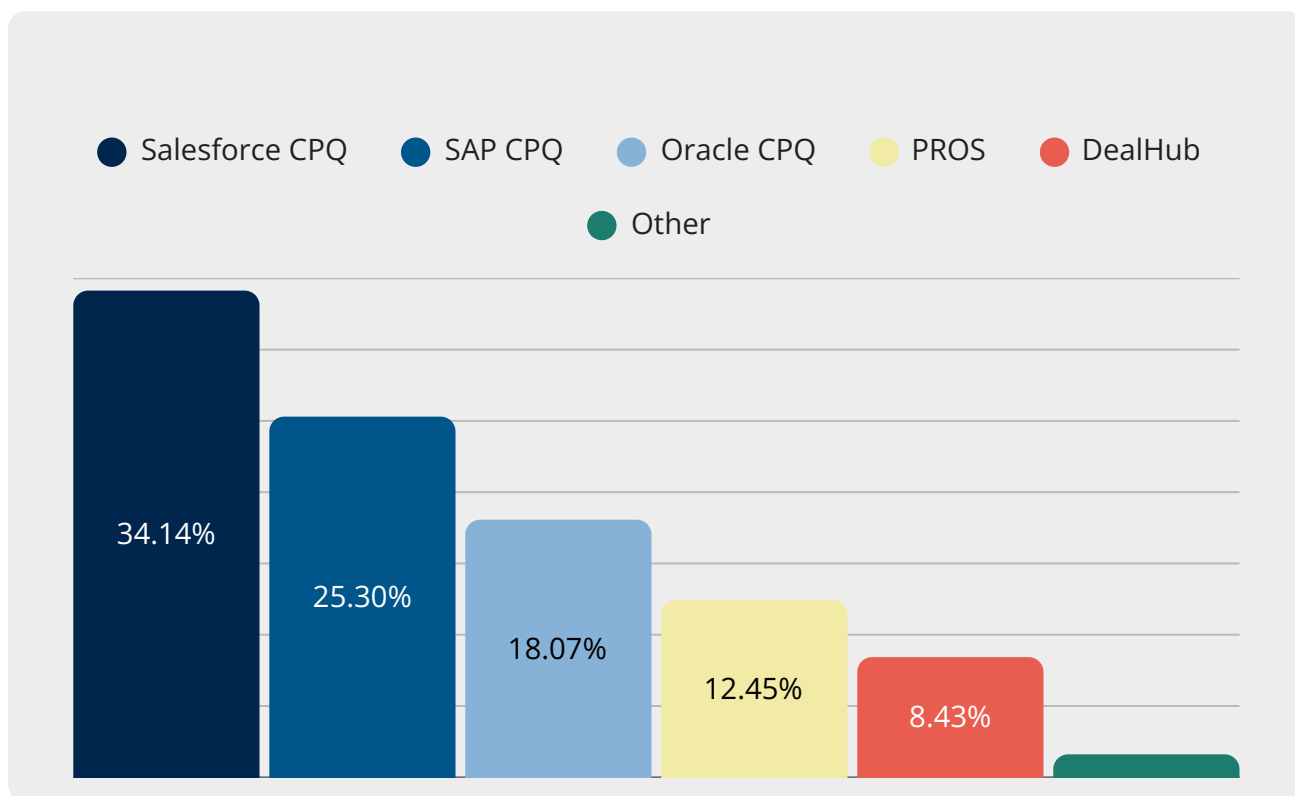
3. The category will split into “enterprise compensation infrastructure” vs. “AI-native performance platforms.”

A structural divide will emerge between Enterprise systems (e.g., Xactly, Varicent, Salesforce) focused on scale, governance, and reliability; and AI-native platforms (e.g., Everstage, CaptivateIQ) focused on agility, insights, and user empowerment. IT Brand Pulse will likely define subcategories such as Compensation Infrastructure Platforms and AI Performance Platforms, with brand leader voting evolving to measure both trust/accuracy and intelligence/empowerment as distinct leadership dimensions.

Configure Price Quote Platforms



The sales and marketing community voted Salesforce CPQ as the Market Leader with 34.1% of votes, followed by SAP CPQ at 25.3%. The 8.8-point spread indicates a clear leadership position, though not a dominant one given the strong presence of SAP and Oracle. The top three vendors collectively account for over 77% of the vote, reflecting a highly consolidated enterprise market where a few vendors control the majority of adoption.

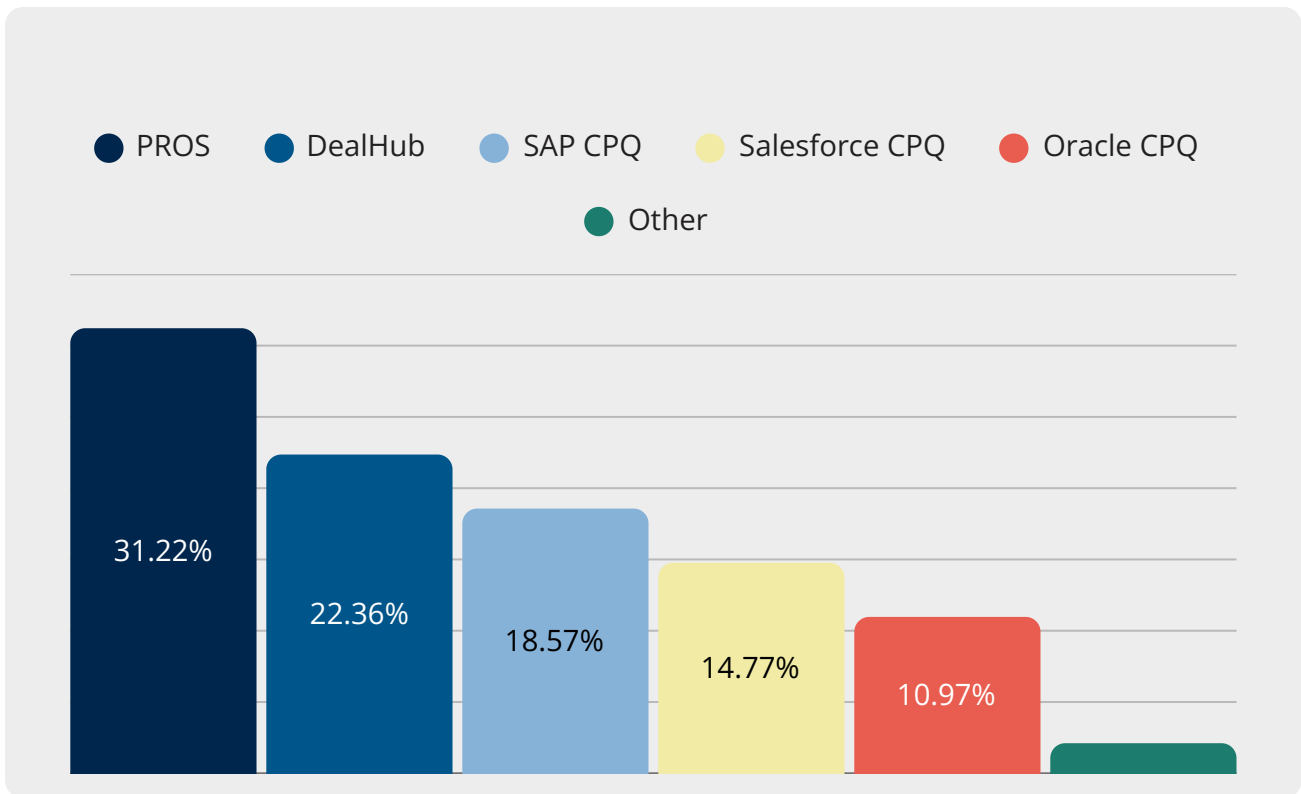


Salesforce CPQ's leadership is driven by its deep integration with the Salesforce CRM ecosystem, broad enterprise adoption, and end-to-end sales workflow alignment. Its familiarity among sales teams and extensive partner ecosystem reinforce its market presence, even as newer vendors innovate around specific capabilities.

Configure Price Quote Platforms



PROS leads in Innovation with 31.2% of votes, followed by DealHub at 22.4% and SAP CPQ at 18.6%. The 8.8-point spread indicates a clear innovation leader, with PROS recognized for advancing the category beyond traditional CPQ capabilities. Salesforce CPQ, despite its market leadership, ranks 4th, highlighting a disconnect between scale and perceived innovation.

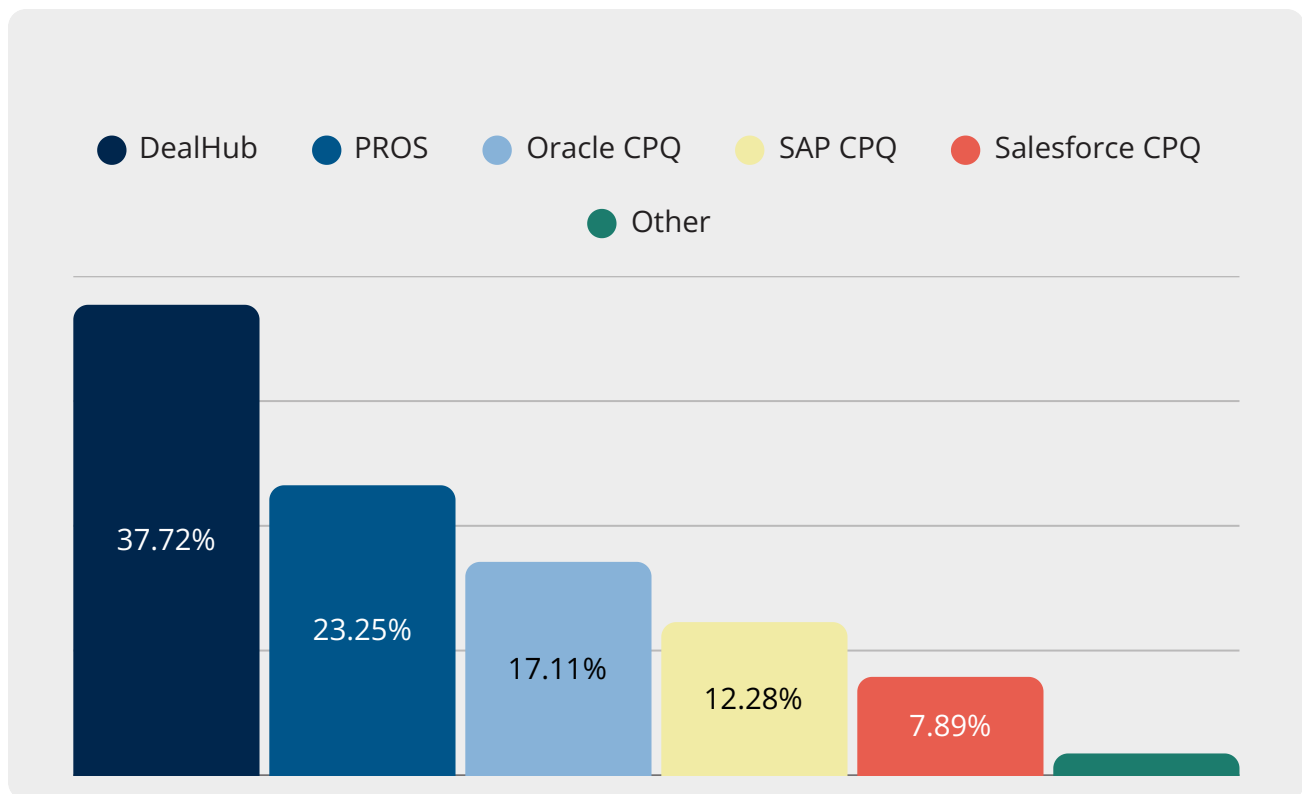


PROS' innovation leadership is rooted in its AI-driven pricing optimization, advanced analytics, and dynamic pricing capabilities. The lack of strong correlation between market leadership and innovation leadership suggests the category is shifting from configuration-centric systems to intelligence-driven revenue platforms, with newer or more specialized vendors leading that transition.

Configure Price Quote Platforms



DealHub leads in Creativity & Expression with 37.7% of votes, followed by PROS at 23.3% and Oracle CPQ at 17.1%. The 14.5-point spread between first and second place indicates a decisive leadership position, making DealHub the standout vendor in how it delivers user experience, product design, and differentiation in the market.

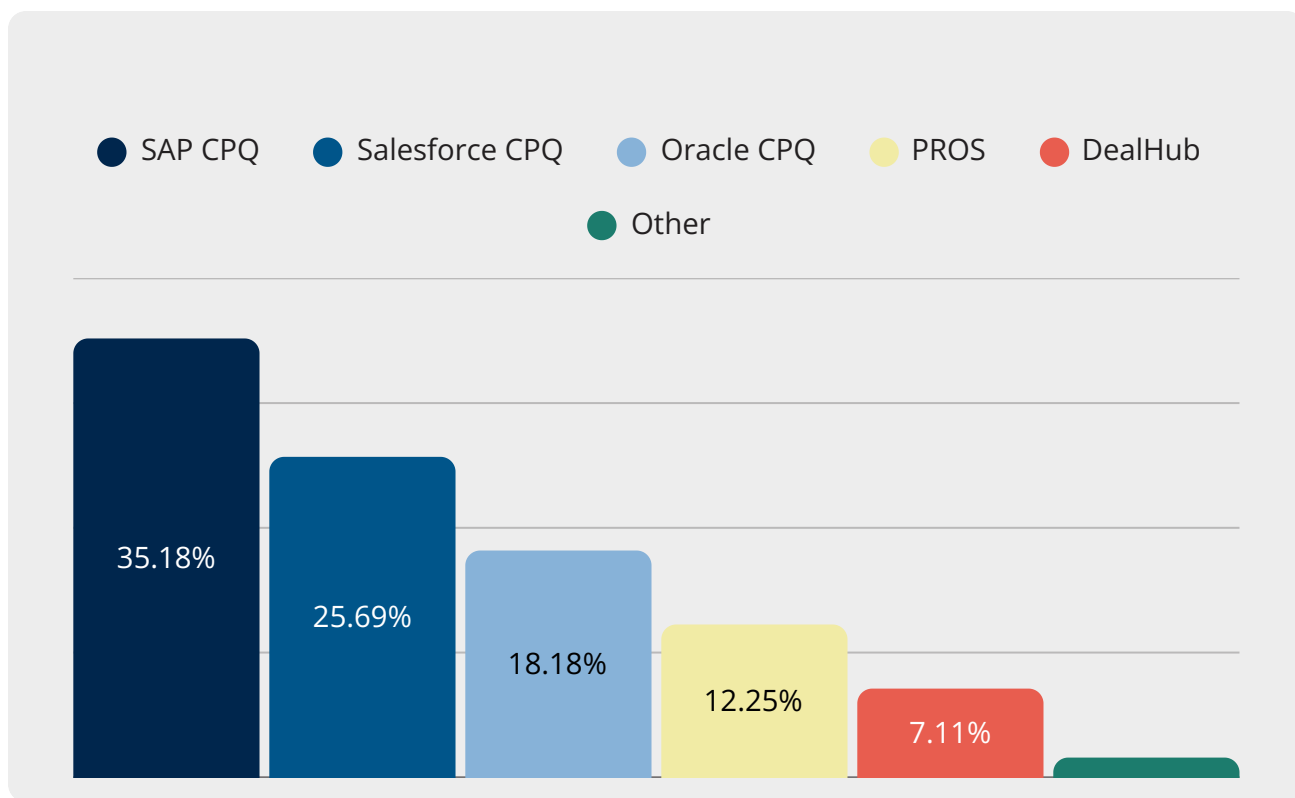


DealHub's leadership likely stems from its focus on intuitive user interfaces, streamlined workflows, and modern approaches to quote generation and deal collaboration. There is a moderate correlation with innovation leadership, as DealHub also ranks highly there, but limited correlation with market leadership, reinforcing that user experience and creativity are becoming independent axes of competition.

Configure Price Quote Platforms



SAP CPQ leads in Accuracy & Trust with 35.2% of votes, followed by Salesforce CPQ at 25.7% and Oracle CPQ at 18.2%. The 9.5-point spread indicates a strong leadership position, particularly in a category where precision in pricing and configuration is critical.

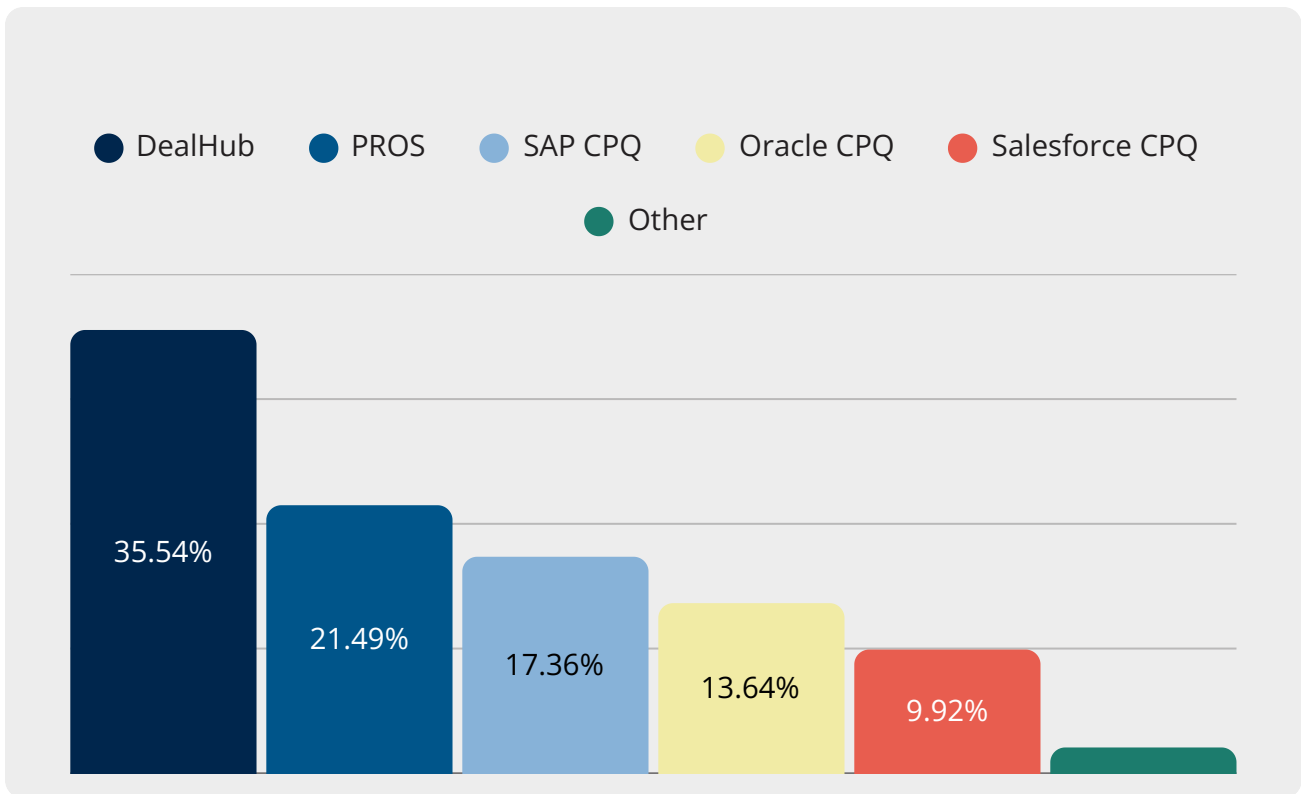


SAP's leadership reflects its enterprise-grade reliability, deep ERP integration, and strong governance capabilities, which ensure accurate pricing, compliance, and consistency across complex sales processes. There is a strong correlation between market leadership and trust leadership, as the top vendors in market share also rank highly in trust.

Configure Price Quote Platforms



DealHub leads in Human Empowerment with 35.5% of votes, followed by PROS at 21.5% and SAP CPQ at 17.4%. The 14-point spread between first and second place indicates a clear leadership position, highlighting DealHub's strength in enabling users to work more efficiently and effectively.



DealHub's leadership reflects its ability to simplify complex sales processes, reduce friction in quote creation, and empower users with intuitive tools and automation. There is limited correlation with market leadership, as Salesforce CPQ ranks lower here, suggesting that ease of use and user empowerment are distinct from enterprise scale and adoption.

Looking Forward

Predictions

1. The category will evolve from CPQ to “Revenue Orchestration Platforms.”

Traditional CPQ functionality will be absorbed into broader platforms that manage end-to-end revenue workflows, including pricing, quoting, contracting, and forecasting. IT Brand Pulse taxonomy will shift from CPQ Platforms to Revenue Orchestration Platforms.

2. AI-driven pricing and deal intelligence will become the primary competitive differentiator.

Static pricing rules will give way to dynamic, AI-driven pricing engines that optimize deals in real time based on market conditions, buyer behavior, and historical performance. Voting will shift toward vendors that deliver measurable revenue lift and margin improvement, not just configuration accuracy.

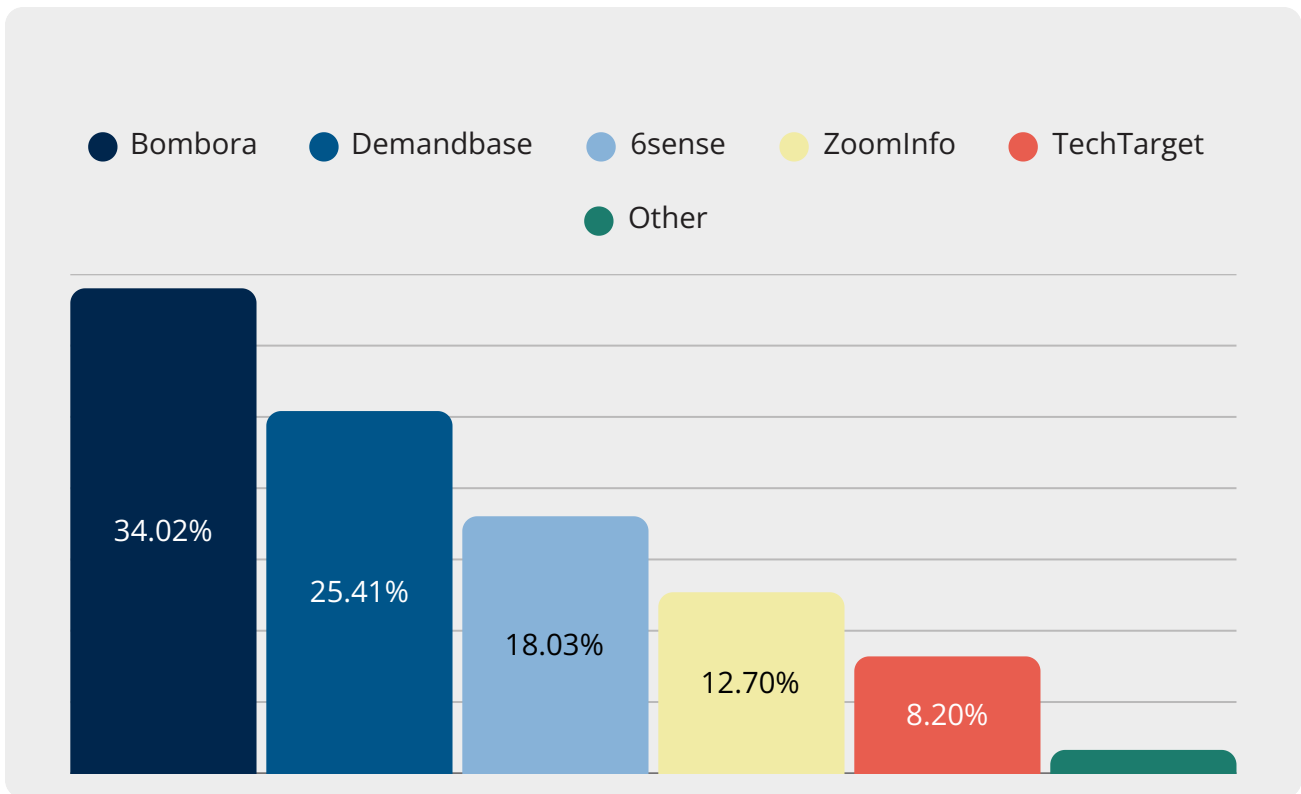
3. The category will split into “enterprise CPQ systems” vs. “AI-native deal experience platforms.”

A structural divide will emerge between Enterprise CPQ systems (e.g., Salesforce, SAP, Oracle) focused on governance, scale, and integration; and AI-native platforms (e.g., PROS, DealHub) focused on agility, automation, and user experience. IT Brand Pulse will likely define subcategories such as Enterprise Revenue Infrastructure and AI Deal Experience Platforms, with brand leader voting evolving to measure both system control and user-centric innovation as separate leadership dimensions.

Buyer Intent Data Platforms



The sales and marketing community voted Bombora as the Market Leader with 34.0% of votes, compared to 25.4% for Demandbase. The 8.6-point spread indicates a clear leadership position, as well as the presence of strong competitors. The top three vendors collectively account for over 77% of the vote, suggesting a relatively consolidated market with a defined competitive tier.

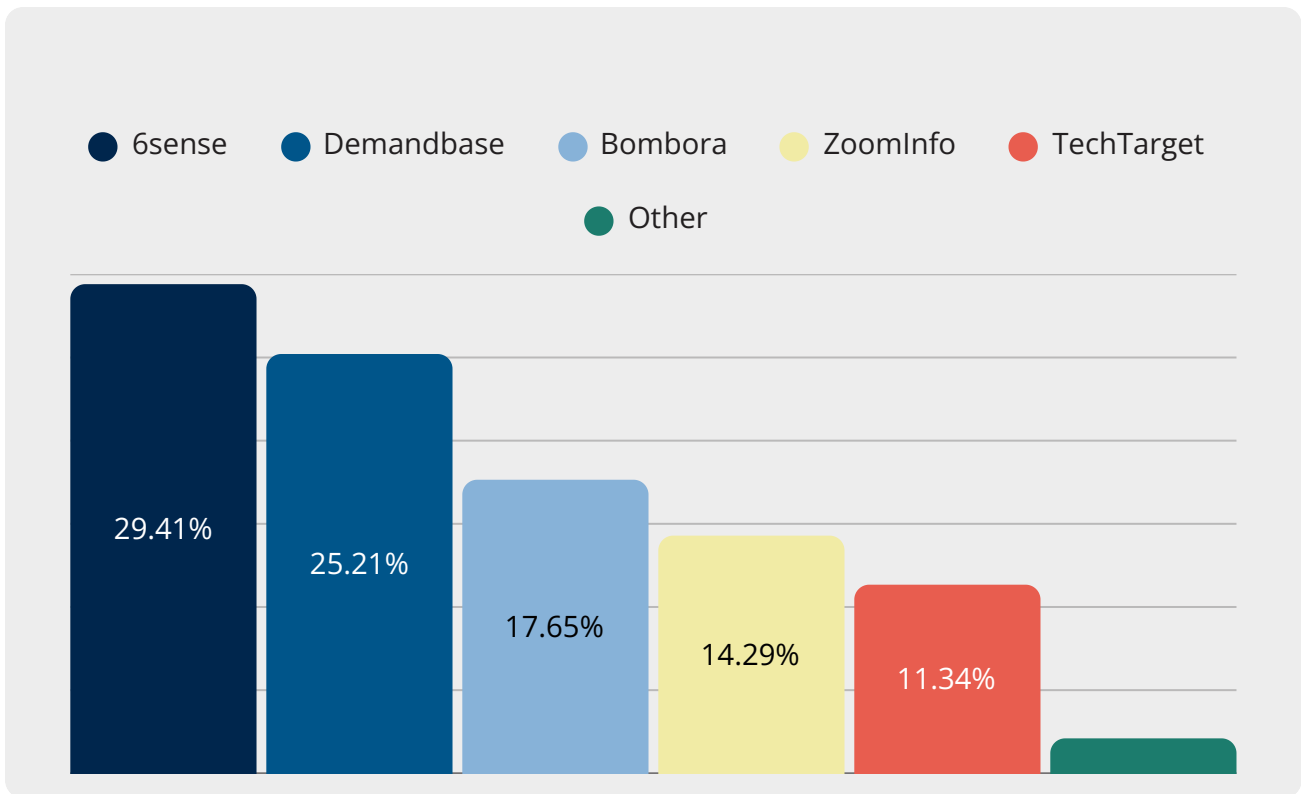


Bombora’s leadership is rooted in its foundational role in the intent data ecosystem, particularly its cooperative data model and broad publisher network. It’s widely perceived as a source-of-truth provider for intent signals, which drives adoption among organizations prioritizing scale and data reliability. Bombora’s strength lies in data quality and coverage, which continues to be the primary driver of market leadership in this category.

Buyer Intent Data Platforms



6sense leads in Innovation with 29.4% of votes, followed by Demandbase at 25.2% and Bombora at 17.7%. The 4.2-point spread indicates a competitive innovation landscape. Notably, Bombora, despite its market leadership, ranks third in innovation, signaling a divergence between data leadership and AI-driven innovation.



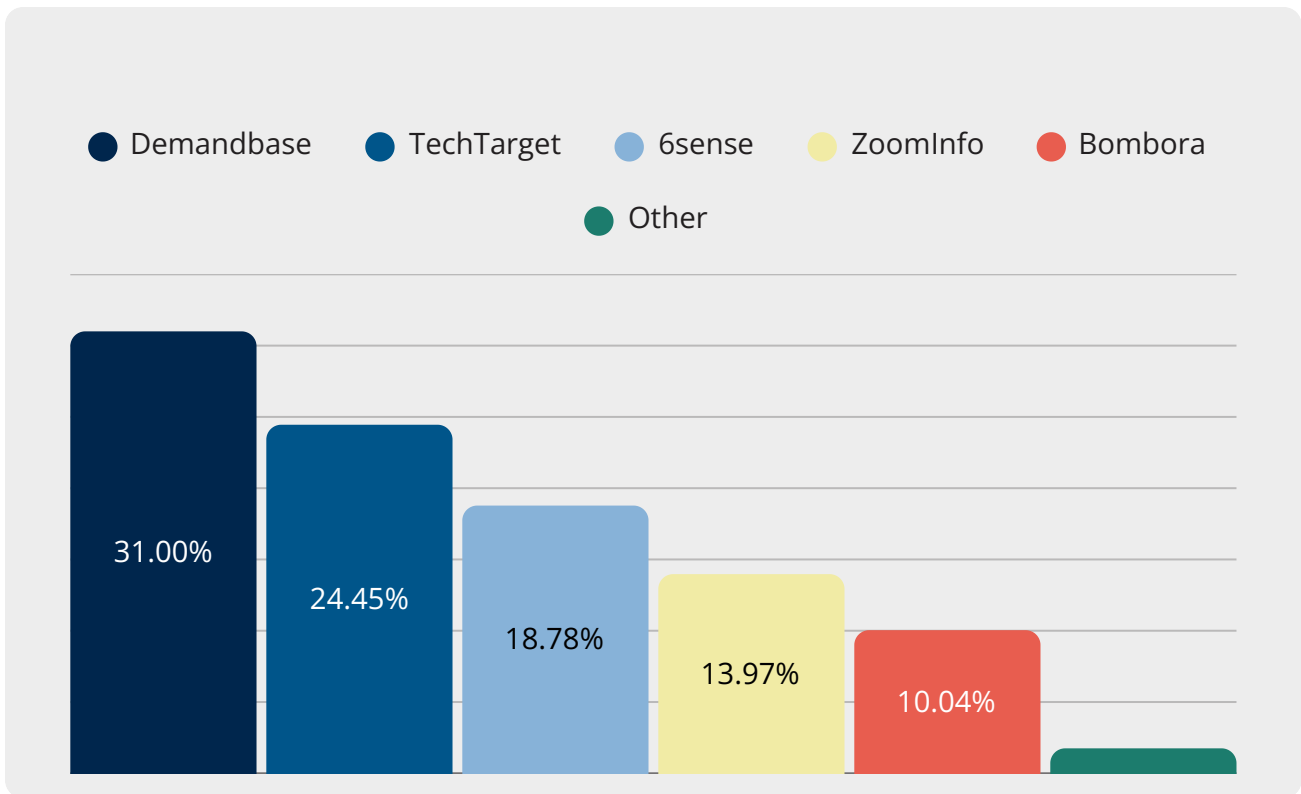
6sense's innovation leadership reflects its focus on predictive analytics, AI-driven account scoring, and end-to-end revenue orchestration, moving beyond static intent signals to deliver forward-looking insights and automated workflows. Demandbase also contributes strong innovation through its account-based marketing (ABM) capabilities and integrated GTM platform.



Buyer Intent Data Platforms



Demandbase leads in Creativity & Expression with 31.0% of votes, followed by TechTarget at 24.5% and 6sense at 18.8%. The 6.5-point spread between first and second place indicates a clear leader in how vendors communicate value and deliver user experiences. Bombora, despite its market leadership, ranks lower at 10.0%, reinforcing its positioning as a data-centric platform rather than a user experience leader.



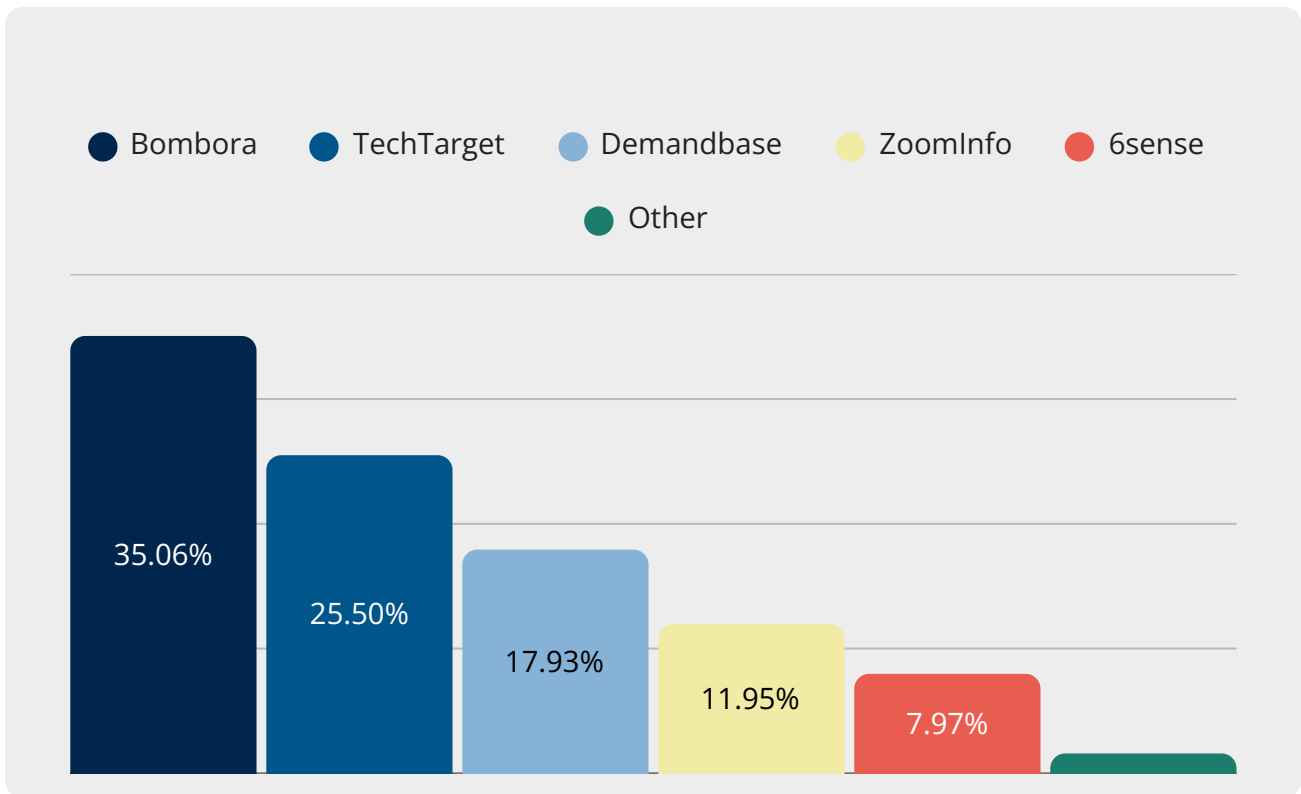
Demandbase's leadership in this category is driven by its strong positioning in ABM, integrated storytelling around revenue teams, and user-centric design of its platform. Demandbase also ranks highly in innovation, but less alignment with market leadership, highlighting that how value is communicated and experienced is becoming a separate axis of competition.



Buyer Intent Data Platforms



Bombora dominates the Accuracy & Trust category with 35.1% of votes, followed by TechTarget at 25.5% and Demandbase at 17.9%. The 9.6-point spread between first and second place indicates a strong and credible leadership position, reinforcing Bombora’s reputation as the most trusted provider of intent data.

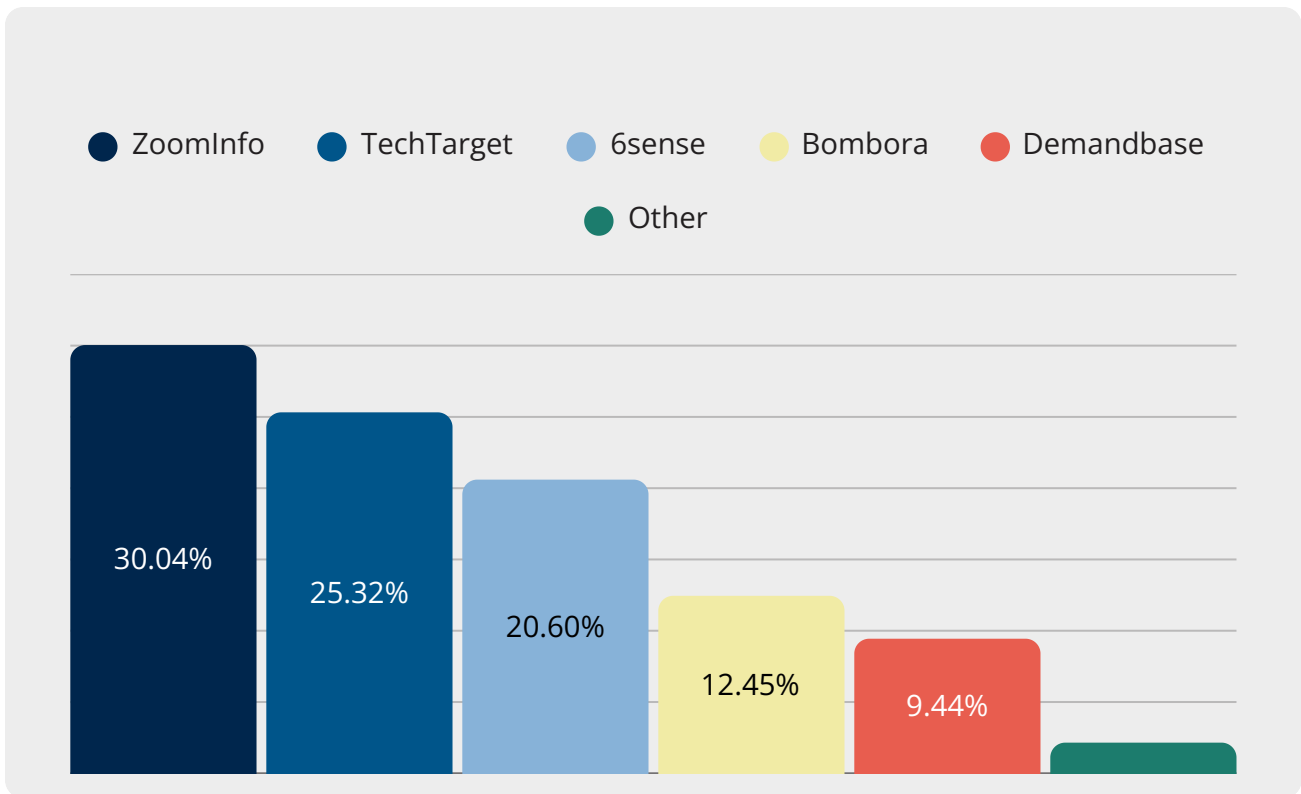


Bombora’s strength in this category is tied to its data sourcing model, scale of publisher integrations, and perceived neutrality as a data provider. There is a strong correlation between market leadership and trust leadership, suggesting that in this category, data credibility remains the primary driver of adoption, even as innovation reshapes the competitive landscape.

Buyer Intent Data Platforms



ZoomInfo leads in Human Empowerment with 30.0% of votes, followed by TechTarget at 25.3% and 6sense at 20.6%. The 4.7-point spread indicates a competitive category, with multiple vendors recognized for enabling users to act effectively on intent data.



ZoomInfo's leadership reflects its ease of use, integrated workflows, and ability to operationalize intent data within sales processes, empowering users to move quickly from insight to action. There is limited correlation between human empowerment and market leadership, as Bombora ranks lower here, indicating that usability and workflow integration are distinct from data quality and scale in driving user perception.

Looking Forward

Predictions

1. The category will evolve from “intent data” to “predictive buyer intelligence systems.”

Static intent signals will give way to AI-driven predictive models that identify not just who is in-market, but when and why they will buy. Taxonomy will shift from Buyer Intent Data Platforms to Predictive Buyer Intelligence Platforms, and brand leader voting will prioritize vendors that deliver forecasting accuracy and timing precision, not just signal volume.

2. First-party data and identity resolution will redefine competitive advantage.

As privacy regulations increase, vendors that can unify first-party data, identity graphs, and behavioral signals will outperform those relying heavily on third-party data. IT Brand Pulse will need to introduce subcategories such as First-Party Intent Platforms and Identity-Driven Intelligence Platforms.

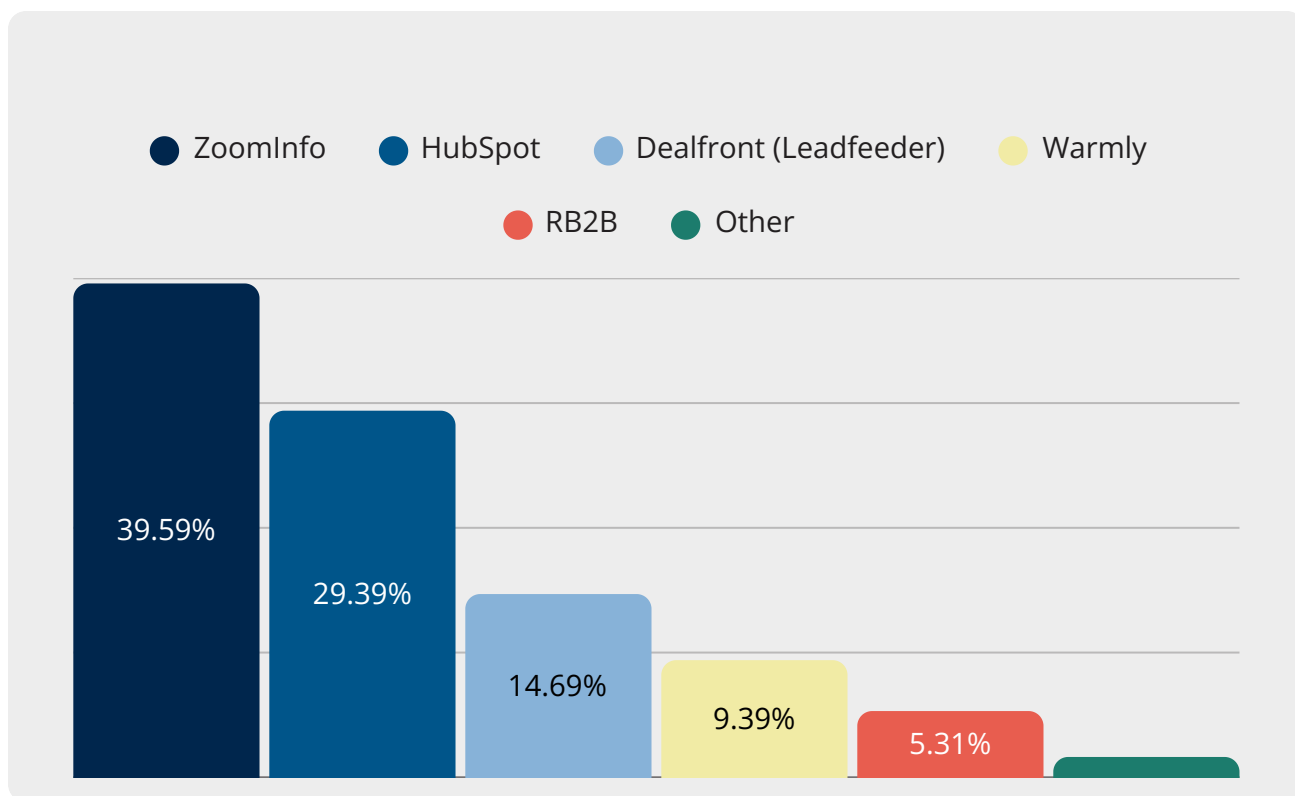
3. The category will split into “data providers” vs. “AI-driven GTM orchestration platforms.”

A structural divide will emerge between data providers (e.g., Bombora, TechTarget) focused on signal collection and accuracy; and AI orchestration platforms (e.g., 6sense, Demandbase, ZoomInfo) focused on activation and revenue impact. Future taxonomy will reflect this split with categories like Intent Data Infrastructure and Revenue Intelligence & Orchestration Platforms.

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.

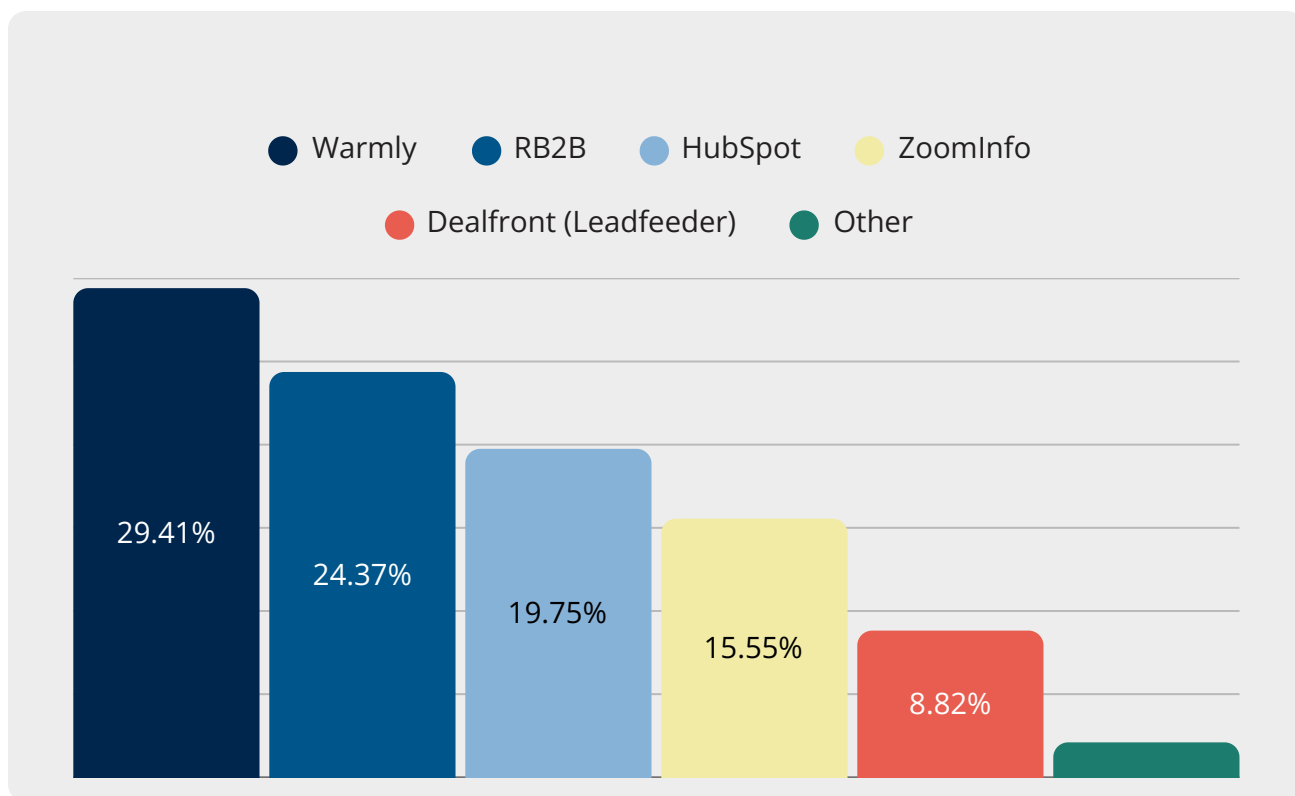


ZoomInfo's leadership is driven by its scale of proprietary data, depth of enrichment, and long-standing position in B2B sales intelligence. Its ability to provide reliable company-level identification, and contact data makes it a foundational tool for sales strategies. Its reputation for data accuracy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

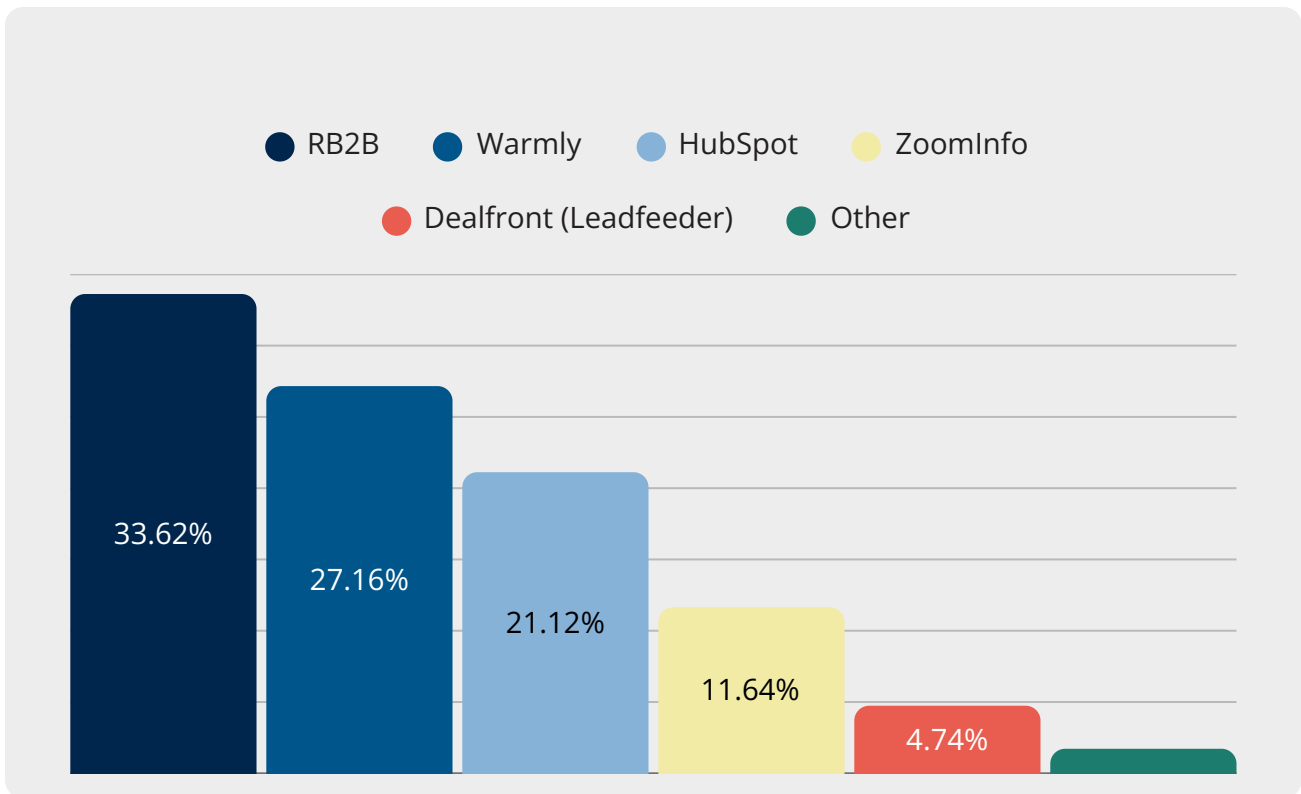


Warmly's innovation leadership reflects its focus on real-time engagement, automation, and AI-driven personalization. The lack of strong correlation between market leadership (ZoomInfo) and innovation leadership (Warmly) suggests that the next phase of the category will be shaped by startups redefining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

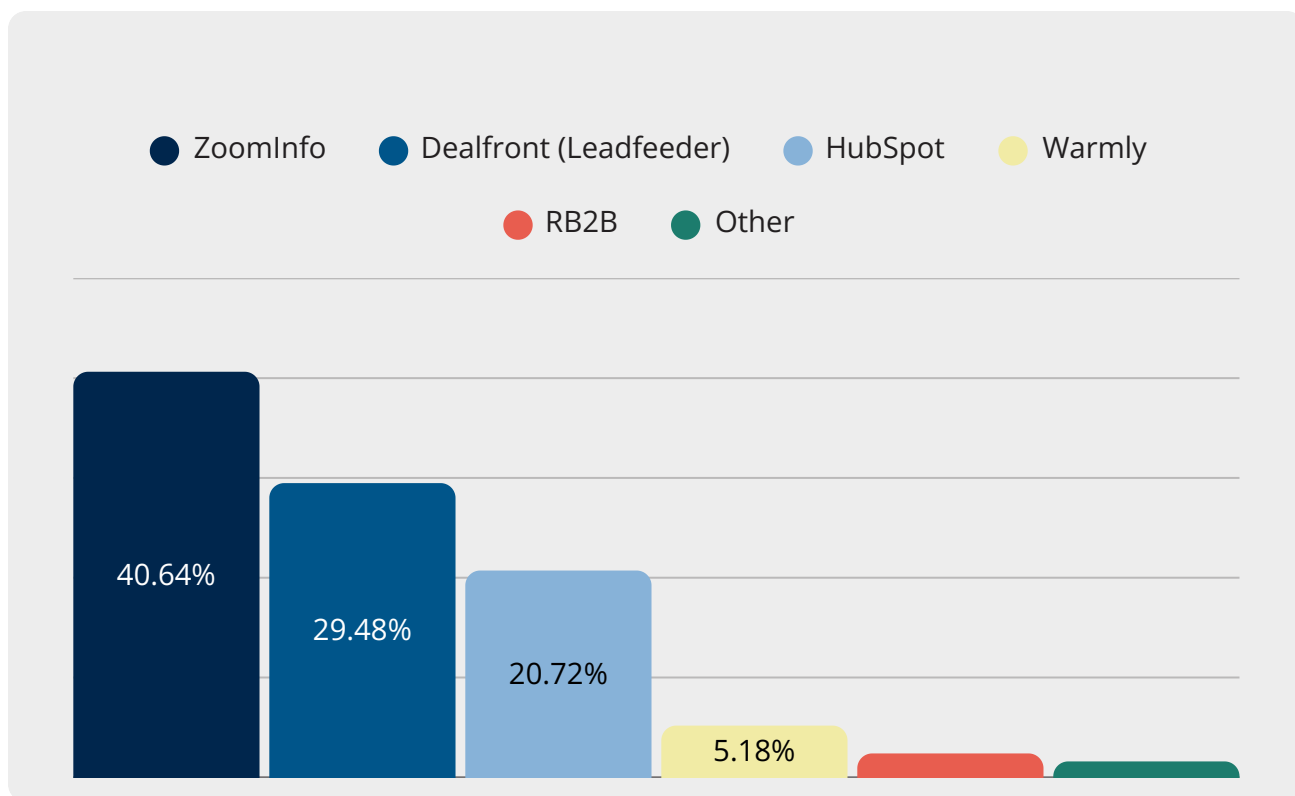


RB2B's leadership in this category likely stems from its innovative approach to storytelling, product positioning, and user-centric design, emphasizing how visitor identification translates into actionable revenue outcomes. There is a moderate correlation with innovation leadership, as RB2B also ranks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

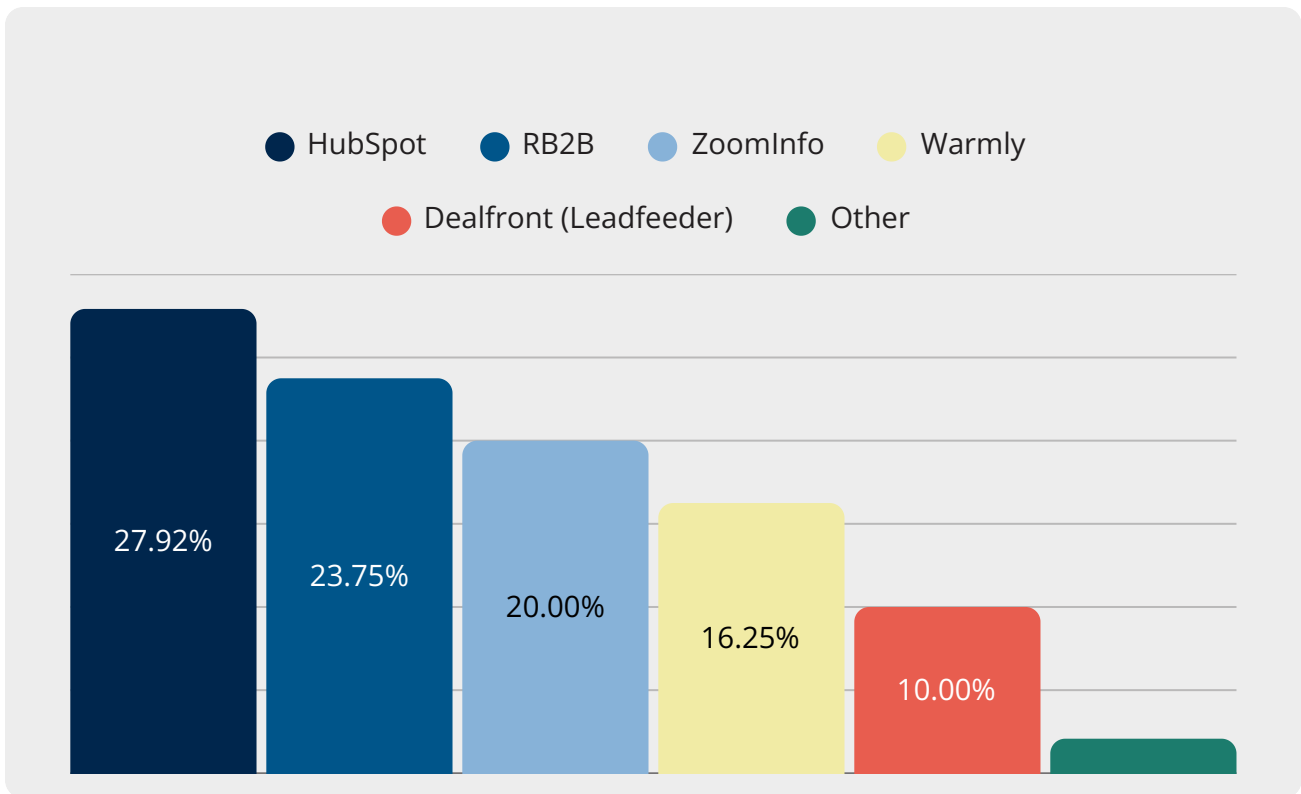


ZoomInfo’s strength here is rooted in its extensive data acquisition infrastructure and historical credibility with enterprise users. There is a strong correlation between market leadership and accuracy leadership, suggesting that in this category, trust remains a primary driver of adoption.

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 Marketing Products

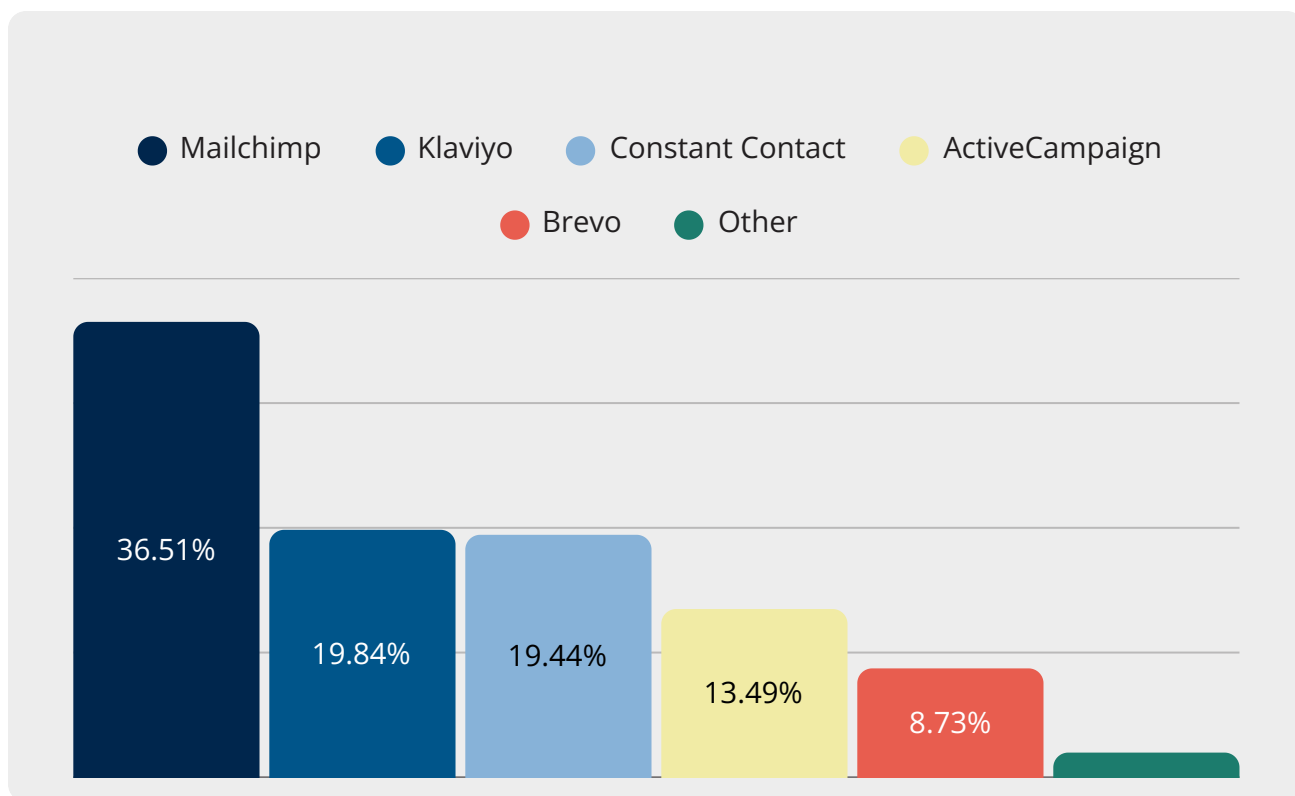
Survey Results

Category	Product
Marketing	Account Based Marketing
Marketing	AI Content Creation
Marketing	Customer Data Platforms
Marketing	Email Marketing Platform
Marketing	Marketing Analytics and Attribution
Marketing	Marketing Automation
Marketing	SEO Tools
Marketing	Social Media Management

AI Email Marketing Platforms



Mailchimp is the clear Market Leader with 36.51% of votes, followed by Klaviyo (19.84%) and Constant Contact (19.44%). The 16.67-point spread between first and second is one of the largest margins across all categories analyzed, indicating strong and durable leadership. Mailchimp's brand recognition, ease of entry, and widespread adoption across small businesses and growing organizations continue to anchor its dominance.

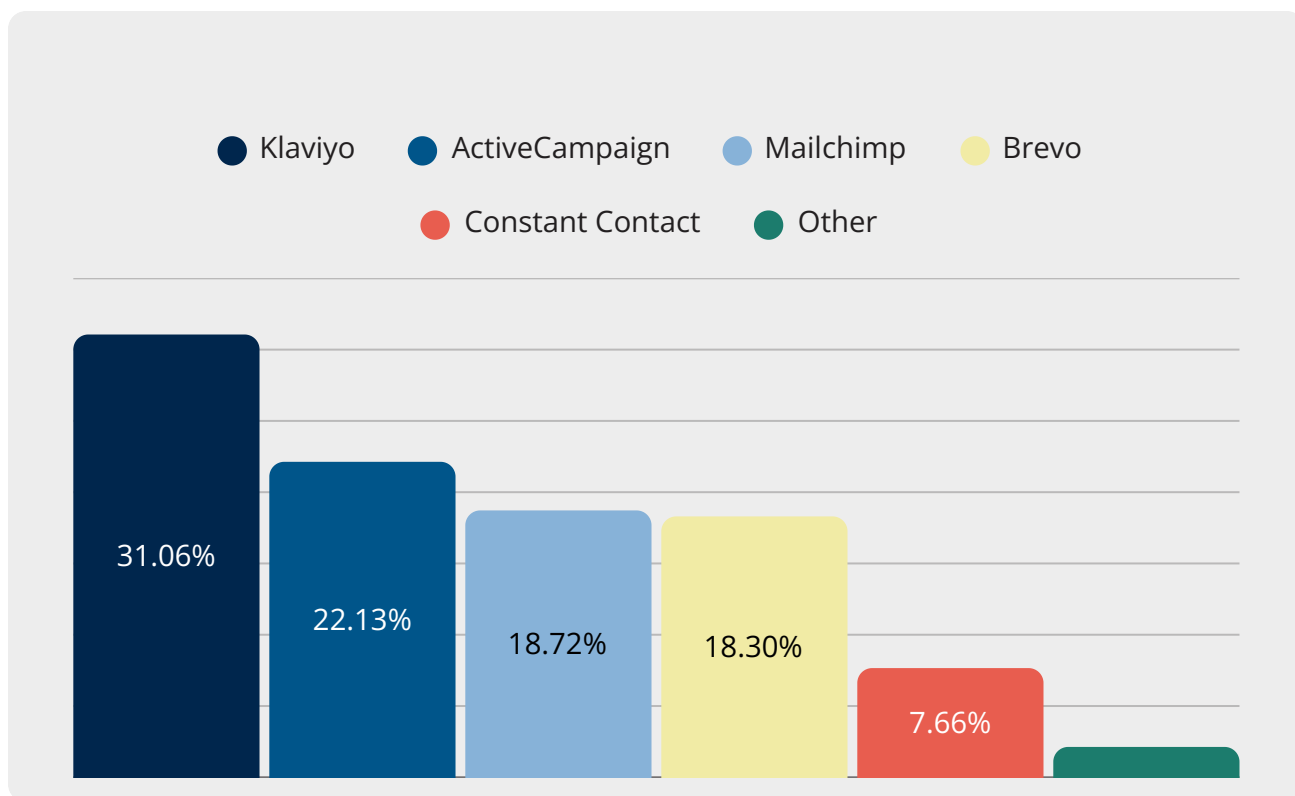


Voting likely reflects Mailchimp's long-standing position as the default email marketing platform for a broad range of users. Its accessibility, freemium model, and continuous expansion into marketing automation and AI-driven features have maintained its relevance. The strong correlation between Market leadership and Accuracy & Trust reinforces that users associate Mailchimp with core requirements in email marketing.

AI Email Marketing Platforms



Klaviyo leads Intelligence & Innovation with 31.06% of votes, followed by ActiveCampaign at 22.13% and Mailchimp at 18.72%. The 8.93-point lead indicates a strong perception that Klaviyo is driving the next wave of AI-powered email marketing innovation.

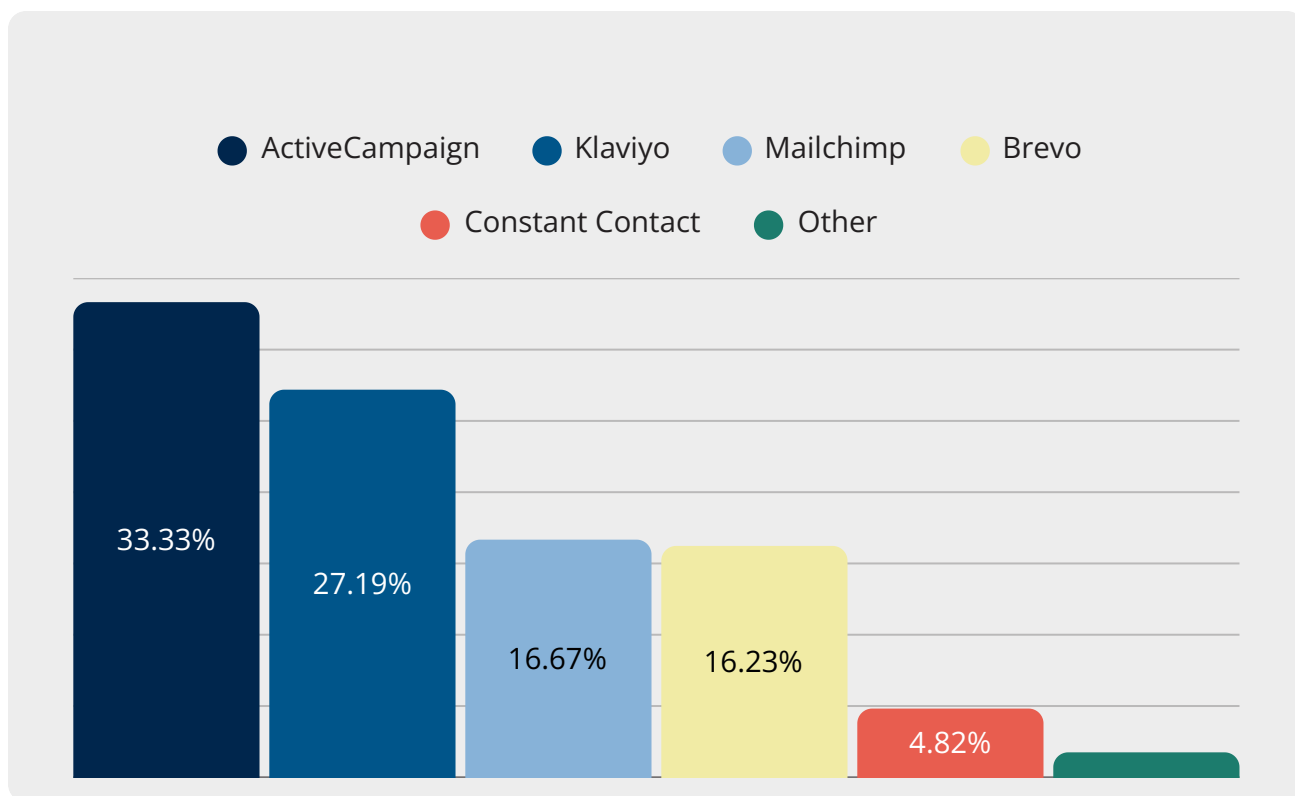


Klaviyo's leadership likely stems from its strength in data-driven personalization, predictive analytics, customer lifecycle automation, and tight integration with e-commerce platforms. It enables highly targeted, behavior-driven campaigns that go beyond traditional segmentation. Klaviyo ranks second for Market Leader, indicating that Innovation Leadership is not translating into overall category dominance.

AI Email Marketing Platforms



ActiveCampaign leads Creativity & Expression with 33.33% of votes, followed by Klaviyo (27.19%). The 6.14-point spread indicates a clear but competitive lead. ActiveCampaign is perceived as the platform that best enables marketers to design dynamic, personalized, and automated customer journeys.



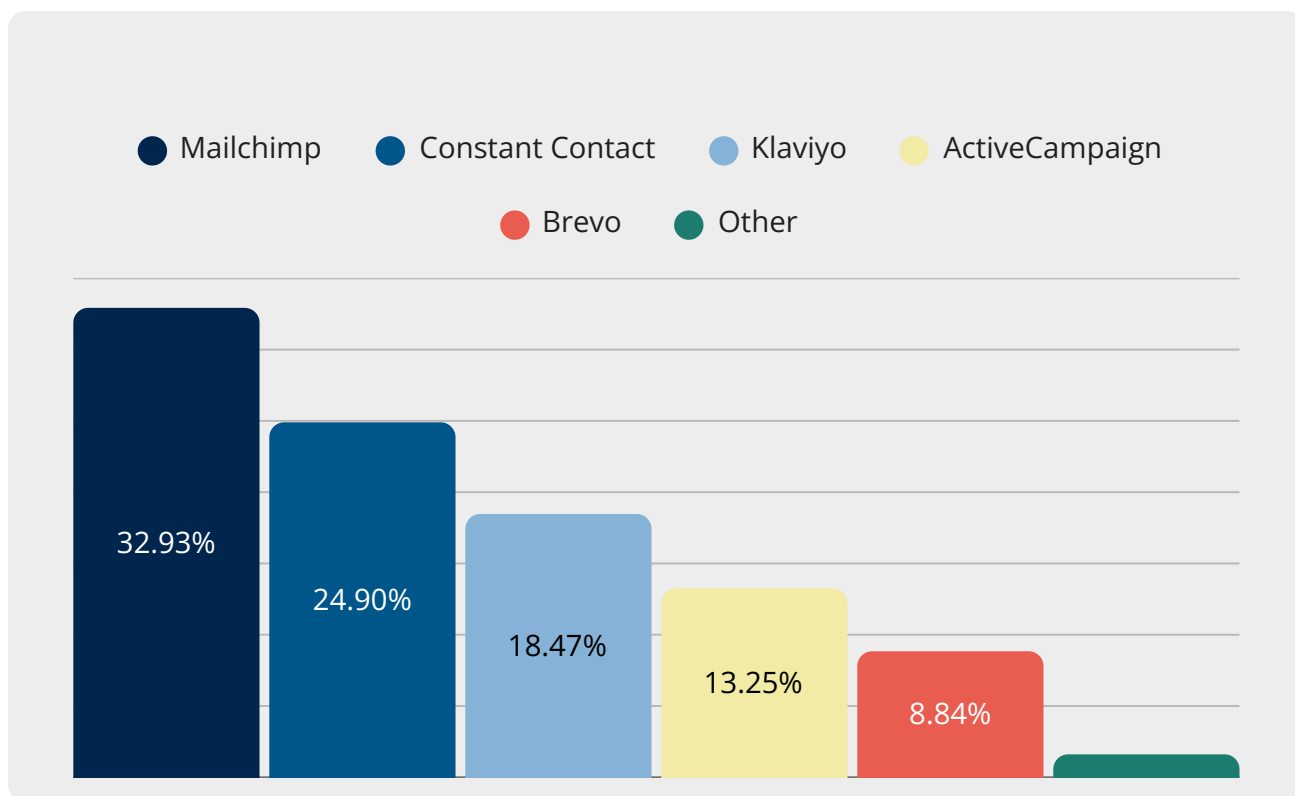
Active Campaign ➤

Perceptions of ActiveCampaign leadership likely reflects its advanced automation workflows, conditional logic, and campaign orchestration capabilities, which allow marketers to build sophisticated, highly personalized experiences. ActiveCampaign is a platform that excel in campaign design and flexibility often lead in creativity, even if it's not the most widely adopted.

AI Email Marketing Platforms



Mailchimp leads Accuracy & Trust with 32.93% of votes, followed by Constant Contact at 24.90% and Klaviyo at 18.47%. The 8.03-point spread between first and second reinforces Mailchimp's strong reputation for reliability and deliverability.

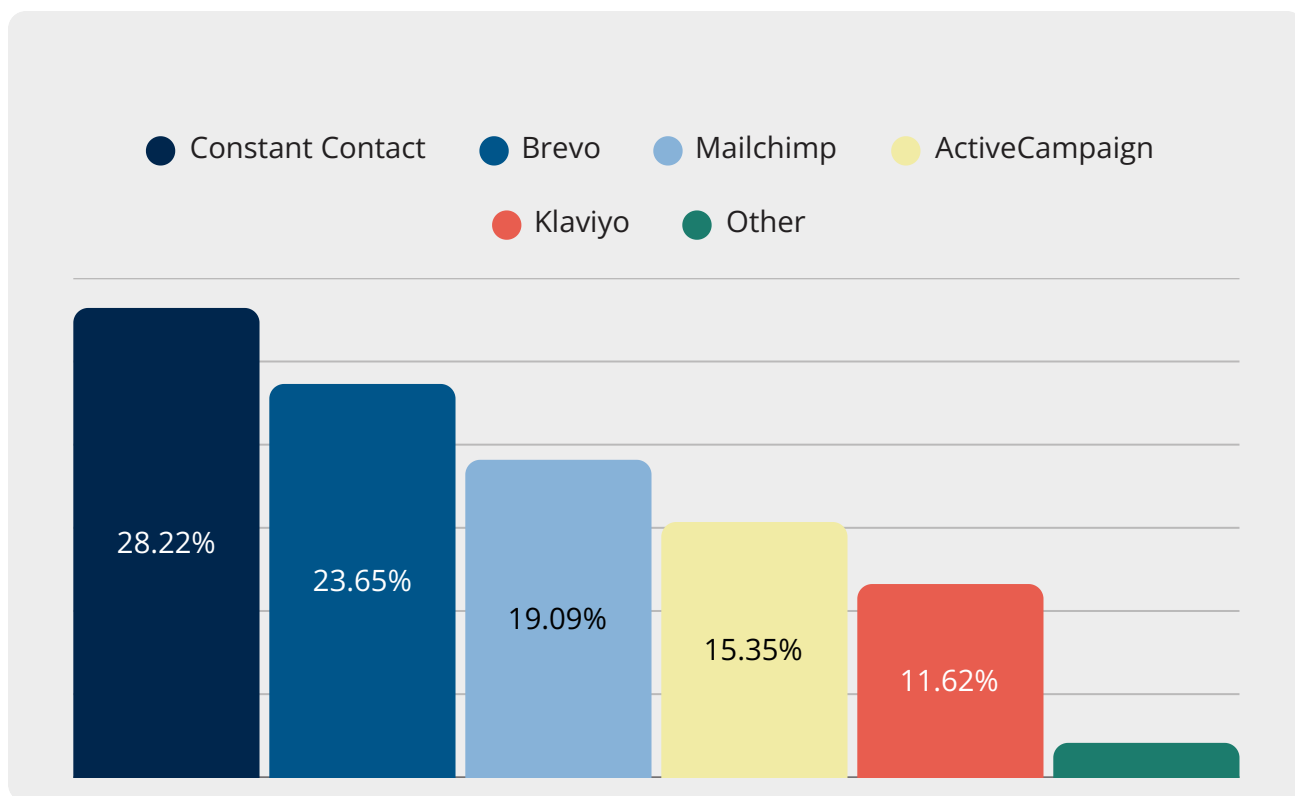


Perceptions of Mailchimp leadership likely reflects its long history in email infrastructure, deliverability optimization, and compliance management. In email marketing, where inbox placement and sender reputation are critical, trust is foundational. The strong alignment between Market leadership and Accuracy & Trust suggests that reliability remains a key driver of platform selection.

AI Email Marketing Platforms



Constant Contact leads Human Empowerment with 28.22% of votes, followed by Brevo at 23.65% and Mailchimp at 19.09%. The 4.57-point spread indicates a competitive category, but Constant Contact has a clear edge in usability and accessibility.



Votes for Constant Contact's leadership likely reflects its focus on simplicity, guided workflows, and support for small and mid-sized businesses. The platform emphasizes ease of campaign creation, list management, and reporting, enabling non-technical users to execute effective email marketing.

Looking Forward



Predictions

1. Email Marketing Platforms will evolve into “AI Lifecycle Engagement Platforms.”

Future taxonomy will expand beyond email to include cross-channel orchestration (email, SMS, push, and in-app), introducing new categories such as Lifecycle Automation Leader and Customer Journey Orchestration Leader.

2. AI-driven personalization will become the primary competitive axis.

Brand Leader voting will increasingly reward platforms that deliver real-time personalization, predictive segmentation, and next-best-action recommendations, redefining Innovation Leader around AI-driven customer intelligence.

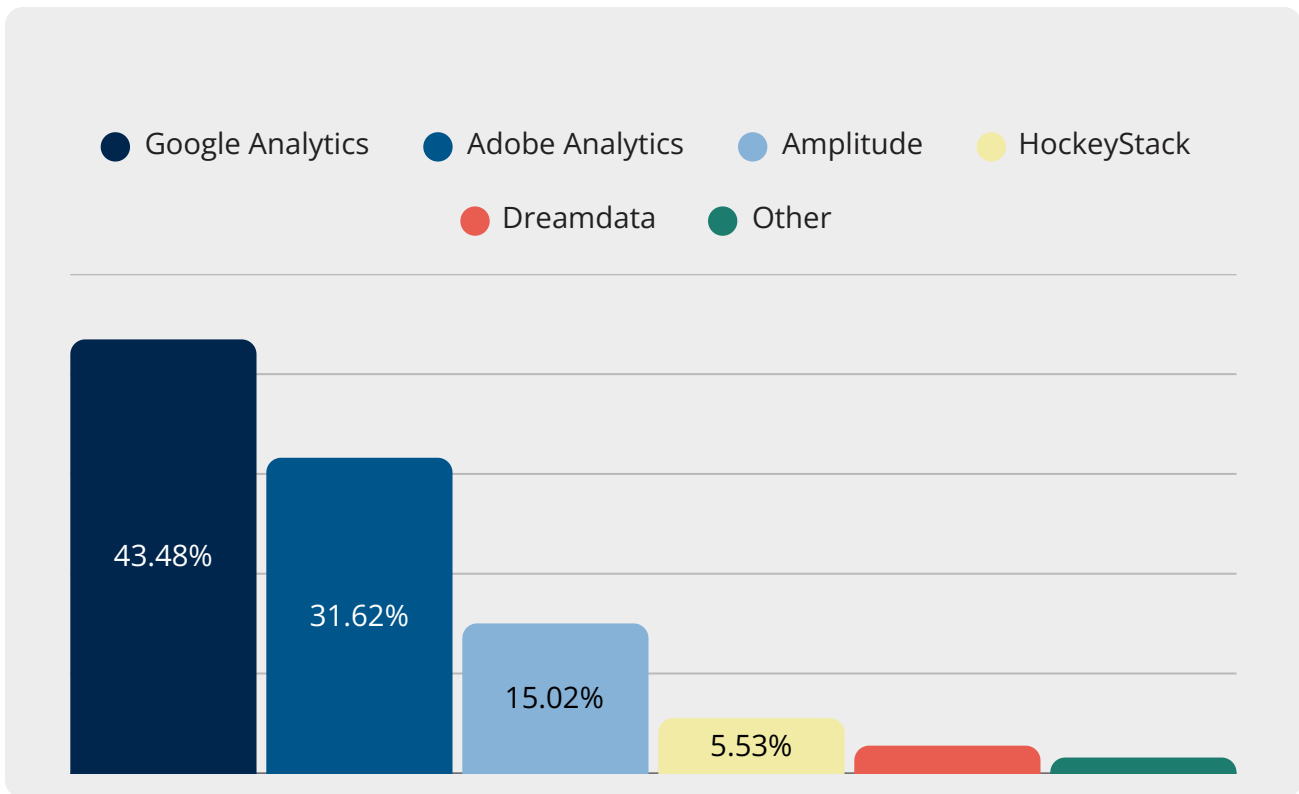
3. The market will bifurcate between enterprise automation platforms and SMB-friendly platforms.

Klaviyo and ActiveCampaign will lead advanced automation and data-driven marketing, while Mailchimp and Constant Contact will dominate accessibility and ease of use, driving future Brand Leader reports to segment voting by enterprise vs. SMB platforms.

AI Marketing Analytics & Attribution Platforms



Google Analytics is the clear Market Leader, receiving 43.48% of votes, with Adobe Analytics second at 31.62%, creating an 11.86-point spread. This is one of the largest leadership margins across all categories, indicating a strong and enduring dominance. Google Analytics remains the default analytics platform for a vast majority of organizations, driven by its accessibility, ecosystem integration, and historical ubiquity.

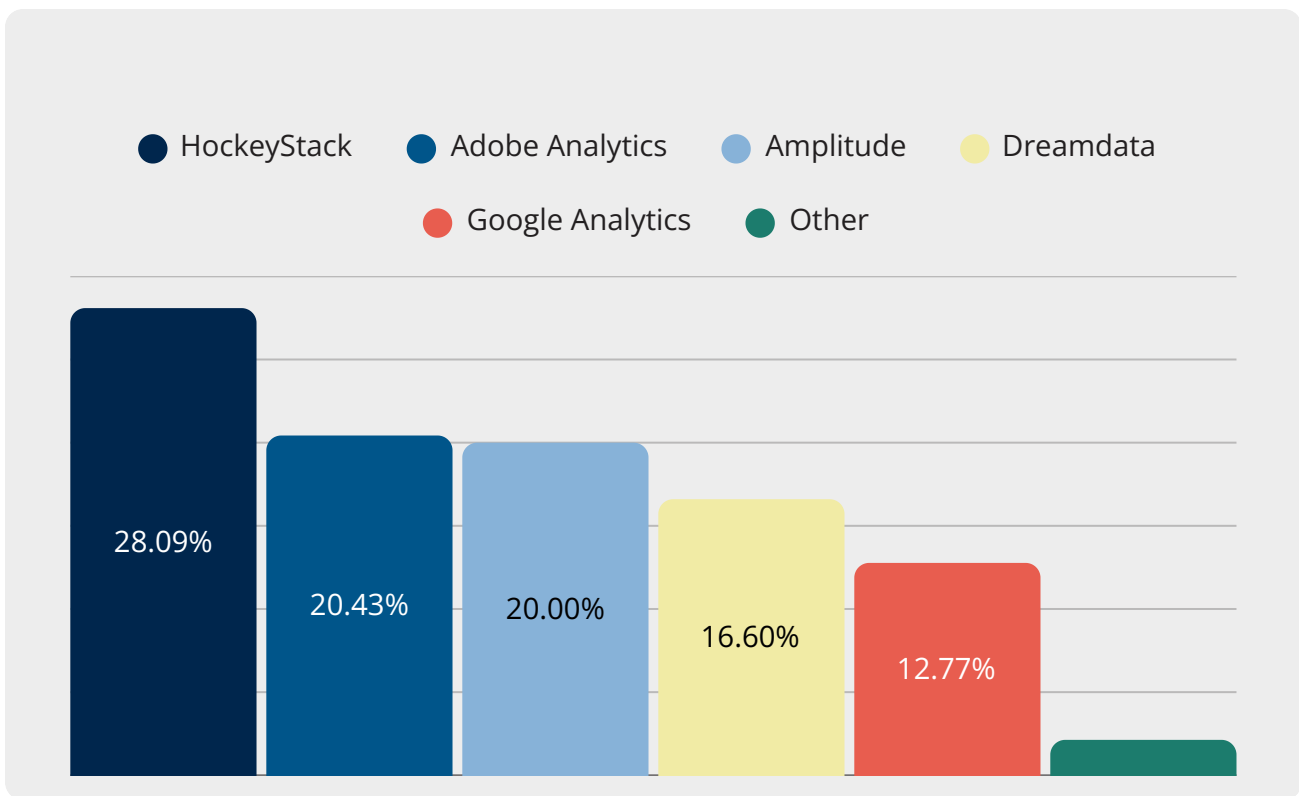


Voting likely reflects Google Analytics' role as the foundational analytics layer for digital marketing. Its free tier, tight integration with Google's advertising ecosystem, and broad adoption make it the most recognized and widely used platform. However, its lower rankings in Innovation (5th) and Creativity (5th) suggest that while it dominates in usage, it is not perceived as leading the next wave of AI-driven analytics or attribution innovation.

AI Marketing Analytics & Attribution Platforms



HockeyStack leads Intelligence & Innovation with 28.09% of votes, followed by Adobe Analytics (20.43%) and Amplitude (20.00%). The 7.66-point lead indicates a strong perception that HockeyStack is pushing the boundaries of attribution and analytics, particularly in the B2B and revenue attribution space.

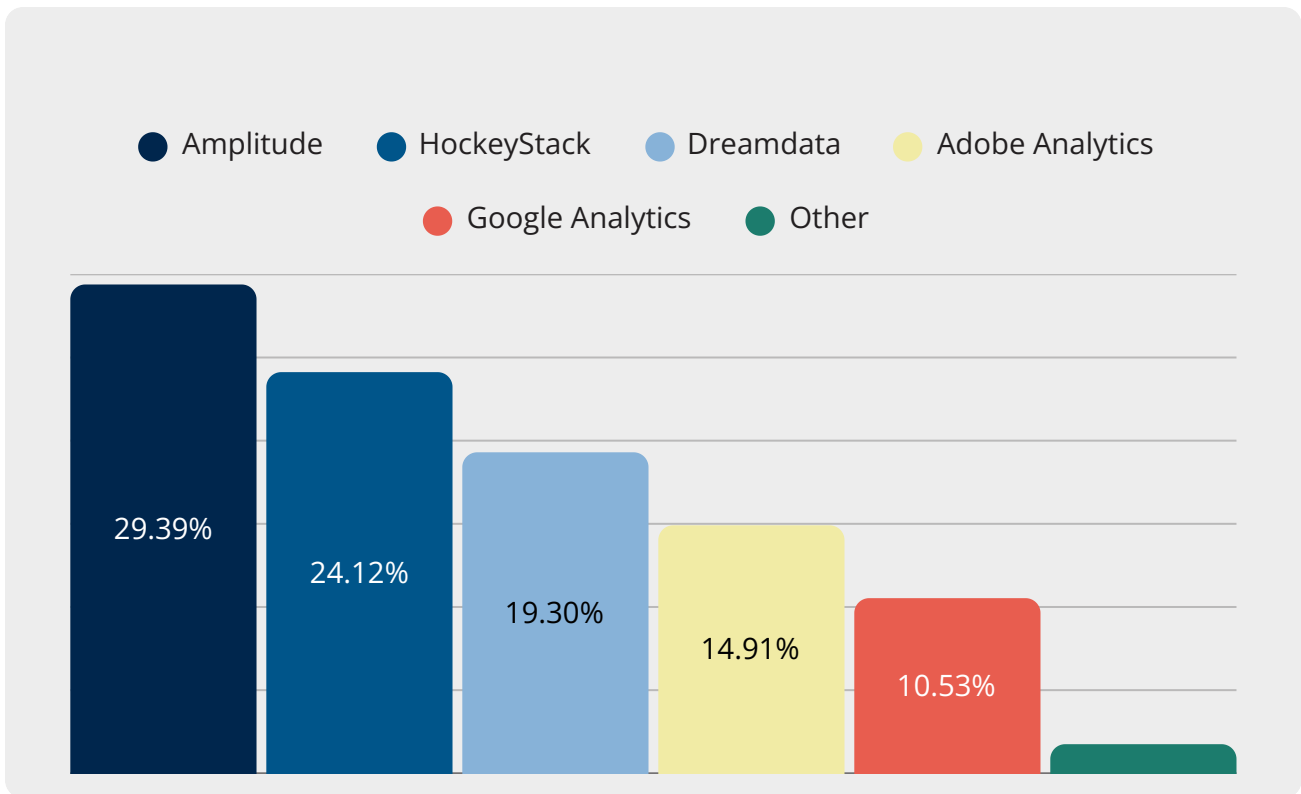


HockeyStack’s innovation perception likely stems from its focus on multi-touch attribution, revenue analytics, and AI-driven insights that connect marketing activities directly to pipeline and revenue outcomes. Its ability to unify go-to-market data and provide actionable insights aligns with how buyers increasingly define “innovation” in analytics.

AI Marketing Analytics & Attribution Platforms



Amplitude leads Creativity & Expression with 29.39% of votes, followed by HockeyStack (24.12%) and Dreamdata (19.30%). The 5.27-point spread between first and second indicates a competitive category, but Amplitude has a clear edge in enabling users to explore, visualize, and act on data in flexible and creative ways.



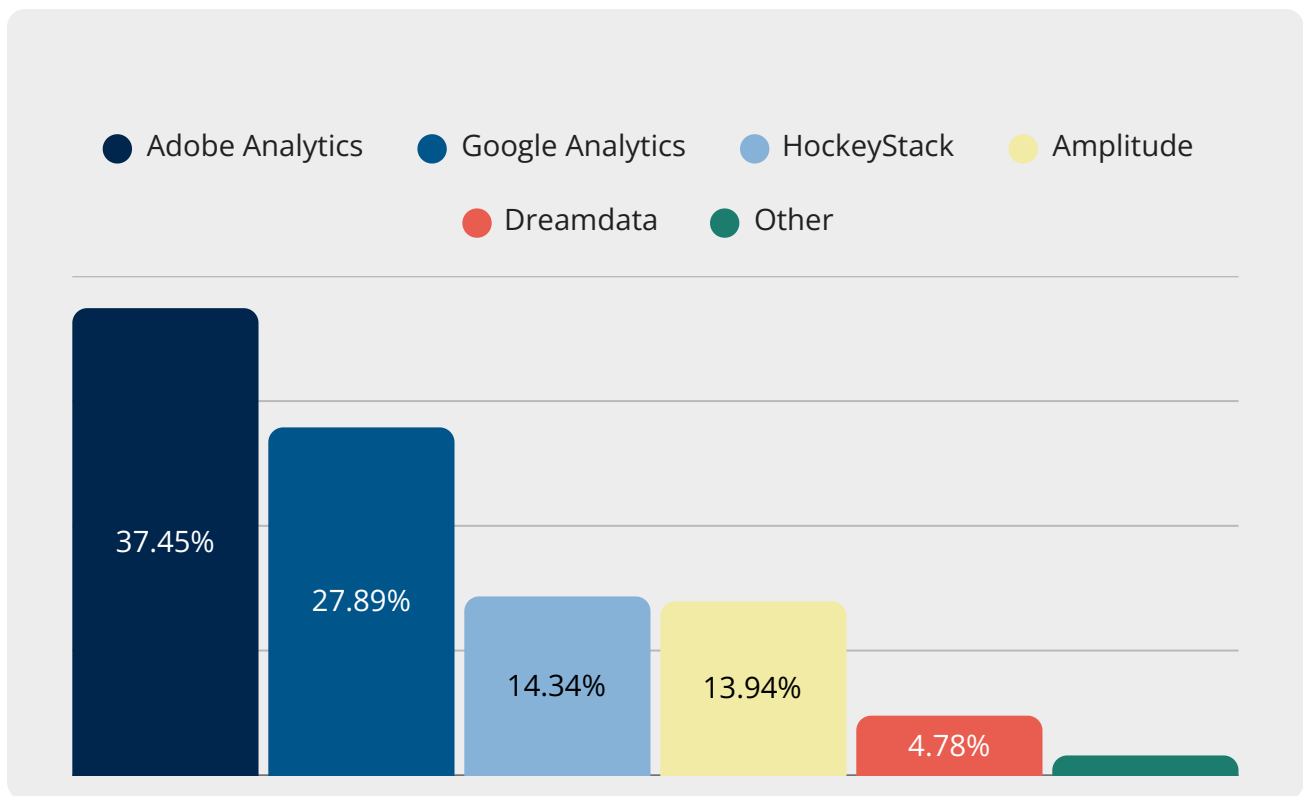
Amplitude's leadership likely reflects its strength in product analytics, behavioral insights, and user journey visualization. Its tools enable teams to explore data dynamically, build custom analyses, and understand user behavior in ways that go beyond traditional reporting. Amplitude ranks third as Market Leader, indicating that platforms excelling in user experience often lead in creativity perception.



AI Marketing Analytics & Attribution Platforms



Adobe Analytics leads Accuracy & Trust with 37.45% of votes, followed by Google Analytics at 27.89%, creating a 9.56-point spread. This is a strong signal that Adobe is perceived as the most reliable and enterprise-grade platform for analytics and attribution.



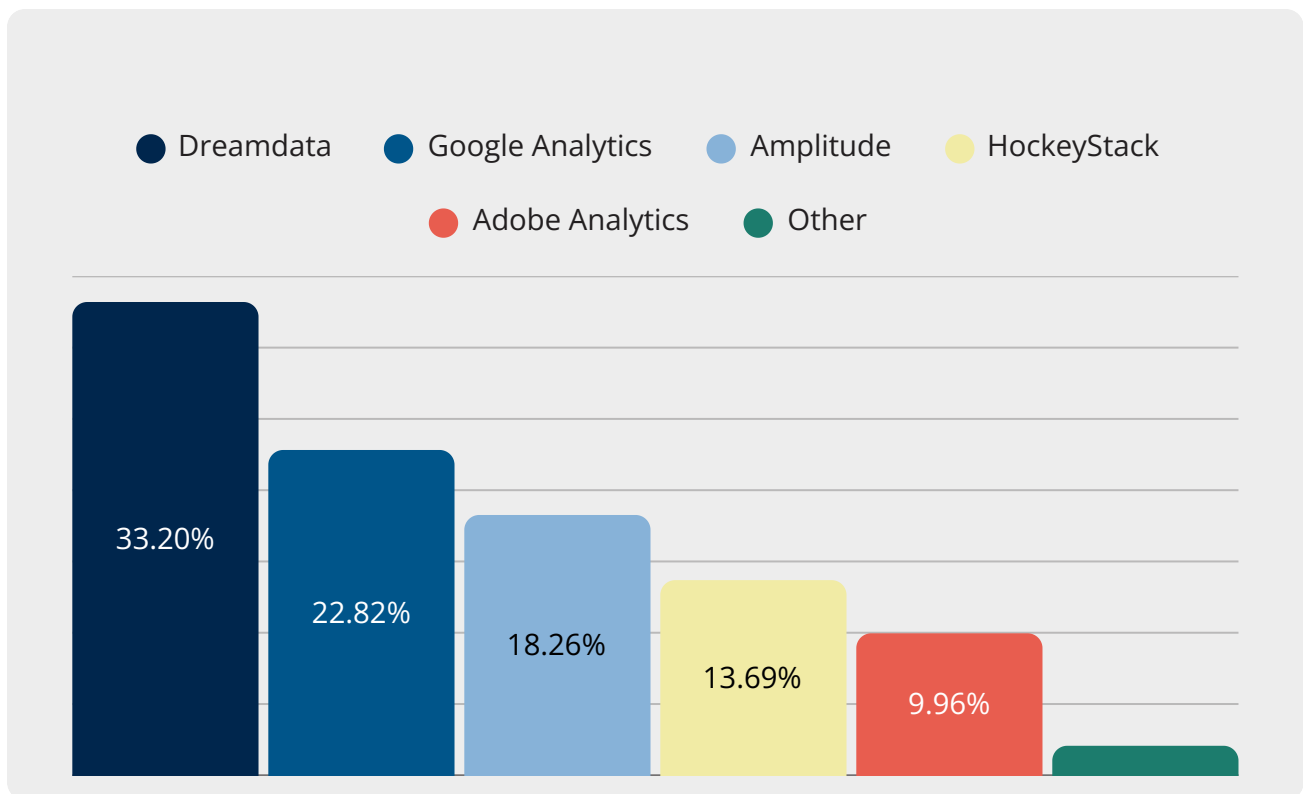
Adobe Analytics

Adobe's leadership likely reflects its reputation for data accuracy, advanced attribution modeling, and enterprise scalability. It has long been positioned as a premium analytics platform for large organizations that require precise measurement, governance, and customization. Adobe ranks second as Market Leader, indicating that trust does not always translate directly into overall leadership.

AI Marketing Analytics & Attribution Platforms



Dreamdata leads Human Empowerment with 33.20% of votes, followed by Google Analytics (22.82%) and Amplitude (18.26%). The 10.38-point spread indicates a strong perception that Dreamdata best enables users, particularly marketing and revenue teams, to understand and act on attribution insights.



Dreamdata's leadership likely stems from its focus on simplifying complex B2B attribution and making insights accessible to non-technical users. By connecting marketing efforts directly to revenue outcomes in an intuitive way, it empowers teams to make better decisions without deep analytical expertise.

Looking Forward



Predictions

1. The category will evolve into “Revenue Intelligence & Attribution Platforms.”

Future taxonomy will shift from marketing analytics to full-funnel revenue intelligence, introducing new categories such as Revenue Attribution Leader and Pipeline Impact Analytics Leader.

2. AI-driven decisioning will replace static reporting as the core value.

Brand Leader voting will increasingly reward platforms that not only measure performance but also recommend and automate budget allocation, campaign optimization, and next-best actions.

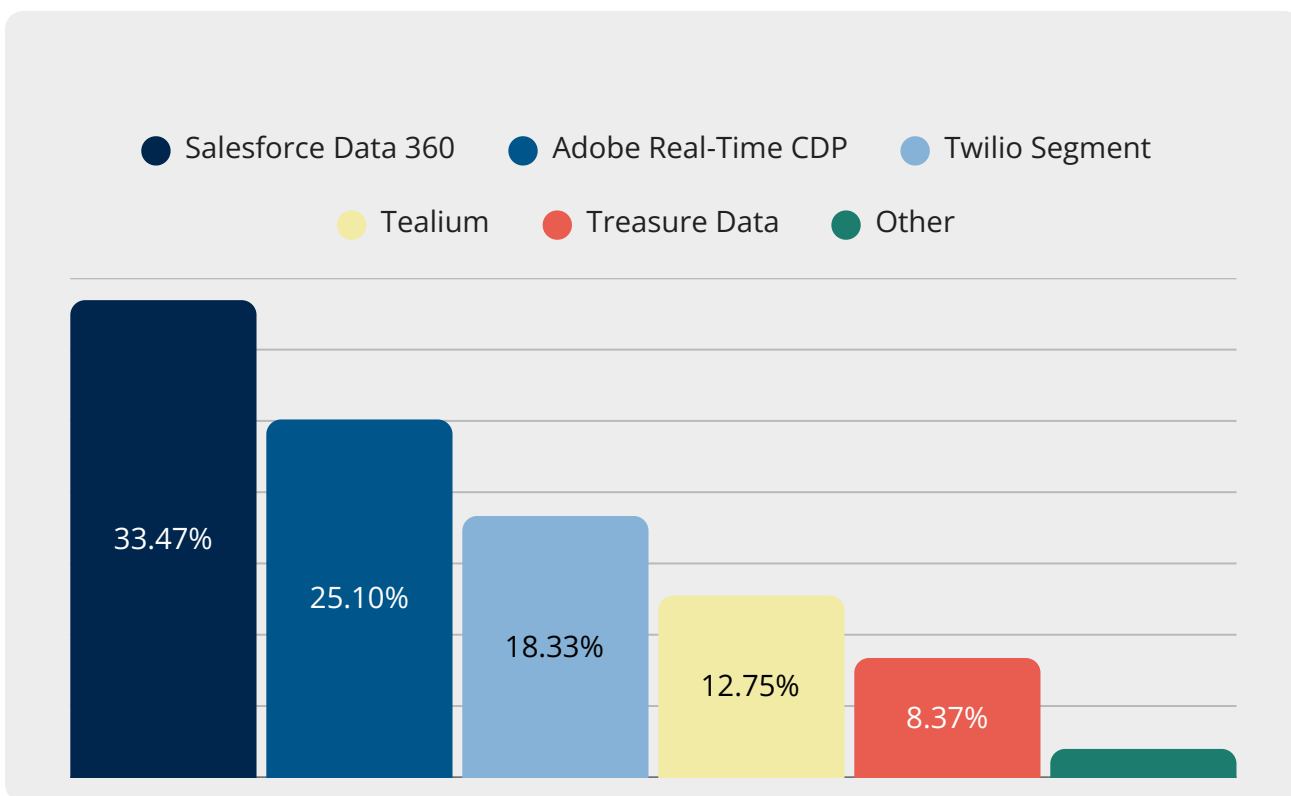
3. The market will bifurcate between enterprise analytics platforms and modern attribution platforms.

Google Analytics and Adobe Analytics will anchor enterprise-scale analytics, while HockeyStack, Dreamdata, and similar vendors will define next-generation attribution, leading to separate voting categories for Enterprise Analytics and AI Attribution Platforms.

AI Customer Data Platforms



Salesforce Data 360 leads the Market category with 33.47% of votes, followed by Adobe Real-Time CDP at 25.10%, creating an 8.37-point spread. This represents a solid leadership position, though not an overwhelming dominance. Salesforce is clearly the most recognized CDP brand, but Adobe remains a strong and credible challenger, particularly given its strength in adjacent marketing and experience platforms.

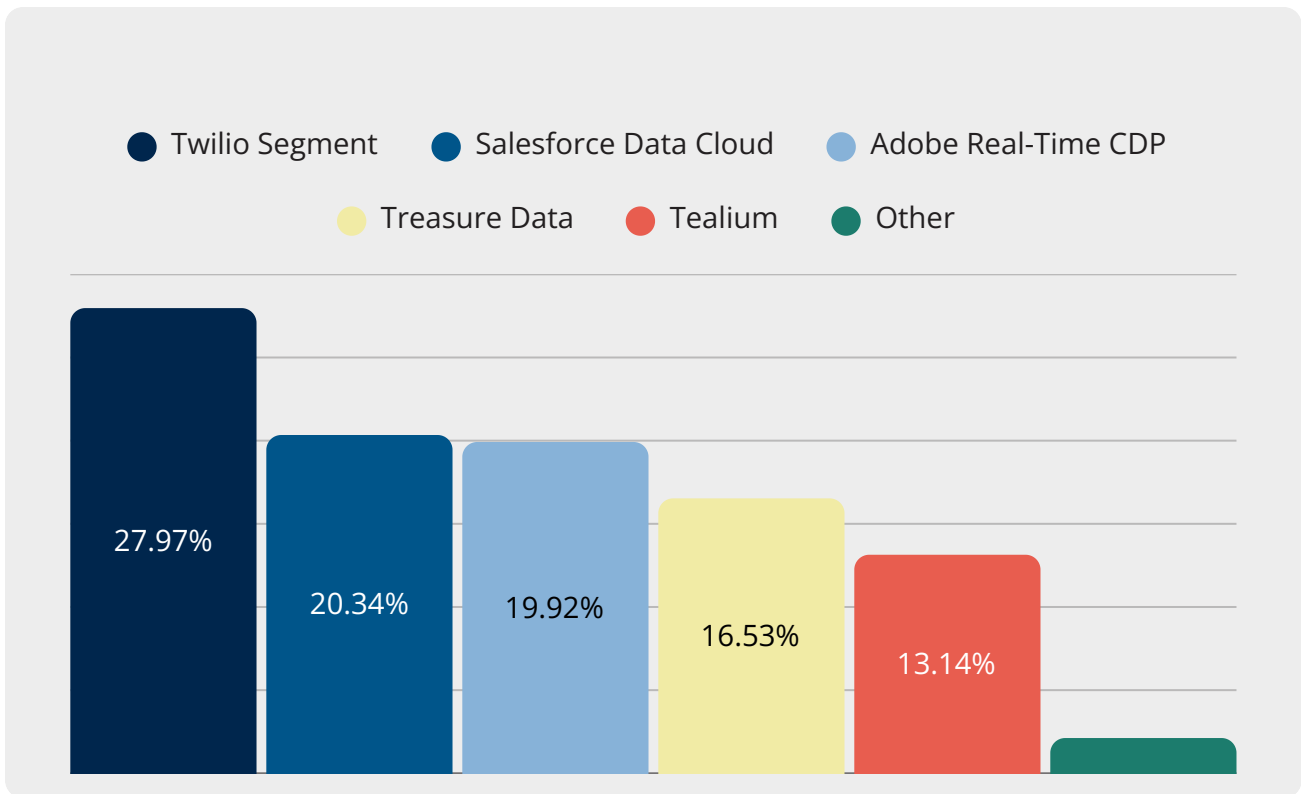


Salesforce’s market leadership likely reflects its deep integration with its own CRM, marketing automation, and analytics. Buyers often view Salesforce Data 360 as an enabling unified customer data across sales, service, and marketing. Its leadership in Accuracy & Trust reinforces that buyers associate Accuracy & Trust with Market Leadership.

AI Customer Data Platforms



Twilio Segment leads Intelligence & Innovation with 27.97% of votes, followed by Salesforce Data360 (20.34%) and Adobe Real-Time CDP (19.92%). The 7.63-point lead over Salesforce signals a strong perception that Segment is the innovation leader, particularly in how data is collected, unified, and activated in modern architectures.

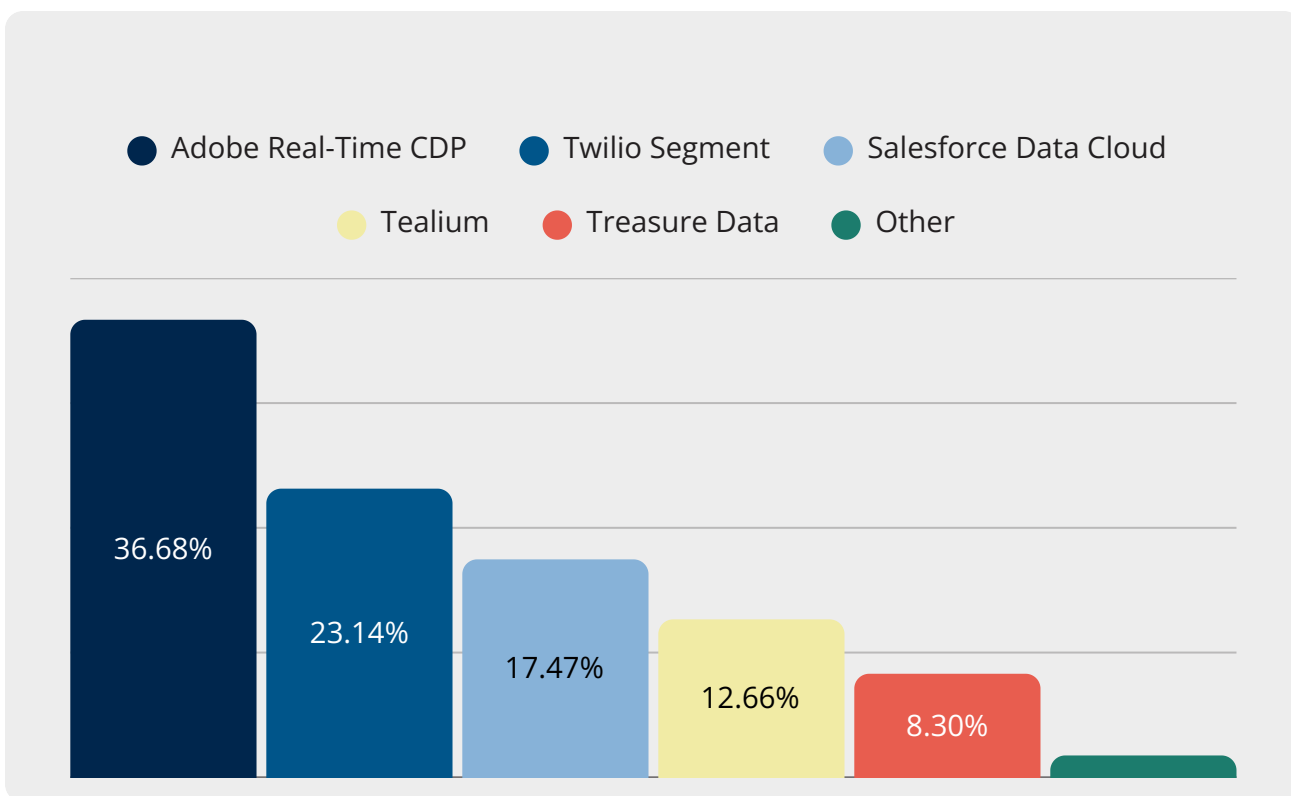


Segment's innovation perception likely comes from its developer-first approach, real-time data pipelines, composable CDP architecture, and strong integration ecosystem. Segment ranks third in Market share but first in Innovation, suggesting that technical innovation alone does not guarantee category dominance, especially in enterprise environments.

AI Customer Data Platforms



Adobe Real-Time CDP leads Creativity & Expression with 36.68% of votes, followed by Twilio Segment at 23.14% and Salesforce Data 360 at 17.47%. The 13.54-point spread is one of the largest across all categories, indicating that Adobe is strongly differentiated in enabling creative, personalized, and experience-driven use cases.

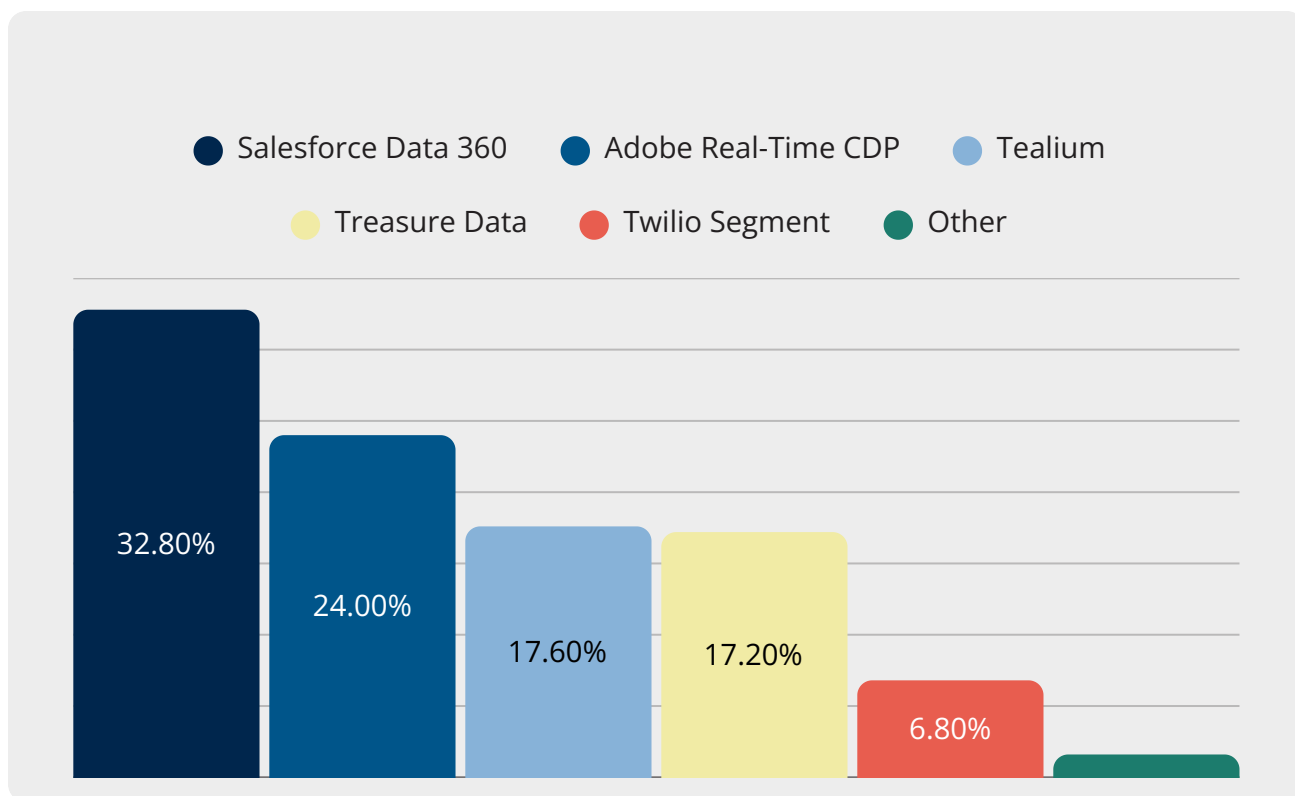


The perception of Adobe leadership likely stems from its integration with Adobe Experience Cloud, where customer data is directly tied to content creation, campaign orchestration, and digital experience delivery. Adobe ranks second as Market Leader reinforcing Adobe's identity as the leader in experience-driven CDP use cases rather than pure data infrastructure.

AI Customer Data Platforms



Salesforce Data 360 leads Accuracy & Trust with 32.80% of votes, followed by Adobe Real-Time CDP at 24.00%, creating an 8.80-point spread. This is a strong validation of Salesforce's position as the most trusted platform for customer data unification, governance, and enterprise reliability.

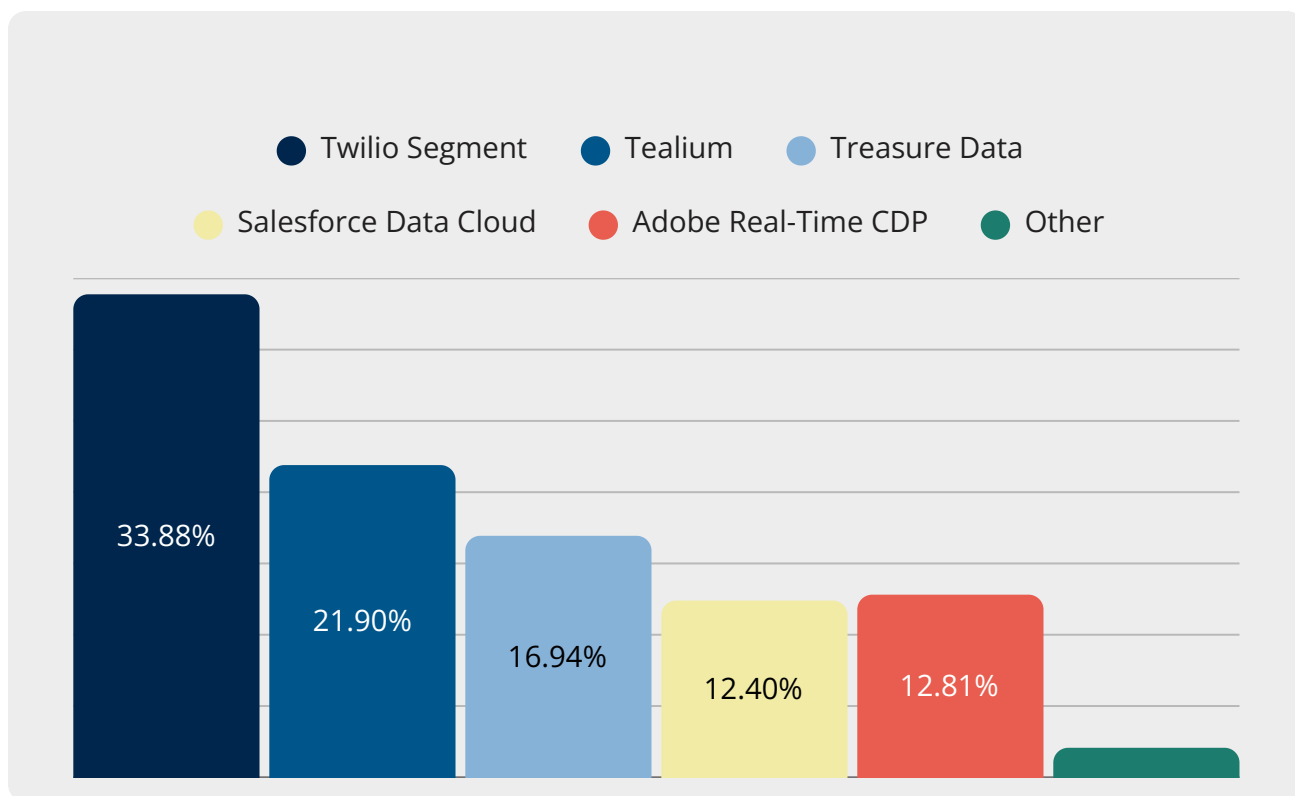


Votes for Accuracy & Trust leadership likely reflect Salesforce's strength in identity resolution, data governance, compliance, and integration with CRM systems of record. The strong correlation between Salesforce's Market leadership and Accuracy & Trust leadership indicates that buyers anchor their CDP decisions around confidence in data quality and system reliability.

AI Customer Data Platforms



Twilio Segment leads Human Empowerment with 33.88% of votes, followed by Tealium at 21.90%, creating an 11.98-point spread. This is a significant margin, indicating that Segment is widely perceived as the platform that best enables users, particularly developers and technical teams, to work effectively with customer data.



Segment's leadership in this category likely reflects its usability, flexibility, and developer-centric design. By simplifying data collection, transformation, and routing through APIs and integrations, it empowers teams to build and iterate quickly. Segment ranks third for Market Leader, suggesting that platforms excelling in usability lead in user preference, even if they are not an enterprise incumbent.

Looking Forward



Predictions

1. CDPs will evolve into “Customer Data Intelligence Platforms.” (CDIPs)

Future taxonomy will expand beyond data unification into AI-driven intelligence layers that predict behavior, orchestrate journeys, and automate decision-making, introducing new categories such as Customer Intelligence Leader and Real-Time Decisioning Leader.

2. Composable and developer-first CDPs will reshape innovation leadership.

Brand Leader voting will increasingly reward platforms that enable flexible architectures, real-time pipelines, and API-driven workflows, elevating categories such as Data Infrastructure Leader and Composable CDP Leader.

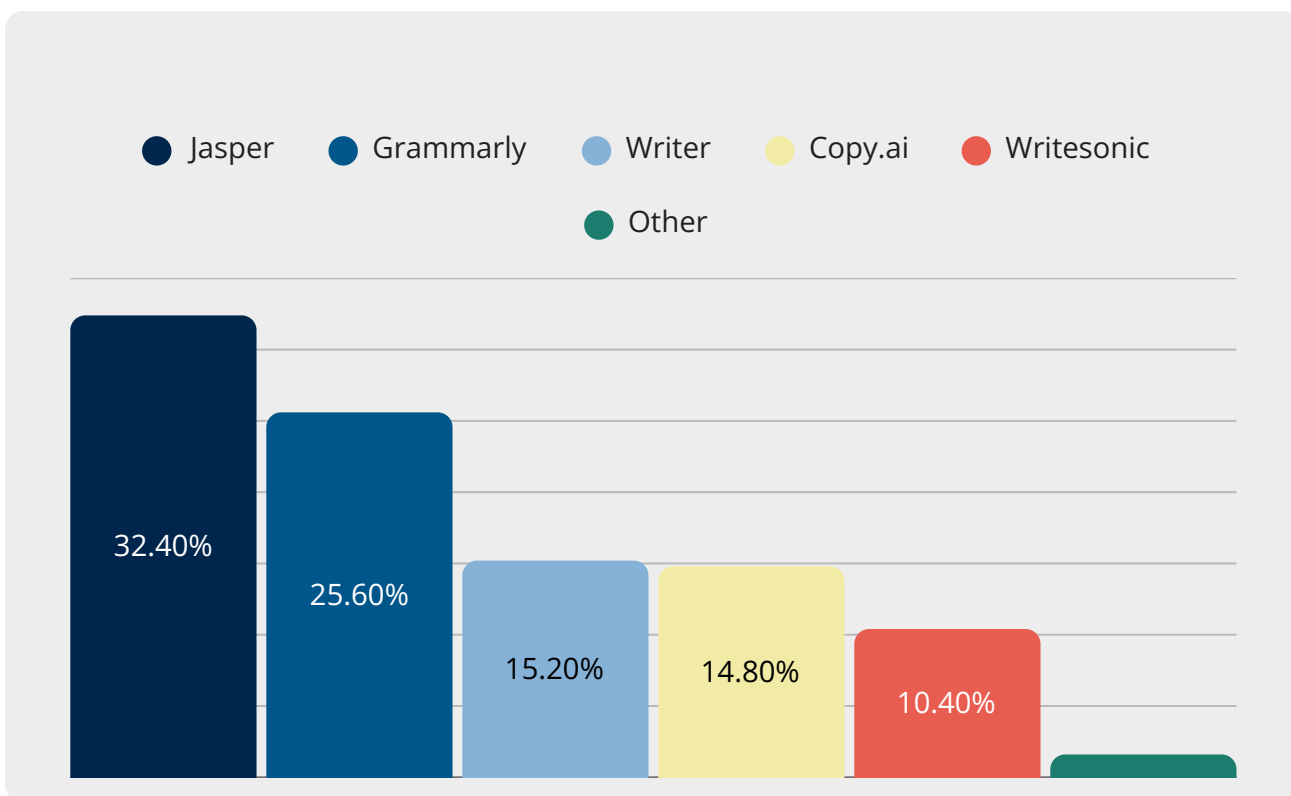
3. Trust, governance, and compliance will become the defining enterprise differentiators.

As CDPs power AI-driven personalization and decisioning, future voting will emphasize Data Governance Leader, Identity Resolution Leader, and Privacy & Compliance Leader as core dimensions of leadership.

AI Content Creation Platforms



Jasper leads the Market category with 32.40% of votes, followed by Grammarly at 25.60%, creating a 6.8-point spread. This is a moderate lead—not dominant, but clearly establishing Jasper as the top-of-mind brand in AI content creation. The relatively tight clustering of vendors behind Jasper indicates strong competition and low barriers to switching, typical of a rapidly evolving AI category.

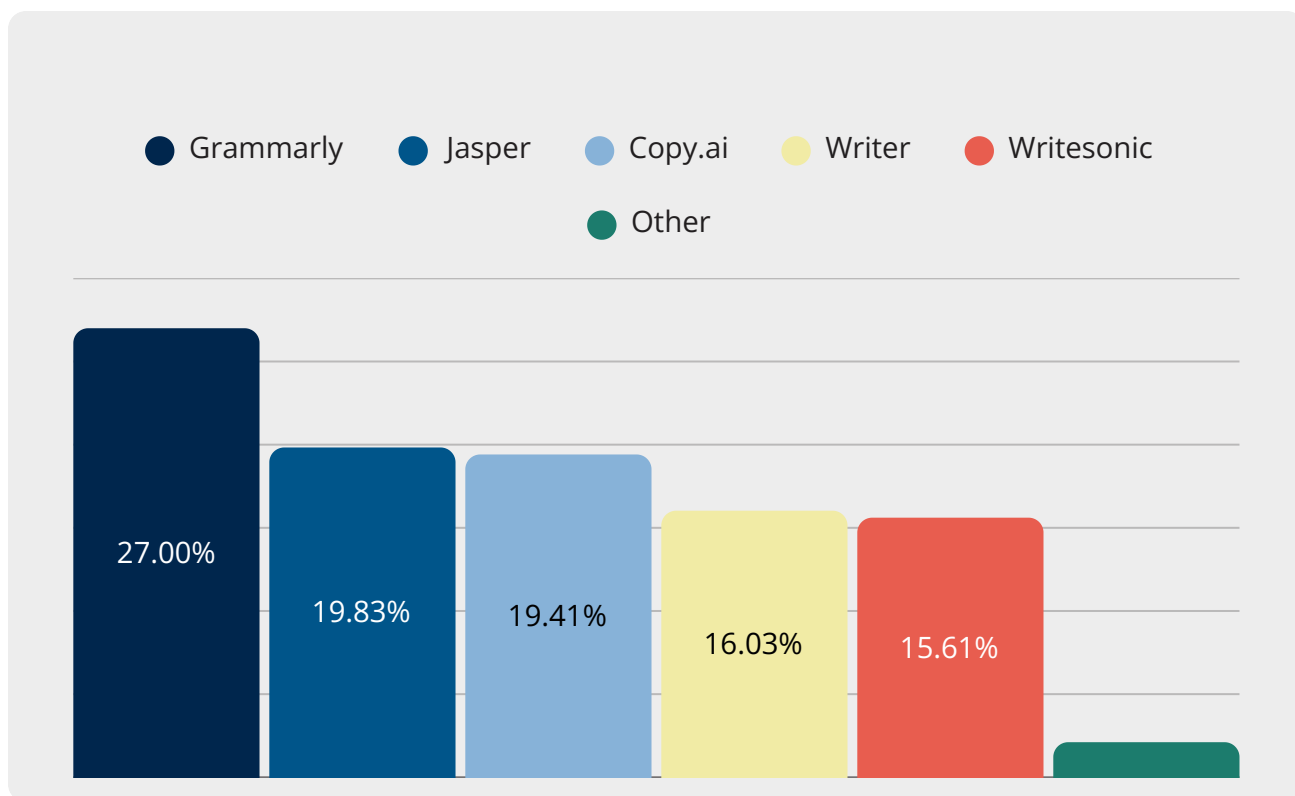


Jasper’s leadership likely stems from its early positioning as a dedicated AI content platform for marketing teams, along with strong brand recognition in generative AI for copywriting. Its focus on templates, campaign workflows, and marketing-specific use cases resonates with the sales and marketing audience voting in this survey.

AI Content Creation Platforms



Grammarly leads Intelligence & Innovation with 27.00% of votes, followed by Jasper (19.83%) and Copy.ai (19.41%). The 7.17-point spread indicates a clear perception that Grammarly is the innovation leader, despite not being the Market Leader. This highlights a key dynamic in the category: innovation is being defined not just by generation, but by intelligence layered on top of writing workflows.

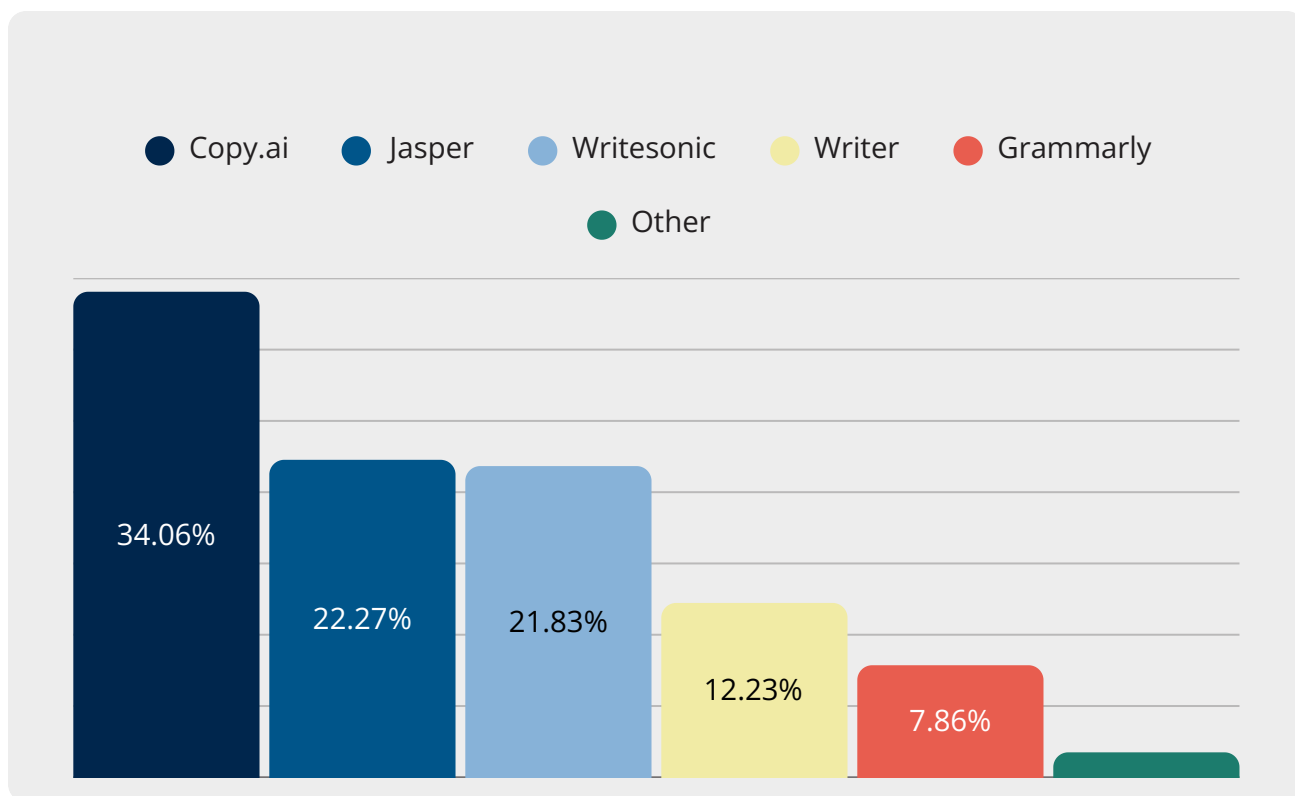


Grammarly's innovation perception likely comes from its evolution beyond grammar checking into AI-assisted rewriting, tone adjustment, contextual suggestions, and enterprise communication intelligence. Its strength lies in augmenting human writing rather than replacing it. Grammarly is second in Market share, reinforcing that innovation alone does not define category leadership.

AI Content Creation Platforms



Copy.ai leads Creativity & Expression with 34.06% of votes, followed by Jasper (22.27%) and Writesonic (21.83%). The 11.79-point spread is one of the largest in the dataset, indicating that Copy.ai is strongly differentiated in enabling creative content generation, ideation, and expressive marketing copy.

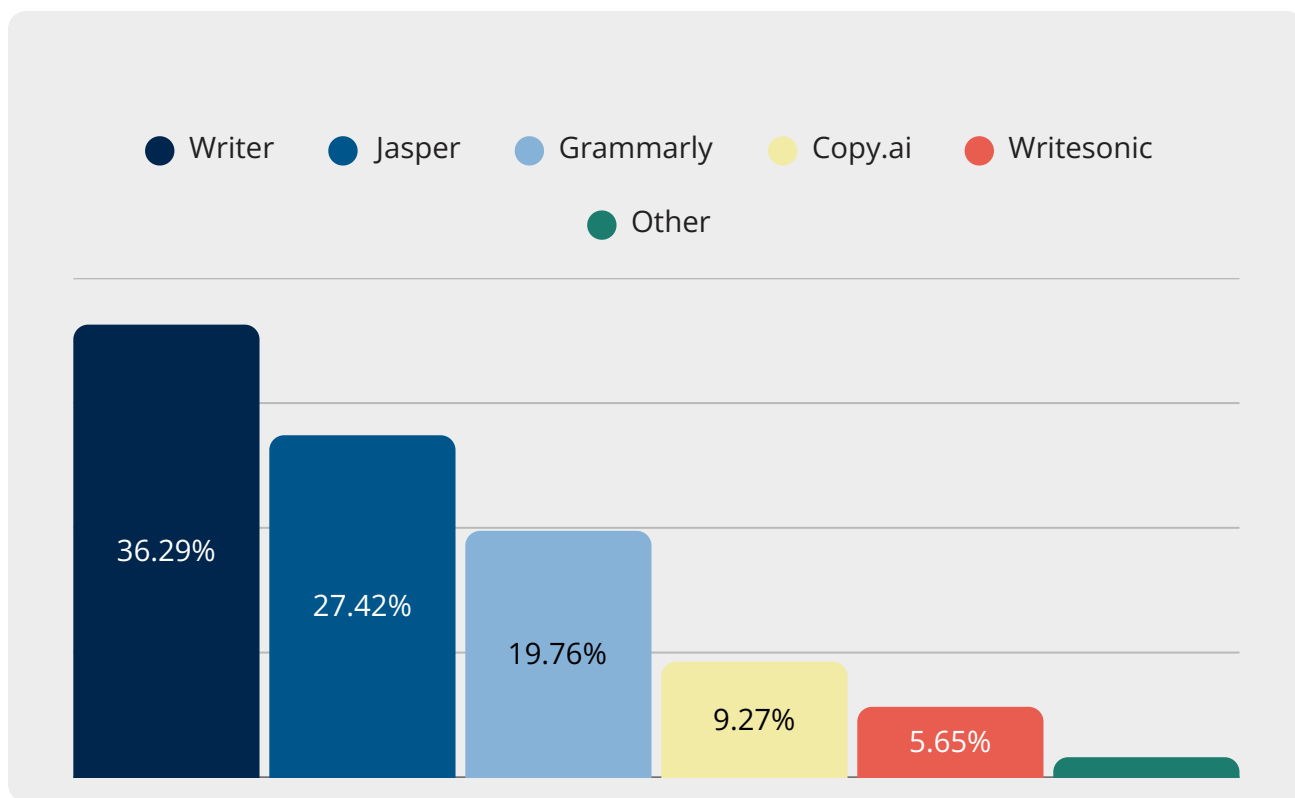


Copy.ai's leadership likely reflects its focus on rapid content generation, diverse templates, and marketing-driven use cases such as ad copy, social posts, and campaign messaging. The platform emphasizes speed, variation, and creative output, qualities directly aligned with this category. Copy.ai ranks fourth as Market Leader but first in Creativity, suggesting it is seen as a creative specialist.

AI Content Creation Platforms



Writer leads Accuracy & Trust with 36.29% of votes, followed by Jasper at 27.42%, creating an 8.87-point spread. This is a strong signal that Writer is perceived as the most reliable platform for enterprise-grade content generation, particularly in environments where brand consistency, compliance, and factual accuracy are critical.



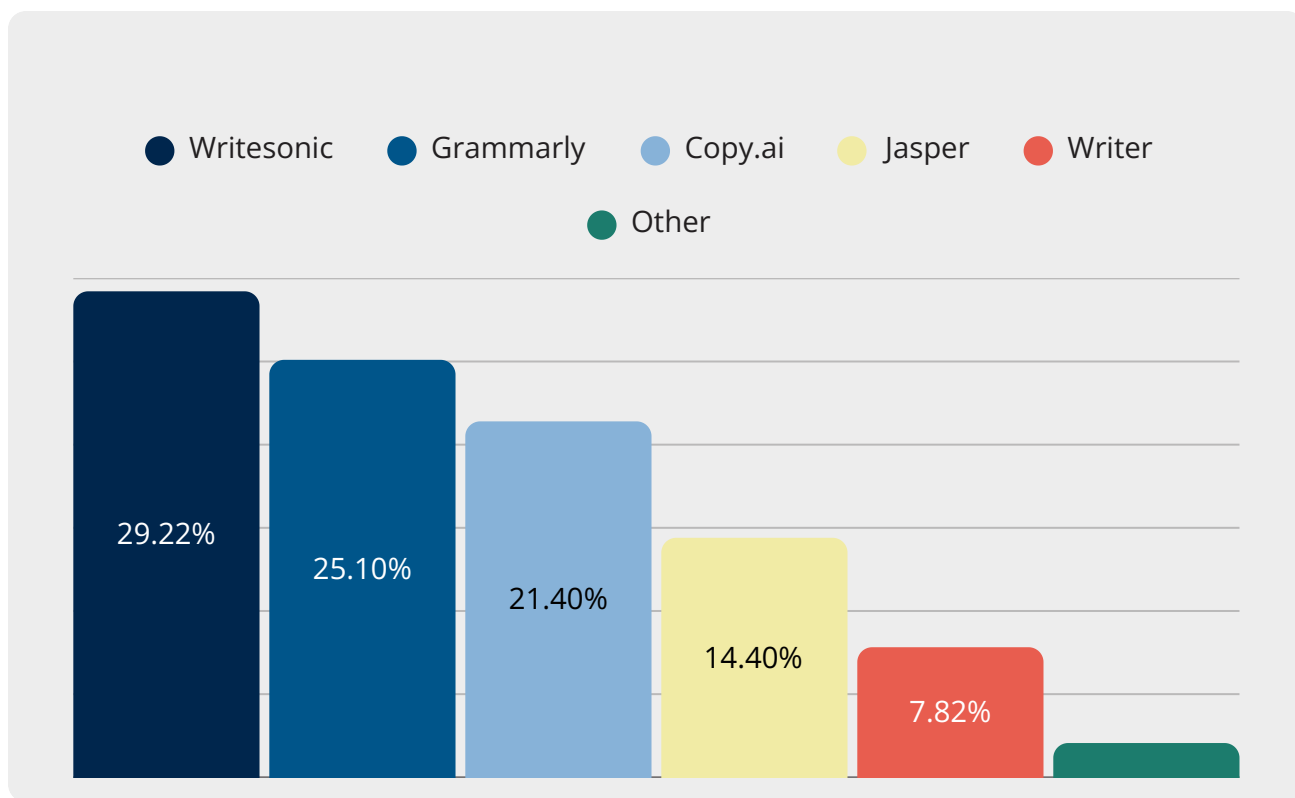
WRITER

Writer's leadership likely stems from its positioning as an enterprise AI platform focused on governance, style guides, brand voice control, and factual correctness. Writer emphasizes structured, controlled content generation. The correlation with Writer ranks third as Market Leader, but the strong trust signal suggests that many enterprise buyers prioritize accuracy.

AI Content Creation Platforms



Writesonic leads Human Empowerment with 29.22% of votes, followed by Grammarly (25.10%) and Copy.ai (21.40%). The 4.12-point spread between Writesonic and Grammarly indicates a competitive category, but Writesonic has a clear edge in how users perceive its ability to help them produce more content efficiently.



Writesonic's leadership likely reflects its ease of use, accessibility, and breadth of tools that enable users to generate content quickly across formats. The platform focuses on helping individuals and teams scale output without requiring deep expertise. Writesonic ranks fifth as Market leader, but consistent with a broader pattern: tools that empower users strongly influence user satisfaction and productivity perceptions.



Looking Forward



Predictions

1. The category will split into “Creative Generation Platforms” and “Enterprise Content Governance Platforms.”

Future taxonomy will separate tools like Copy.ai and Writesonic (focused on creativity and speed) from platforms like Writer and Grammarly (focused on control, accuracy, and enterprise workflows).

2. “Accuracy & Trust” will become the primary enterprise buying criterion.

As AI-generated content scales across regulated industries, future Brand Leader voting will introduce categories such as AI Content Governance Leader, Brand Voice Control Leader, and Factual Reliability Leader.

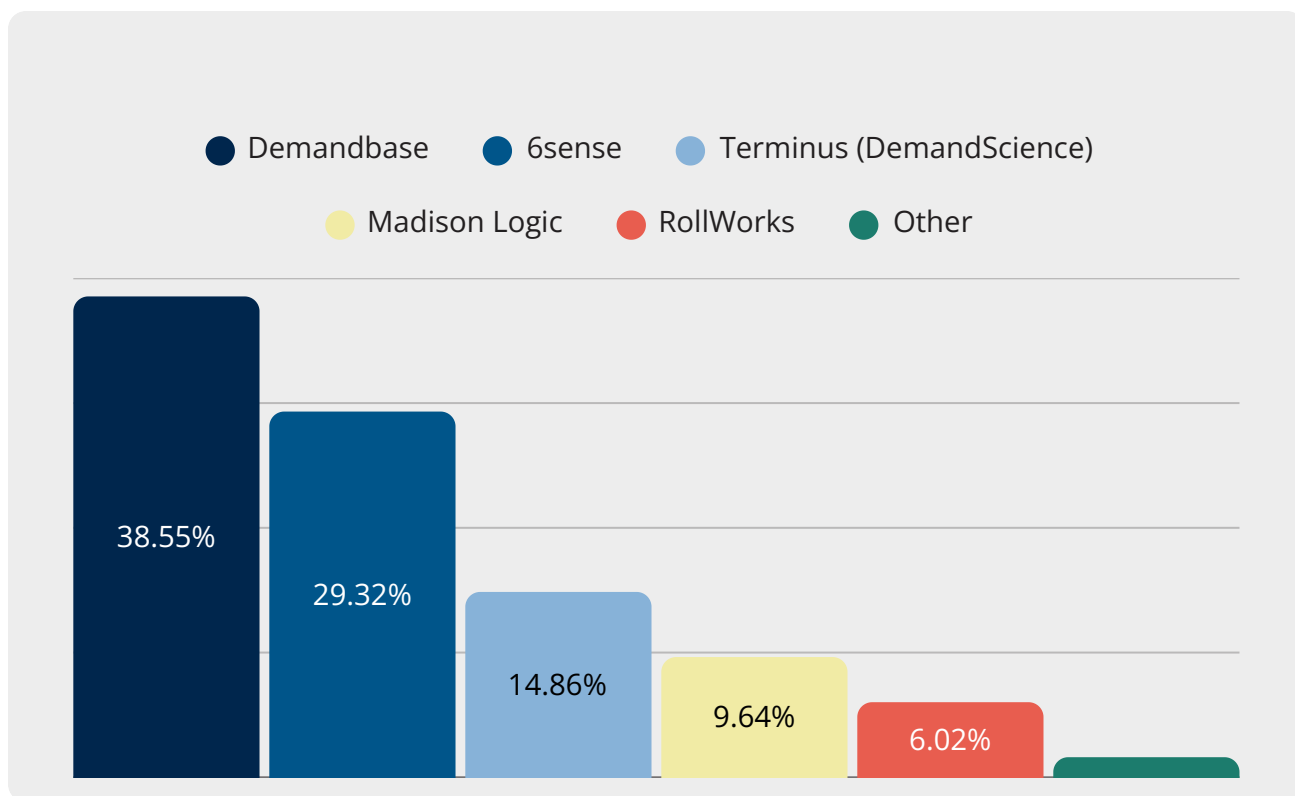
3. Multimodal and agent-driven content creation will redefine innovation.

Future Innovation Leader categories will shift toward AI agents that plan, generate, optimize, and distribute content across channels, moving beyond single outputs to end-to-end content lifecycle automation.

Account Based Marketing Platforms



Demandbase is the Market Leader with 38.55% of votes, followed by 6sense at 29.32%, creating a 9.23-point spread. This is one of the stronger leadership gaps across all categories you've analyzed so far. Demandbase is clearly perceived as the category anchor, with a meaningful advantage over its closest competitor, though not so dominant that competition is irrelevant.



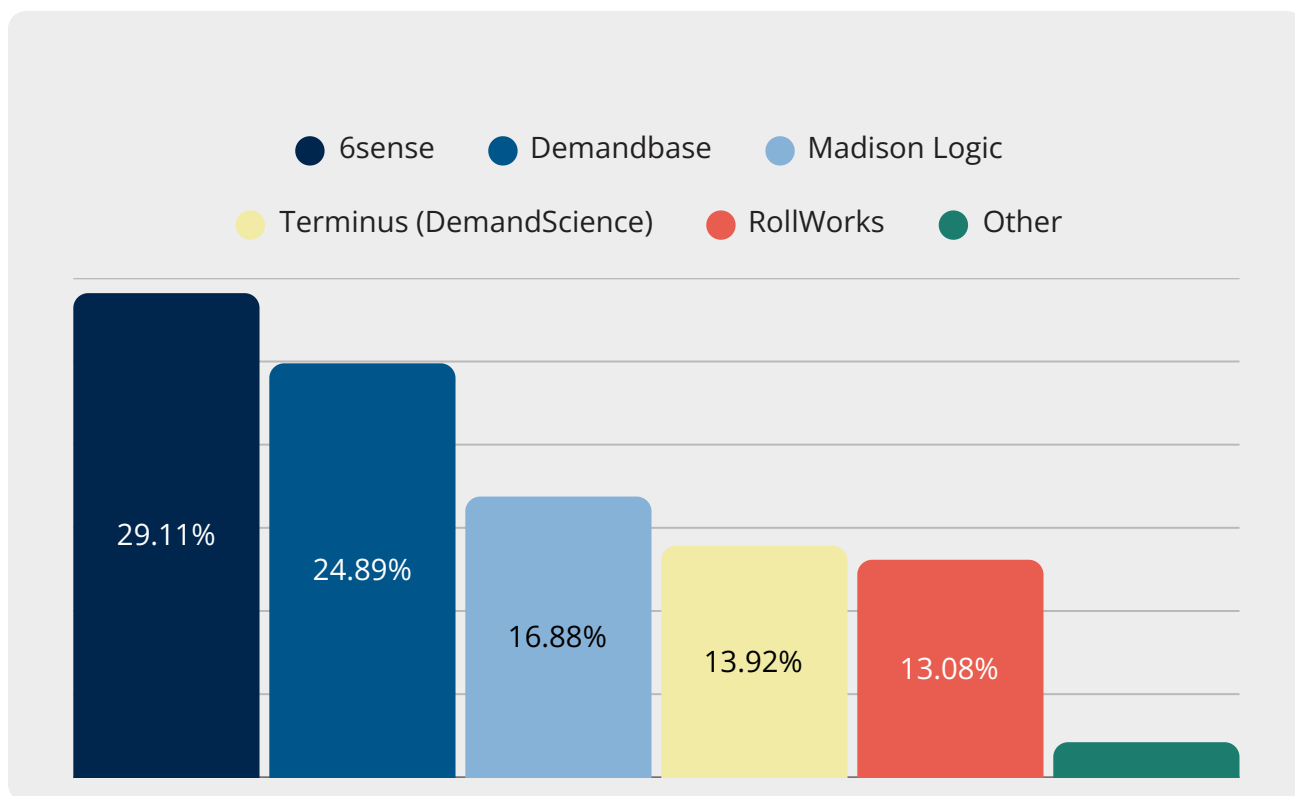
Demandbase's leadership likely reflects its long-standing position in ABM, breadth of capabilities (advertising, intent, orchestration, data, and analytics), and enterprise adoption. Its simultaneous leadership in Accuracy & Trust further reinforces that buyers associate Demandbase with reliability, data quality, and execution confidence—key factors in ABM success.



Account Based Marketing Platforms



6sense leads Intelligence & Innovation with 29.11% of votes, followed by Demandbase at 24.89%, a 4.22-point spread. This is a competitive result, but it clearly signals that the market sees 6sense as the innovation leader in ABM—particularly in predictive intelligence, intent data, and AI-driven account prioritization.

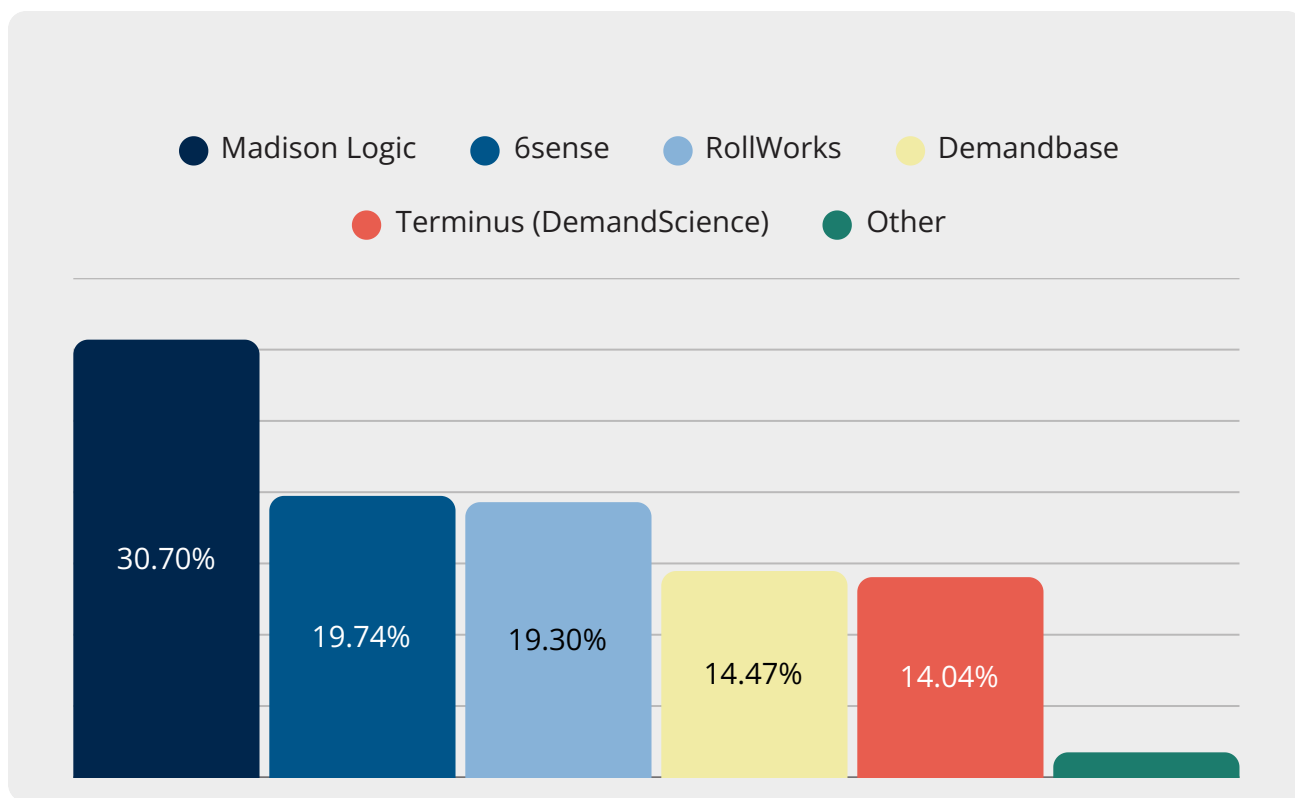


6sense’s innovation perception likely stems from its strong positioning around AI-powered revenue intelligence, predictive modeling, buying stage identification, and intent signal aggregation. There is a strong correlation between innovation and market leadership with 6sense second in Market Leader. This suggests that while innovation is critical, installed base and trust still anchor category leadership.

Account Based Marketing Platforms



Madison Logic leads Creativity & Expression with 30.70% of votes, followed by 6sense (19.74%) and RollWorks (19.30%). The 10.96-point gap between first and second is one of the largest spreads in this category, indicating that Madison Logic is strongly differentiated in how it enables marketers to design and execute creative, content-driven ABM campaigns.



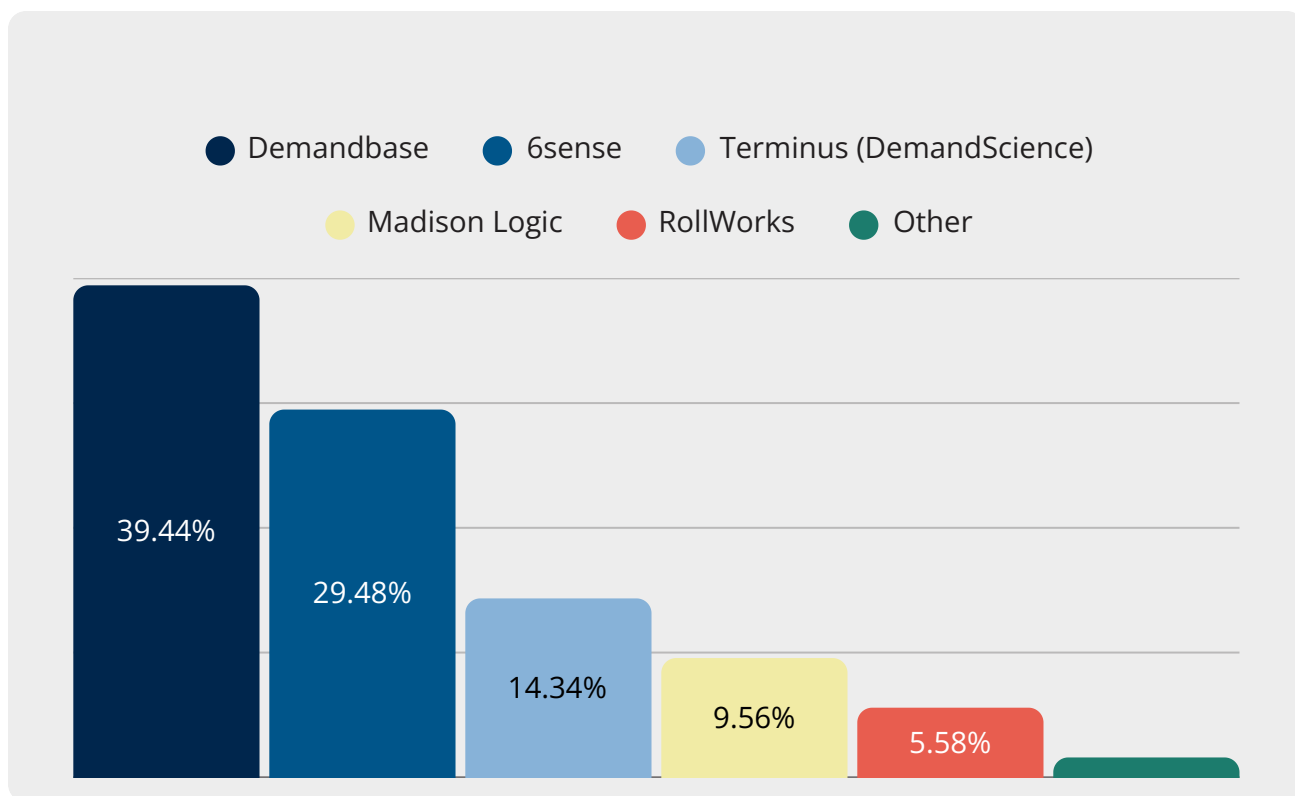
MADISON
LOGIC.

Madison Logic's leadership likely reflects its roots in content syndication, programmatic distribution, and campaign execution. Its strength lies in enabling marketers to deliver targeted content experiences to specific accounts at scale. Madison Logic ranks fourth in Market Leader voting indicating voters see it as a specialist in campaign creativity and execution rather than a full-platform ABM leader.

Account Based Marketing Platforms



Demandbase leads Accuracy & Trust with 39.44% of votes, followed by 6sense at 29.48%, creating a 9.96-point spread—the largest gap across all five dimensions. This is a decisive signal that Demandbase is viewed as the most reliable and trusted platform in ABM, particularly around data accuracy, targeting precision, and measurement.



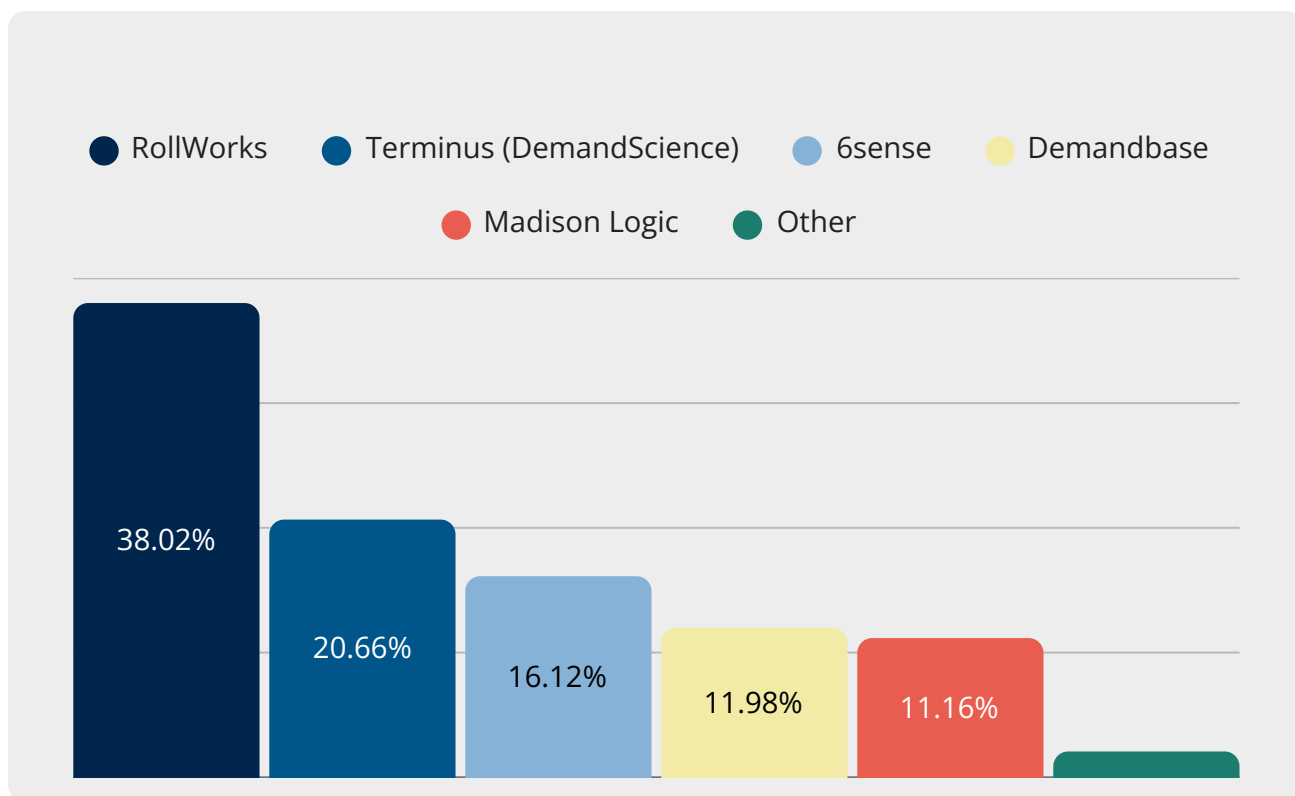
This strong alignment between Market leadership and Accuracy & Trust is not accidental. ABM success depends on targeting the right accounts and measuring engagement correctly making trust foundational. The correlation here is very strong: the vendor that is most trusted is also the Market Leader, reinforcing the idea that trust is the core currency in ABM platforms.



Account Based Marketing Platforms



RollWorks leads Human Empowerment with 38.02% of votes, followed by Terminus at 20.66%, creating a substantial 17.36-point gap—the largest margin in the entire dataset. This indicates that RollWorks is widely perceived as the platform that best enables marketers and sales teams to execute ABM effectively without excessive complexity.



RollWorks' leadership likely reflects its positioning toward mid-market and growth teams, with an emphasis on ease of use, accessibility, and fast time-to-value. The platform simplifies ABM execution through streamlined workflows, advertising, and account targeting. RollWorks ranks fifth as Market Leader reinforcing a pattern: usability leaders represent a different segment focused on empowerment over enterprise scale.

Looking Forward



Predictions

1. ABM Platforms will evolve into “Account Intelligence & Buying Group Platforms.”

Future taxonomy will shift from account-level targeting to buying group orchestration, with new categories such as Buying Group Intelligence Leader and Account Signal Aggregation Leader.

2. Intelligence will overtake targeting as the primary competitive axis.

Brand Leader voting will increasingly reward vendors that identify when and why accounts are buying, not just who to target, favoring platforms like 6sense and redefining the Innovation category around predictive revenue intelligence.

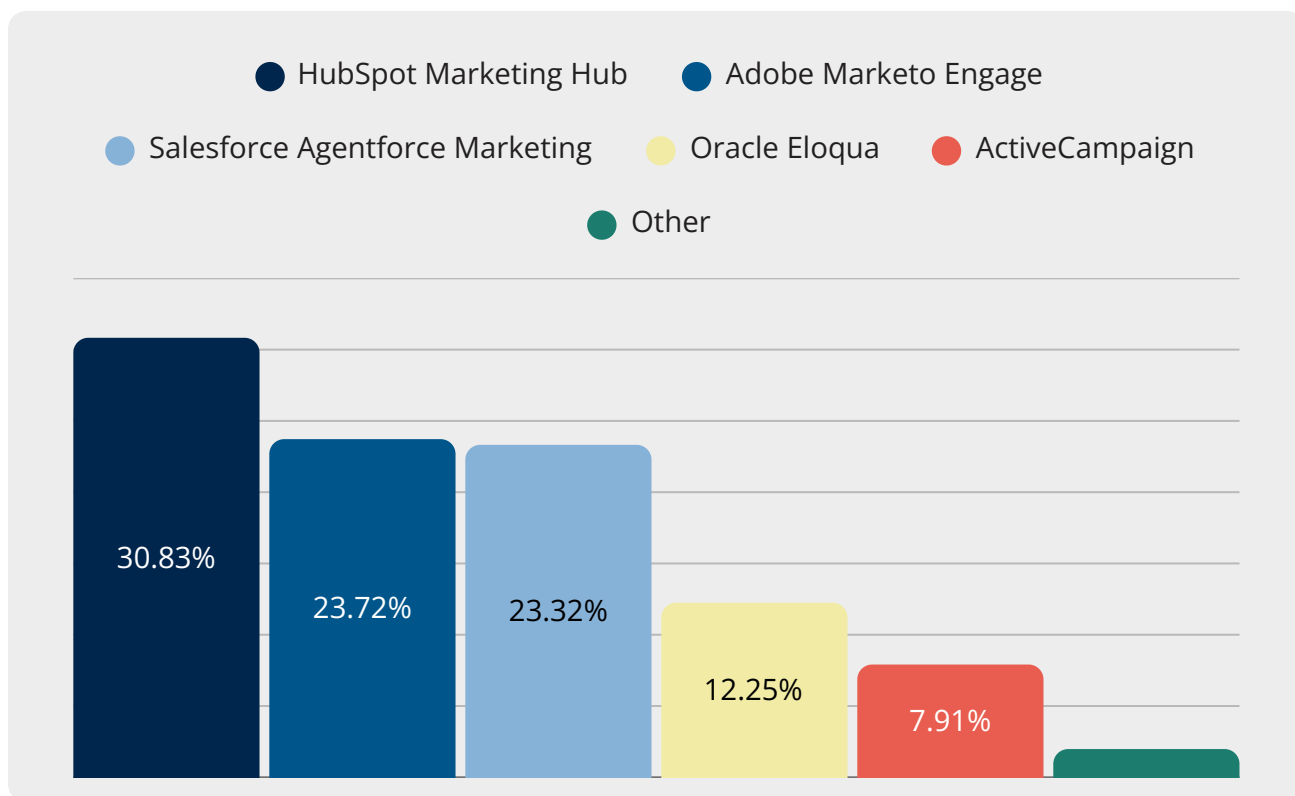
3. The market will bifurcate into Enterprise ABM Platforms and Accessible ABM Platforms.

Demandbase and 6sense will dominate enterprise orchestration, while RollWorks and similar vendors will lead in usability-driven segments. Future Brand Leader reports might reflect this split with separate voting segments for Enterprise ABM and Mid-Market ABM platforms.

AI Marketing Automation Platforms



HubSpot Marketing Hub leads the Market category with 30.83% of votes, followed closely by Adobe Marketo Engage (23.72%) and Salesforce Agentforce Marketing (23.32%). The spread between first and second is 7.11 points, indicating a clear but not dominant leadership position. This clustering at the top suggests a highly competitive category with three strong contenders rather than a single runaway leader.

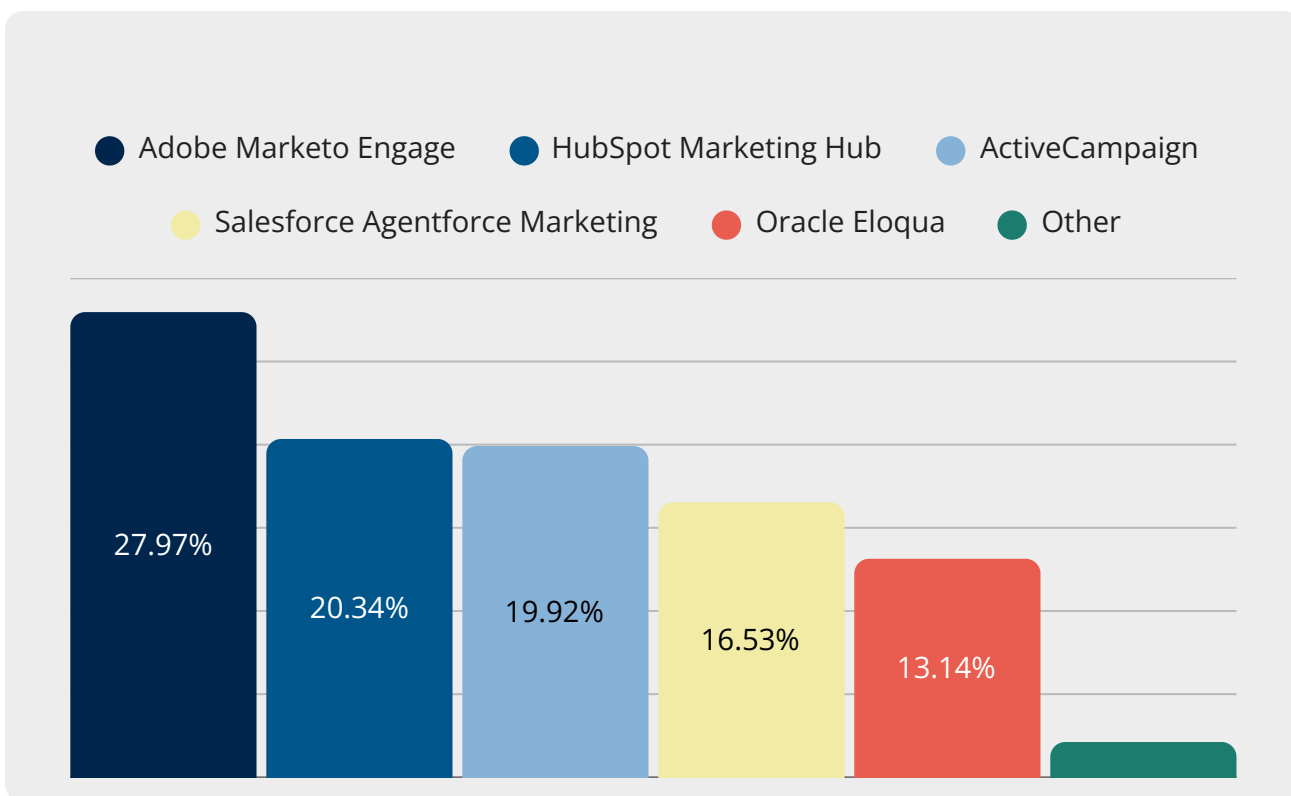


Voting likely reflects broad HubSpot adoption, integrated CRM ecosystem, and reputation for usability and rapid time-to-value. It has successfully positioned itself as an all-in-one marketing platform accessible to a wide range of organizations. The narrow margin over Marketo and Salesforce indicates buyers consider more specialized or deeply integrated platforms depending on their scale and complexity requirements.

AI Marketing Automation Platforms



Adobe Marketo Engage leads Intelligence & Innovation with 27.97% of votes, followed by HubSpot (20.34%) and ActiveCampaign (19.92%). The 7.63-point lead signals a strong perception that Marketo remains at the forefront of innovation in marketing automation, particularly in complex, enterprise-grade use cases.



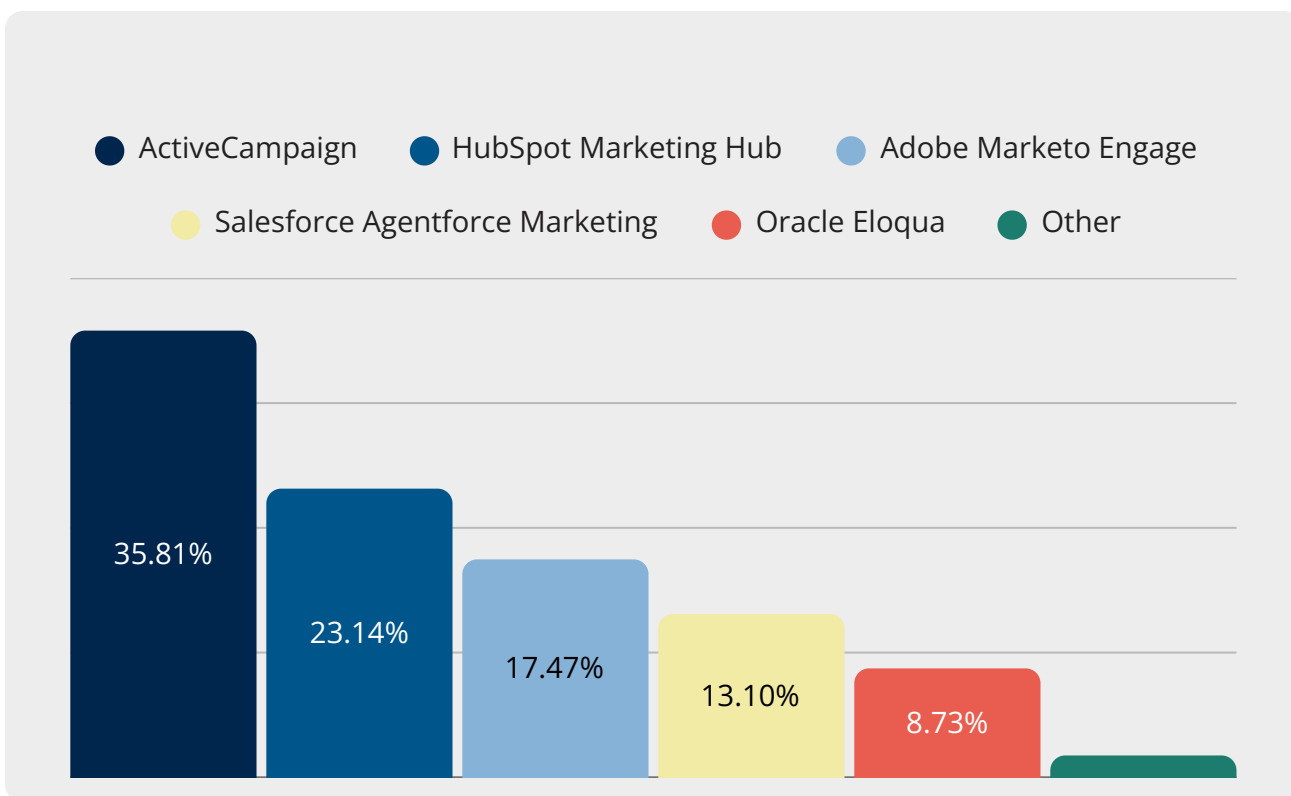
Marketo's innovation leadership likely stems from its advanced capabilities in lead scoring, account-based marketing integration, predictive analytics, and AI-driven campaign optimization. Its ability to support sophisticated, multi-touch customer journeys at scale resonates with organizations seeking deeper automation and intelligence. Marketo ranks second for Market Leader, indicating that innovation leadership isn't translating into market leadership.



AI Marketing Automation Platforms



ActiveCampaign leads Creativity & Expression with 35.81% of votes, followed by HubSpot (23.14%) and Adobe Marketo Engage (17.47%). The 12.67-point spread is one of the largest in the dataset, highlighting ActiveCampaign's strong differentiation in enabling marketers to design and execute dynamic, personalized campaigns.



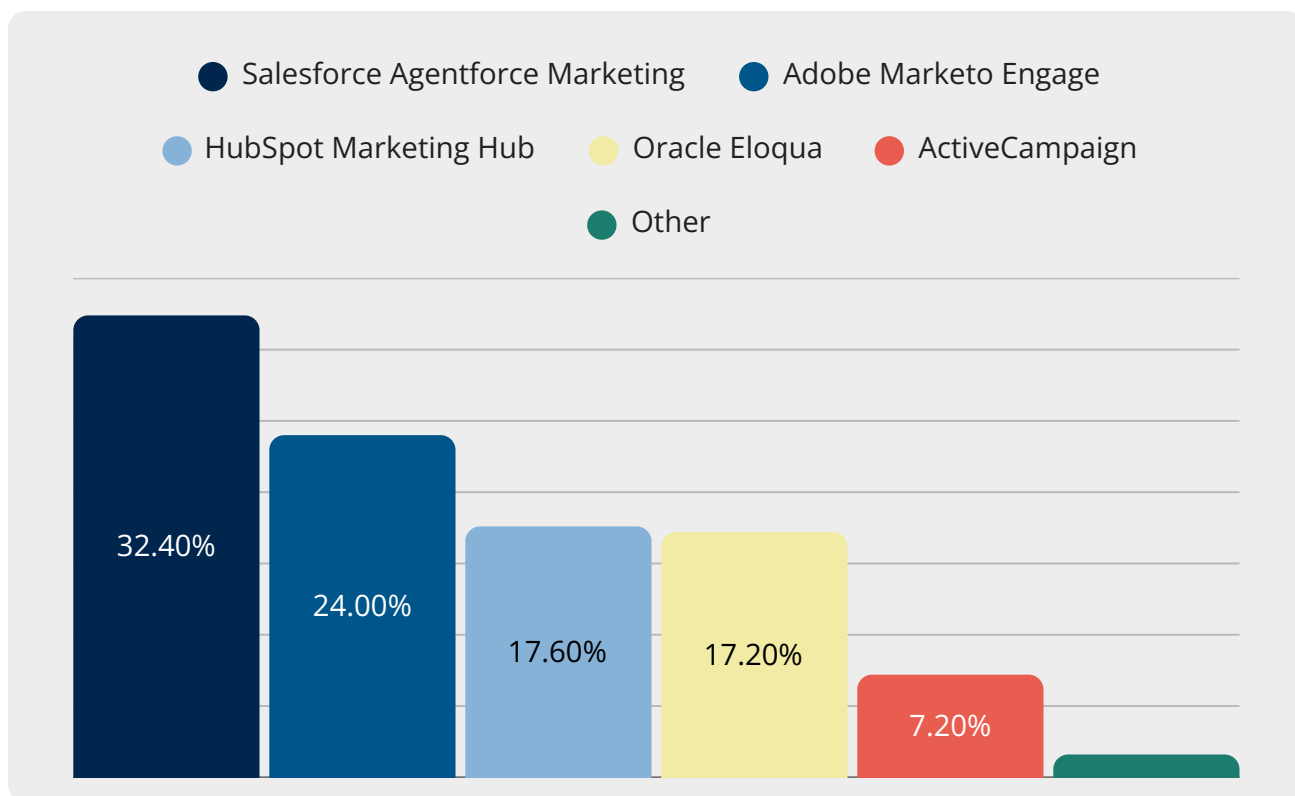
Active Campaign ➤

Perceptions of ActiveCampaign leadership likely reflect its strengths in automation workflows, conditional logic, and flexible campaign design. It empowers marketers to build highly customized customer journeys that adapt to user behavior. Platforms that excel in campaign flexibility and creative execution often lead in this category, even if they are not the most widely adopted.

AI Marketing Automation Platforms



Salesforce Agentforce Marketing leads Accuracy & Trust with 32.40% of votes, followed by Adobe Marketo Engage (24.00%) and HubSpot (17.60%). The 8.40-point lead over second place indicates a strong perception that Salesforce provides the most reliable and enterprise-grade marketing automation capabilities.

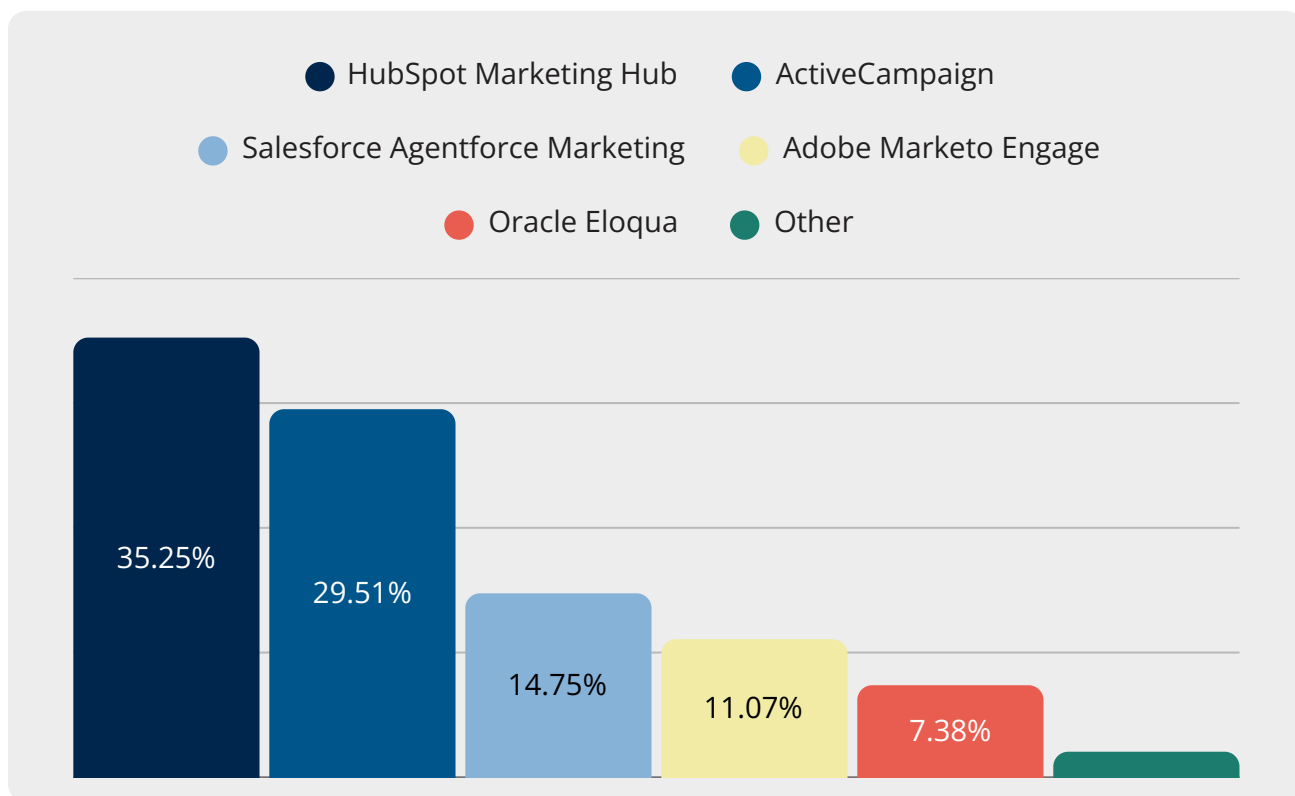


Voting likely reflects Salesforce's deep integration with CRM data, robust infrastructure, and enterprise governance features. Its ability to manage large-scale, complex marketing operations with high levels of data accuracy and compliance makes it a trusted choice for larger organizations. Salesforce ranks third for Market Leader, underscoring that trust and reliability are key differentiators in enterprise environments.

AI Marketing Automation Platforms



HubSpot Marketing Hub leads Human Empowerment with 35.25% of votes, followed by ActiveCampaign (29.51%). The 5.74-point spread indicates a competitive but clear lead, reinforcing HubSpot's reputation for usability and accessibility.



Perceptions of HubSpot leadership likely stems from its intuitive interface, integrated workflows, and strong focus on enabling marketers to execute campaigns without heavy technical dependence. The correlation with Market leadership is strong as HubSpot leads both categories. This suggests that ease of use and empowerment are key drivers of adoption of this type product.

Looking Forward



Predictions

1. Marketing Automation Platforms will evolve into “AI Customer Journey Orchestration Platforms.”

Future taxonomy will expand beyond automation into real-time journey orchestration, introducing new categories such as Journey Intelligence Leader and Real-Time Engagement Leader.

2. AI-driven decisioning will replace rule-based workflows as the core capability.

Brand Leader voting will increasingly reward platforms that dynamically adapt campaigns based on real-time data, predictive models, and next-best-action recommendations.

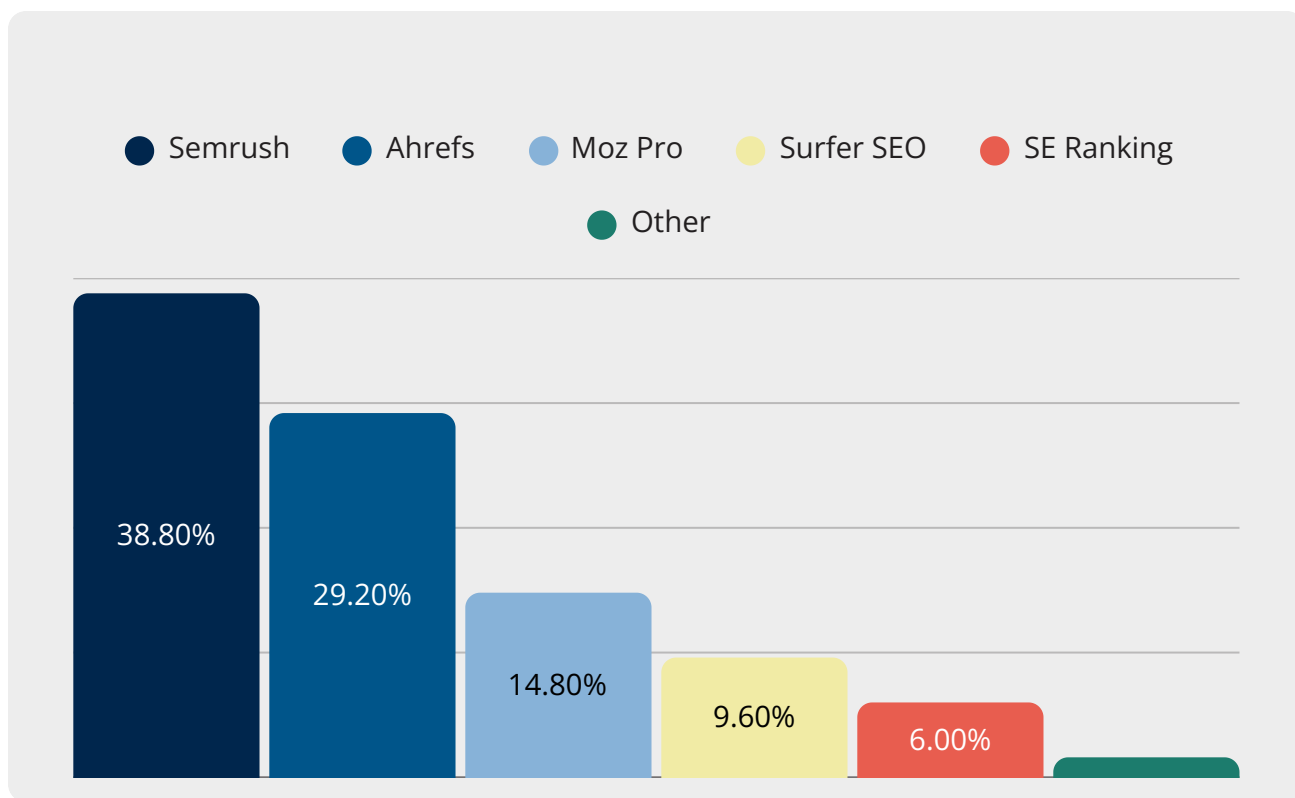
3. The market will split between enterprise orchestration platforms and accessible growth platforms.

Salesforce and Adobe will dominate enterprise-scale automation, while HubSpot and ActiveCampaign will lead in usability and mid-market adoption, driving future Brand Leader reports to segment voting by enterprise vs. growth-focused platforms.

AI SEO Tools



Semrush is the Market Leader with 38.80% of votes, followed by Ahrefs at 29.20%, creating a 9.60-point spread. This represents a strong leadership position, though not an overwhelming dominance. Semrush is clearly the most recognized and widely adopted platform, but Ahrefs remains a formidable challenger with significant mindshare.

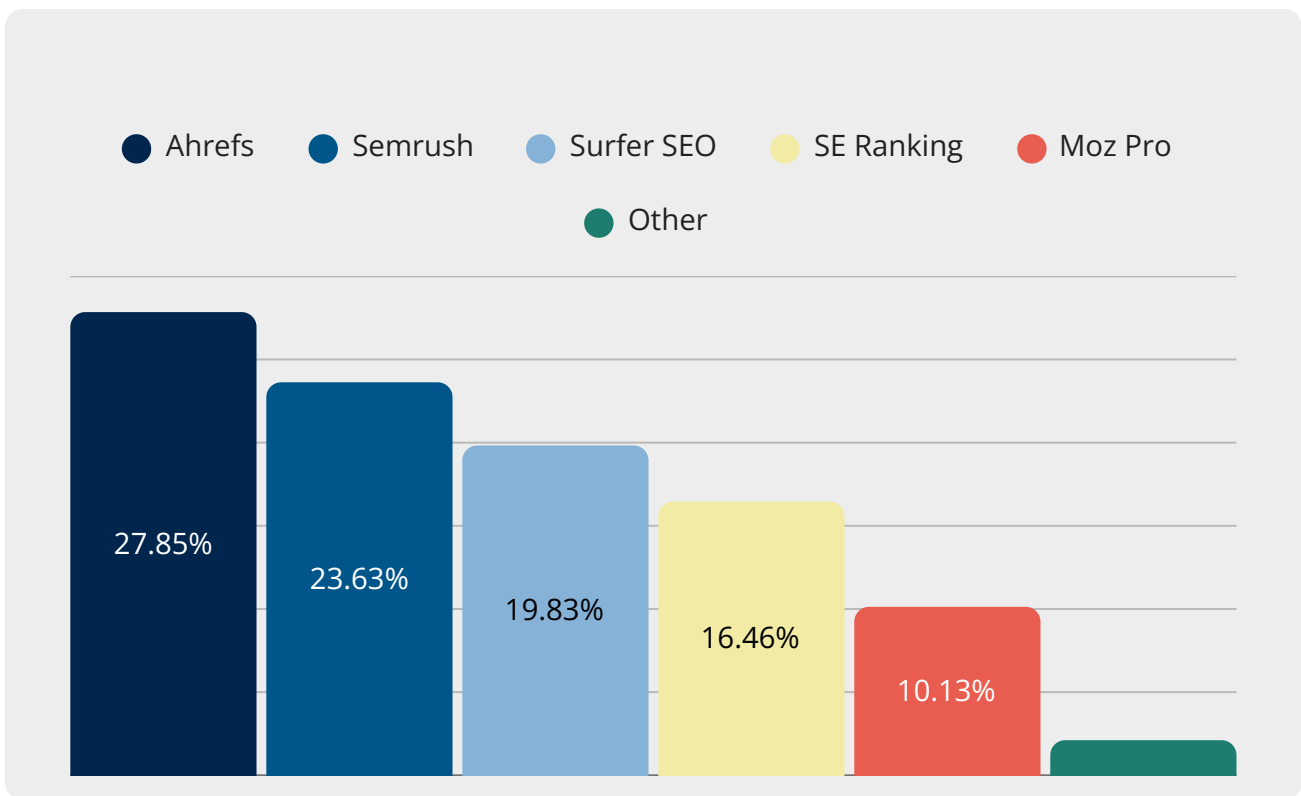


Voting for Semrush likely reflects its breadth of capabilities, spanning SEO, paid search, content marketing, competitive intelligence, and analytics. It has positioned itself as an all-in-one digital marketing platform rather than a pure SEO tool, which broadens its appeal.

AI SEO Tools



Ahrefs leads Intelligence & Innovation with 27.85% of votes, followed by Semrush (23.63%) and Surfer SEO (19.83%). The 4.22-point lead indicates a competitive but clear perception that Ahrefs is driving innovation in SEO tooling.

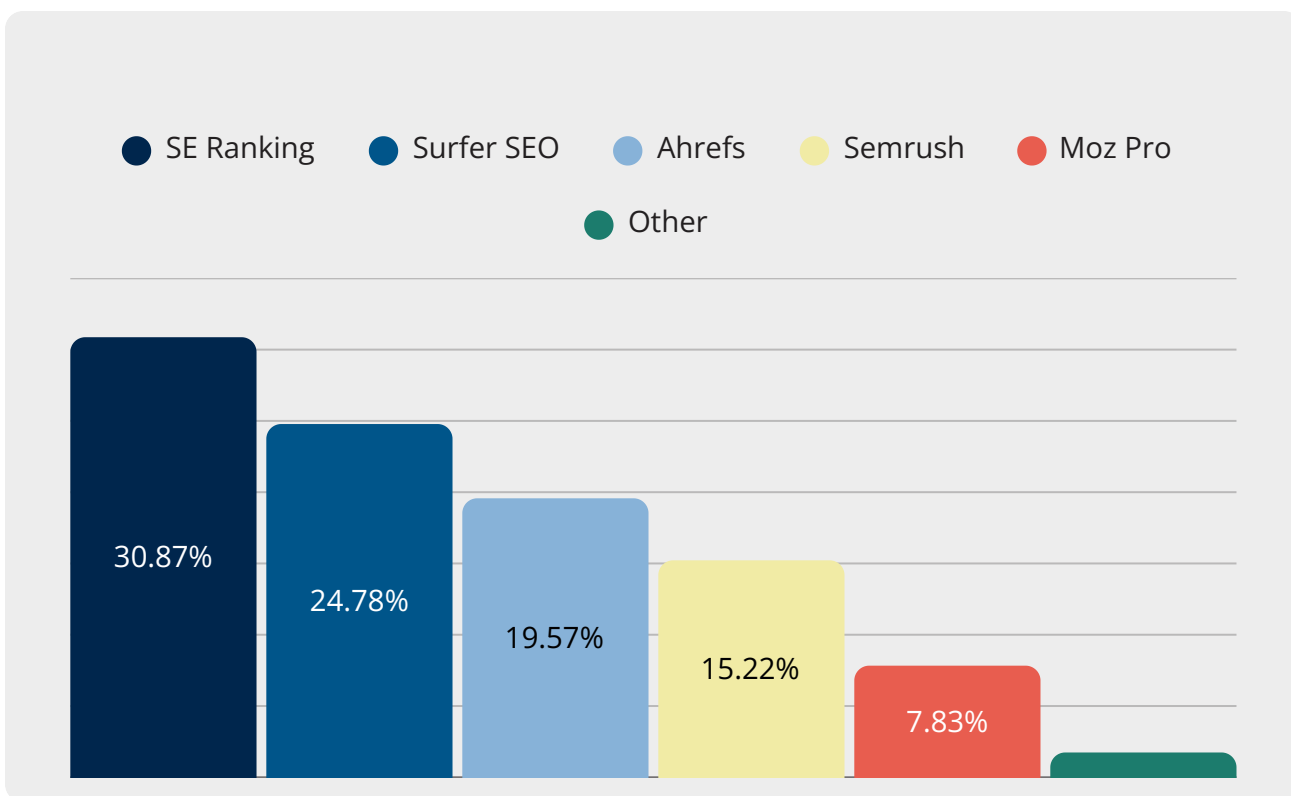


Ahrefs' innovation leadership likely stems from its strong data infrastructure, backlink analysis, keyword intelligence, and continuous expansion into content and AI-driven insights. Its reputation for high-quality data and deep search analytics positions it as a technically advanced platform. Ahrefs ranks second for Market Leader, suggesting that innovation is helping it close the gap with Semrush.

AI SEO Tools



SE Ranking leads Creativity & Expression with 30.87% of votes, followed by Surfer SEO (24.78%) and Ahrefs (19.57%). The 6.09-point spread indicates a clear but competitive lead, with SE Ranking perceived as enabling more flexible and creative approaches to SEO strategy and execution.

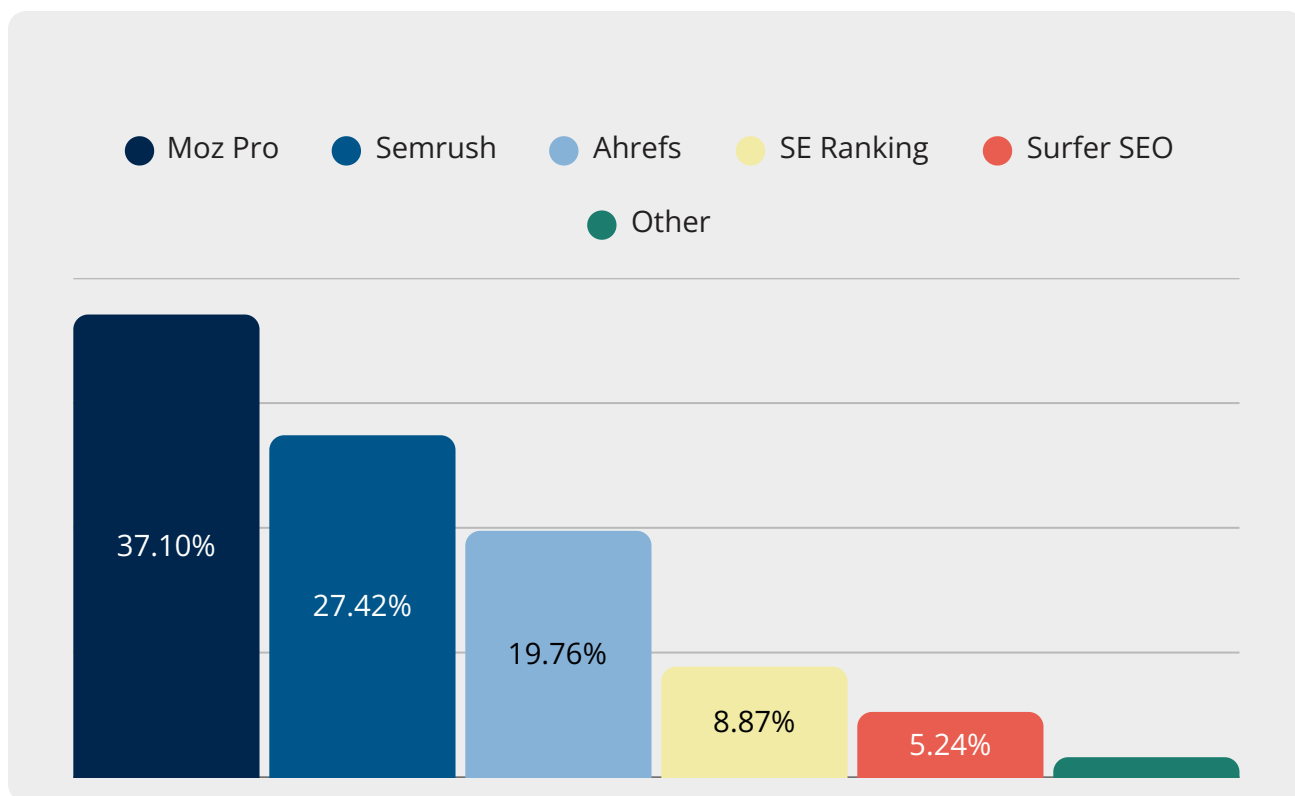


SE Ranking's leadership likely reflects its focus on user-friendly workflows, customizable reporting, and integrated content tools that allow marketers to experiment and adapt strategies. The SE Ranking platform excels in creative flexibility and often serves niche or emerging segments rather than dominating overall adoption.

AI SEO Tools



Moz Pro leads Accuracy & Trust with 37.10% of votes, followed by Semrush at 27.42%, creating a 9.68-point spread. This is one of the strongest signals in the dataset, indicating that Moz remains the most trusted brand in SEO despite not being the Market Leader.

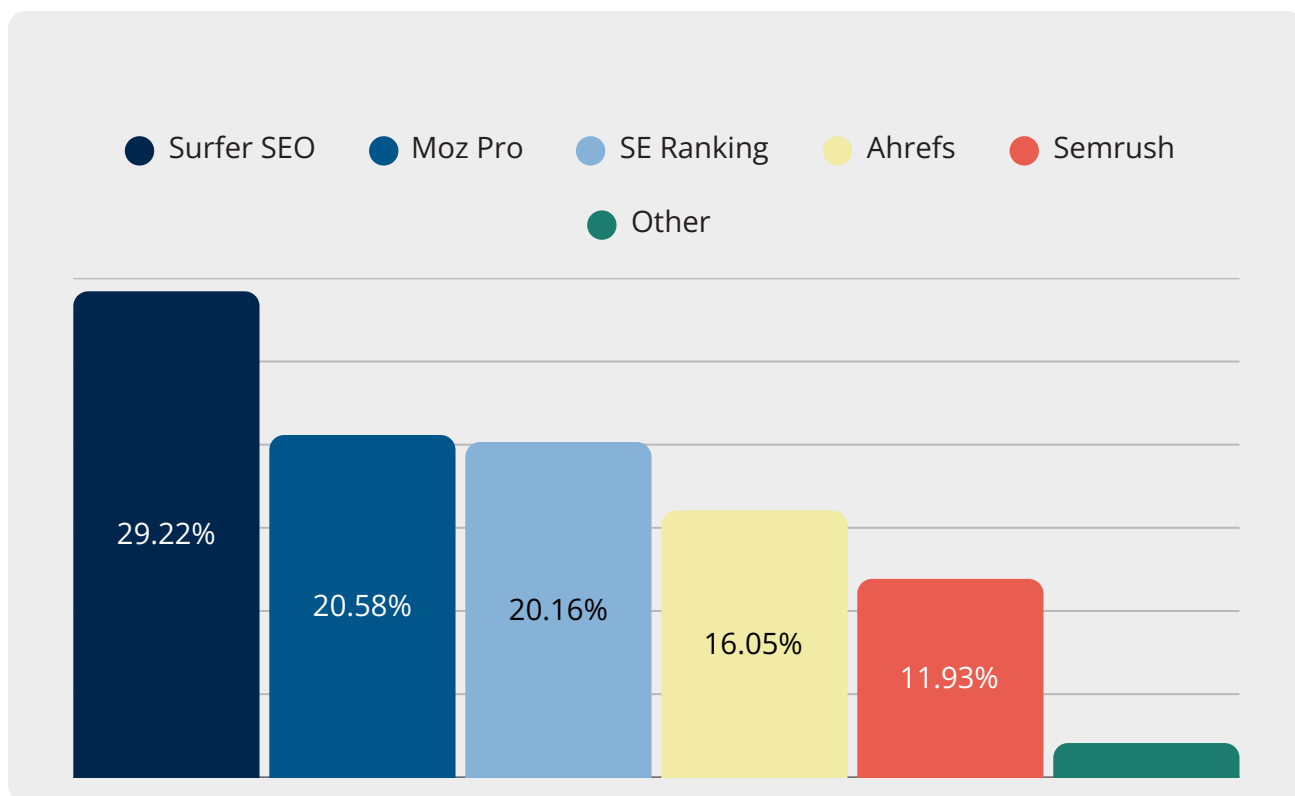


Voting for Moz likely reflects its long-standing reputation in the SEO industry, including trusted metrics like Domain Authority and its educational leadership. It has historically been seen as a reliable source of SEO data and guidance.

AI SEO Tools



Surfer SEO leads Human Empowerment with 29.22% of votes, followed by Moz Pro (20.58%) and SE Ranking (20.16%). The 8.64-point lead indicates a strong perception that Surfer SEO best enables users to take action on SEO insights.



Perceptions of Surfer SEO leadership likely stem from its focus on content optimization, real-time recommendations, and actionable guidance for improving rankings. It simplifies complex SEO processes into clear, step-by-step workflows that empower users to execute effectively. Buyers who prefer Surfer SEO prioritize usability, actionability and empowerment, even if they are not part of the largest platforms.

Looking Forward



Predictions

1. SEO Tools will evolve into “Search Intelligence & GEO Platforms.”

Future taxonomy will expand beyond traditional SEO into Generative Engine Optimization (GEO), introducing new categories such as AI Search Visibility Leader and LLM Optimization Leader.

2. Content optimization and AI generation will converge into a single workflow.

Brand Leader voting will increasingly reward platforms that combine keyword research, SERP analysis, content generation, and optimization into unified, AI-driven pipelines.

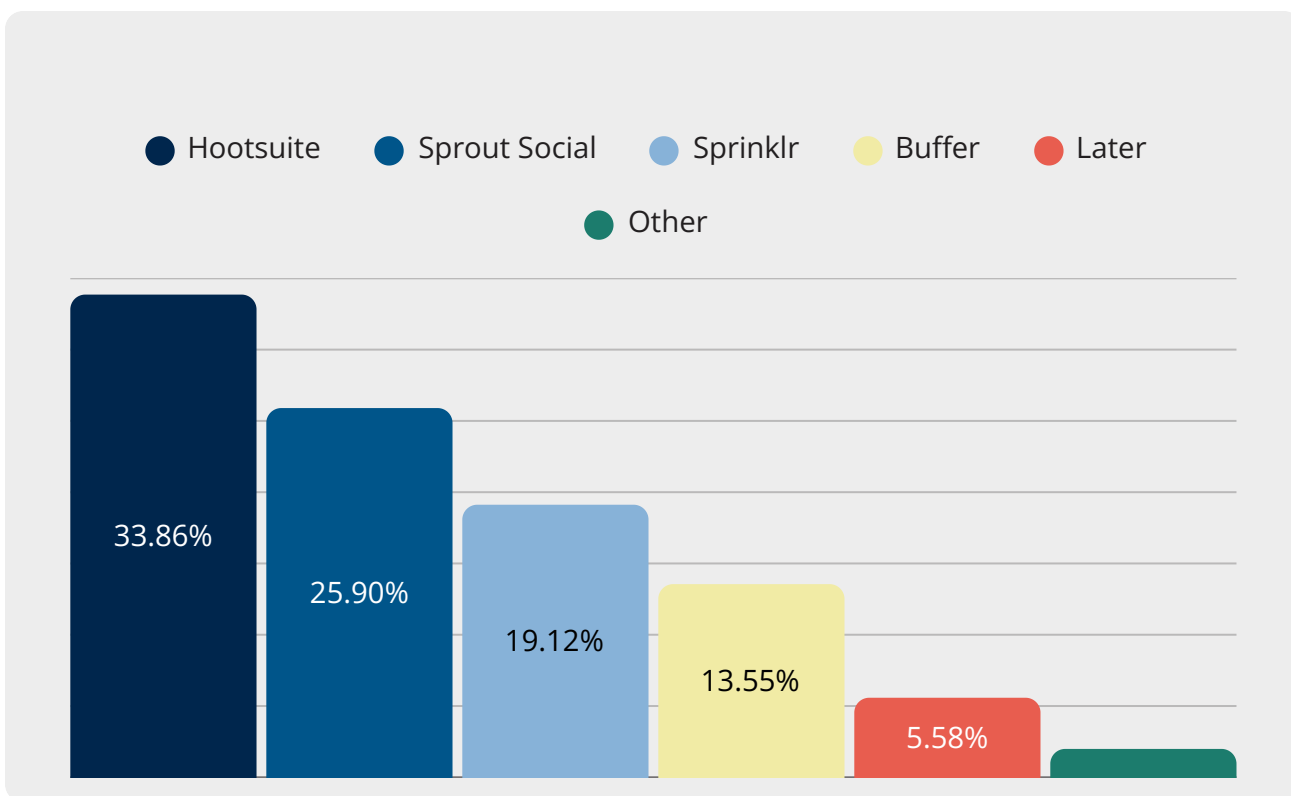
3. Trust will shift from backlinks and keywords to AI interpretability and search model alignment.

Future voting will emphasize categories such as AI Ranking Explainability Leader and Search Model Alignment Leader, reflecting the growing importance of optimizing for AI-driven search experiences rather than traditional algorithms.

AI Social Media Management



Hootsuite is the Market Leader with 33.86% of votes, followed by Sprout Social at 25.90%, creating a 7.96-point spread. This represents a clear but not dominant leadership position. Hootsuite remains the most widely recognized platform, but Sprout Social and Sprinklr are close enough to indicate a competitive top tier.

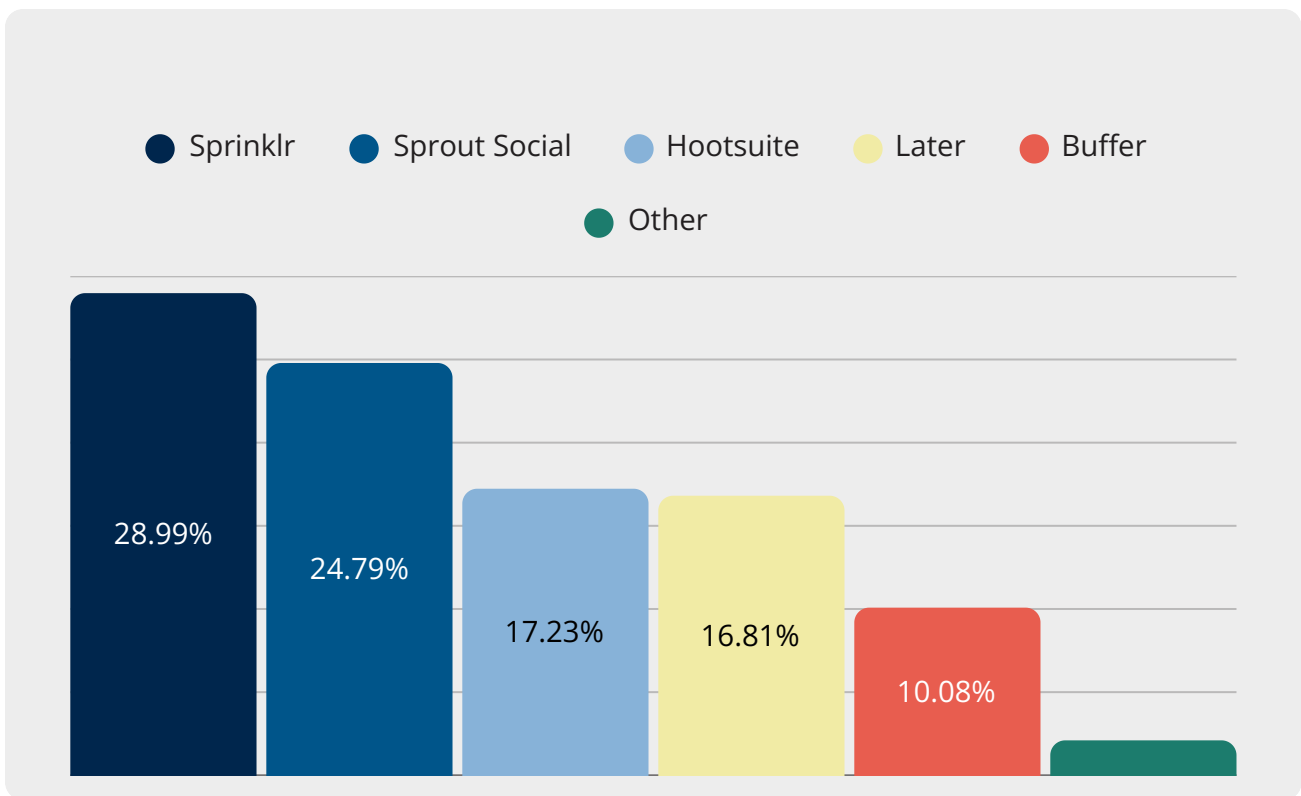


Hootsuite's leadership likely reflects its long-standing presence in the market, broad feature set, and widespread adoption across organizations of all sizes. It has successfully positioned itself as a comprehensive platform for scheduling, publishing, monitoring, and analytics.

AI Social Media Management



Sprinklr leads Intelligence & Innovation with 28.99% of votes, followed by Sprout Social (24.79%). The 4.20-point spread indicates a competitive but clear leadership position. Sprinklr is perceived as the most advanced platform in terms of AI capabilities, particularly for enterprise use cases.

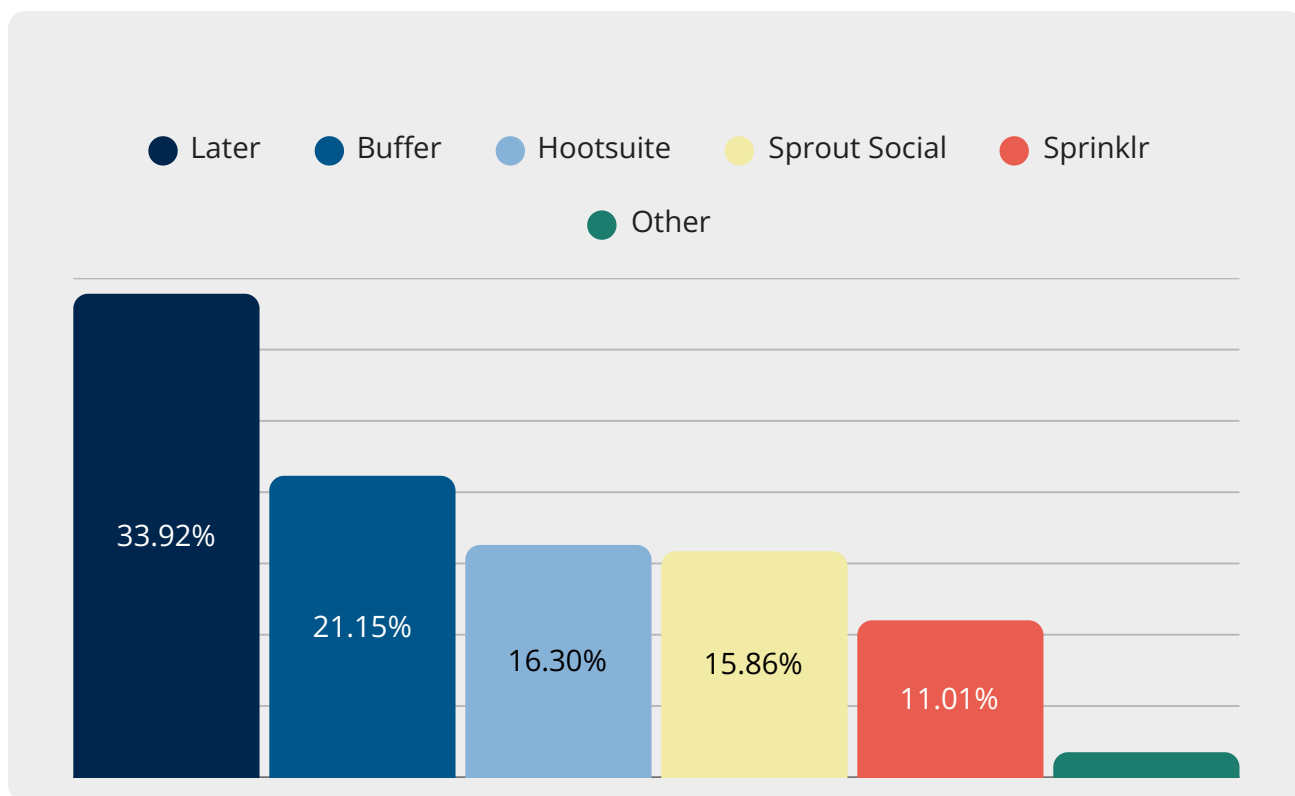


Voting for Sprinklr likely stems from its positioning as a unified customer experience platform that integrates social media management with AI-driven listening, sentiment analysis, and customer insights across channels. Its focus on large-scale, data-driven engagement and AI-powered analytics differentiates it from more traditional tools.

AI Social Media Management



Later leads Creativity & Expression with 33.92% of votes, followed by Buffer at 21.15%. The 12.77-point spread is one of the largest in the dataset, indicating that Later is strongly differentiated in enabling visually driven, creative social media workflows.

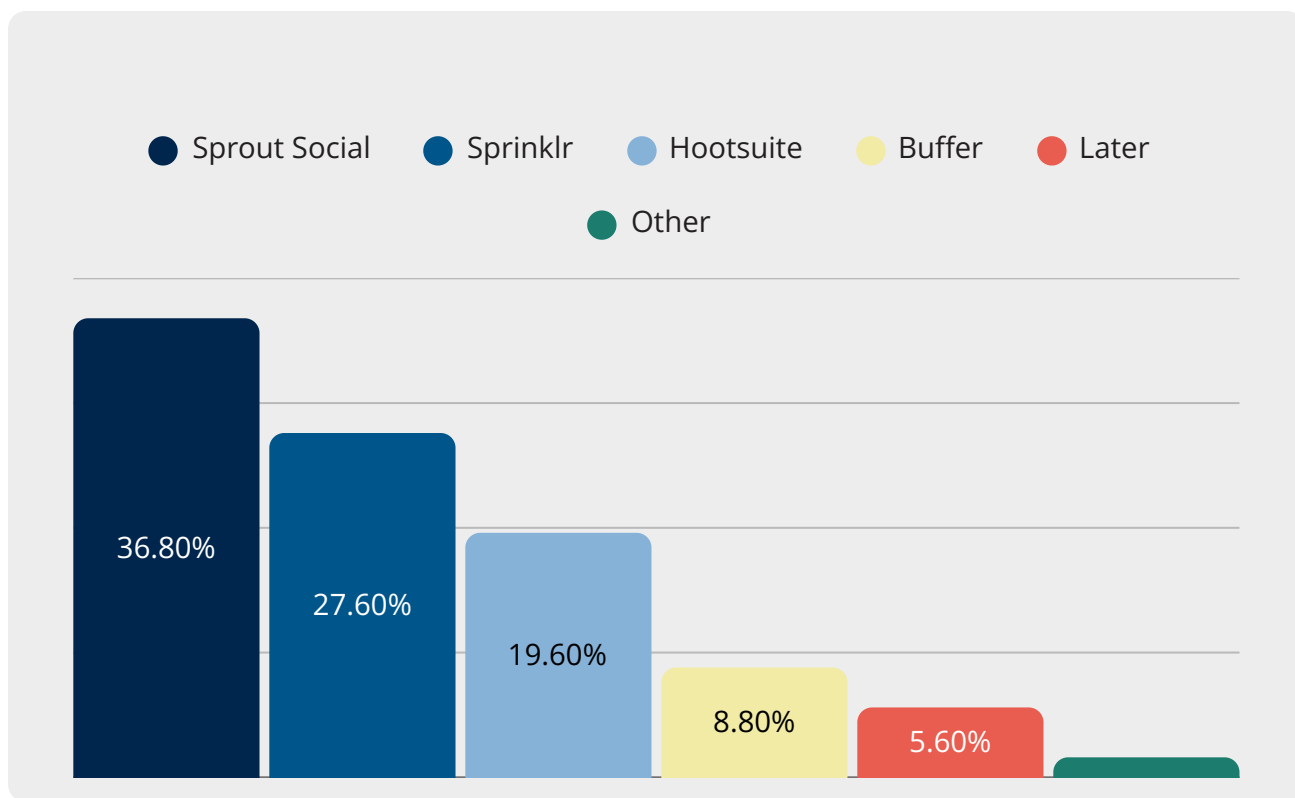


Perceptions of Later leadership likely reflects its focus on visual content planning, Instagram-first workflows, influencer collaboration, and intuitive content calendars. It is designed for creators and marketers who prioritize aesthetic consistency and storytelling.

AI Social Media Management



Sprout Social leads Accuracy & Trust with 36.80% of votes, followed by Sprinklr at 27.60%, creating a 9.20-point spread. This is a strong signal that Sprout Social is perceived as the most reliable and data-driven platform in the category.

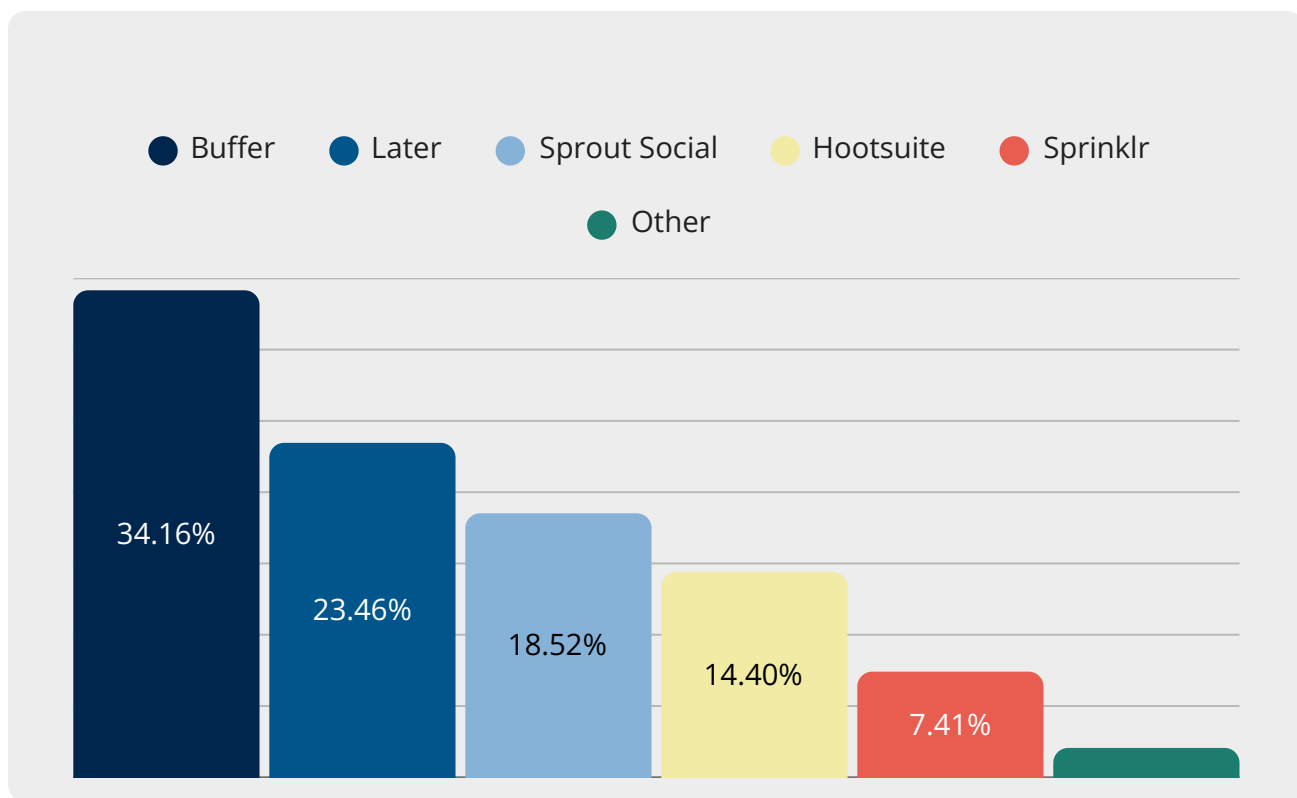


Voting for Sprout Social leadership likely reflects its emphasis on analytics, reporting accuracy, and data transparency. It has built a reputation for providing actionable insights and reliable performance metrics, which are critical for organizations measuring social ROI. Sprout ranks second for Market Leader, reinforcing that trust is a key element of market leadership.

AI Social Media Management



Buffer leads Human Empowerment with 34.16% of votes, followed by Later at 23.46%, creating a 10.70-point spread. This indicates a strong perception that Buffer is the most user-friendly and accessible platform for social media management.



Voting for Buffer likely stems from its simplicity, clean interface, and focus on helping users quickly plan and publish content without complexity. It appeals to individuals, small teams, and organizations looking for straightforward workflows. Buffer ranks fourth for Market Leader but aligns with a broader pattern: platforms that prioritize usability and accessibility often lead in empowerment, even if they are not the largest vendors.

Looking Forward



Predictions

1. Social Media Management will evolve into “AI Social Engagement & Influence Platforms.”

Future taxonomy will expand beyond scheduling into real-time engagement, influencer collaboration, and AI-driven audience interaction, introducing categories such as Social Intelligence Leader and Influencer Orchestration Leader.

2. AI-driven content and engagement agents will redefine innovation.

Brand Leader voting will increasingly reward platforms that generate, adapt, and respond to content autonomously, shifting Innovation Leader toward AI agents that manage social presence in real time.

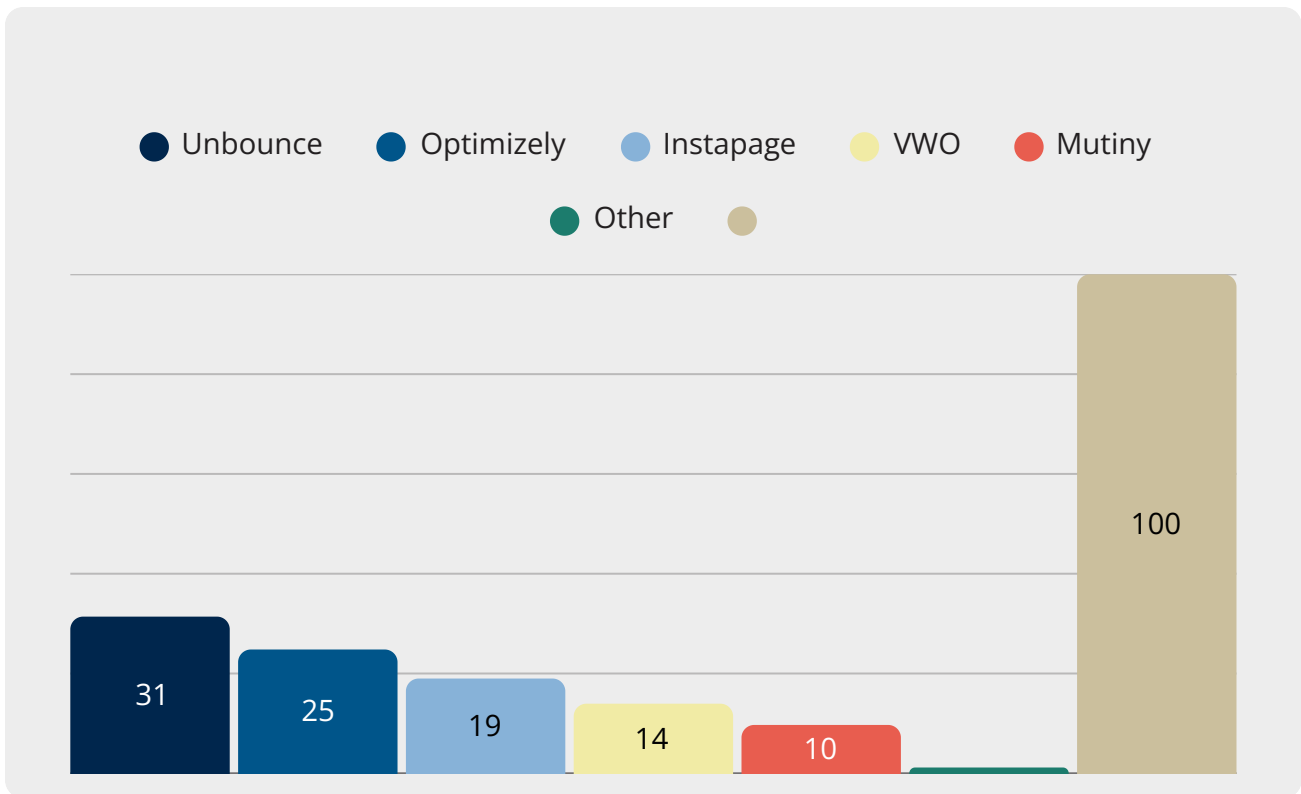
3. The market will bifurcate between enterprise CX platforms and creator-focused platforms.

Sprinklr and Sprout Social will dominate enterprise-scale social intelligence, while Later and Buffer will lead creator and SMB workflows, driving future Brand Leader reports to segment voting by enterprise vs. creator-centric platforms.

Landing Pages & Personalization



Voters perceive Unbounce as the Market Leader with 31.40% of votes, followed by Optimizely at 24.81%, resulting in a 6.59-point spread. This indicates a clear but competitive leadership position, with Unbounce maintaining a strong association with ease of use and broad adoption while Optimizely remains a strong enterprise challenger.

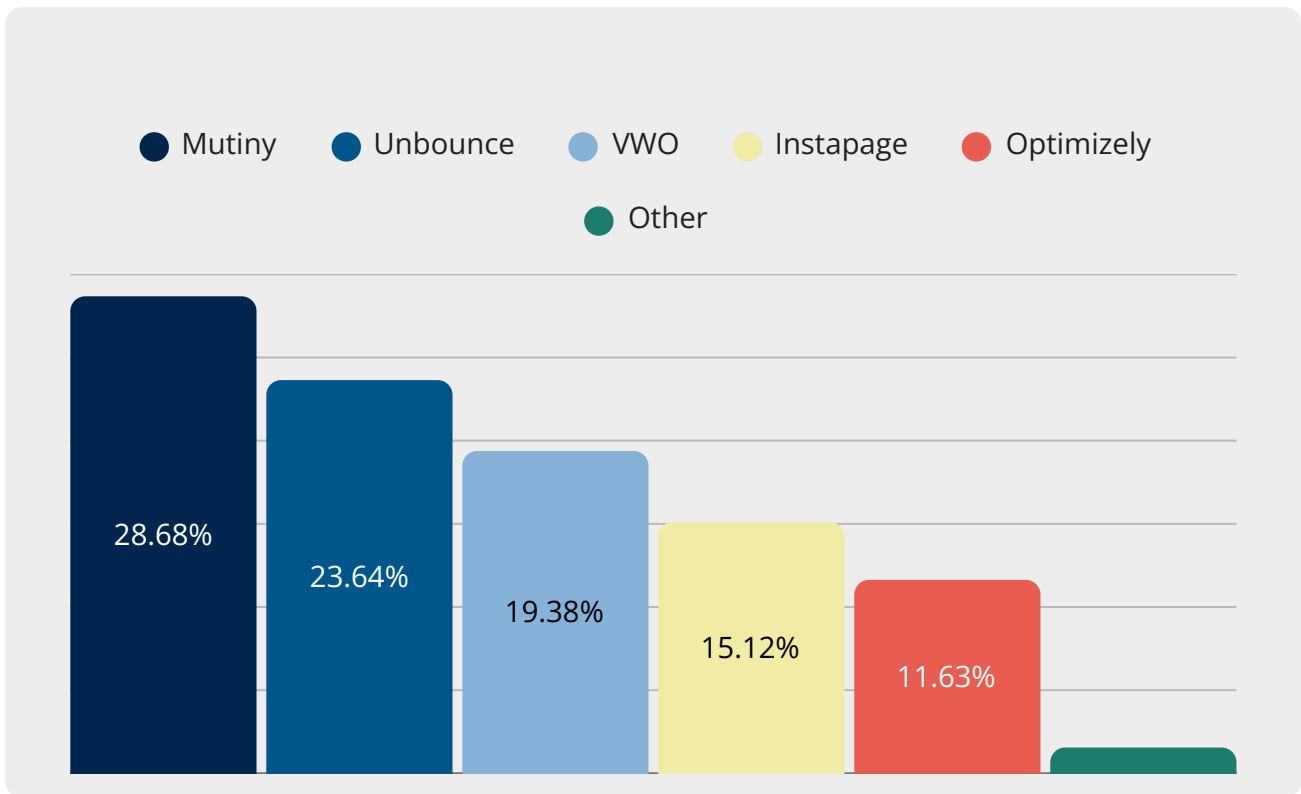


This perception likely reflects Unbounce's long-standing focus on landing page creation, conversion optimization, and marketer-friendly workflows. Voters appear to associate market leadership with platforms that are easy to deploy, intuitive to use, and effective at driving immediate results.

Landing Pages & Personalization



Voters chose Mutiny as the Intelligence & Innovation Leader with 28.68% of votes, followed by Unbounce at 23.64% and VWO at 19.38%. The 5.04-point spread indicates a competitive but clearly defined perception of innovation leadership.

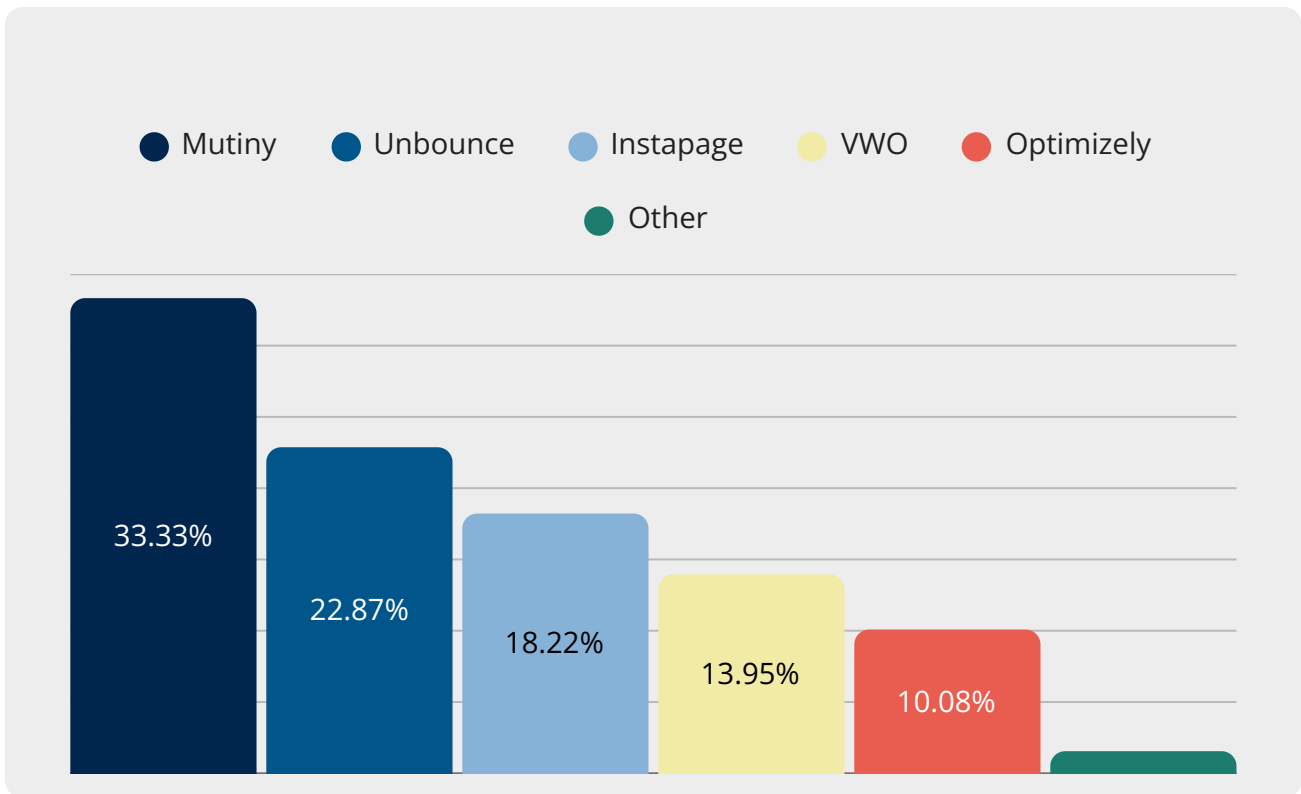


The voting likely reflects Mutiny's focus on AI-driven personalization, account-based experiences, real-time targeting, and dynamic content optimization. Voters appear to associate innovation with platforms that move beyond static landing pages to deliver adaptive, data-driven experiences tailored to individual users.

Landing Pages & Personalization



Voters perceive Mutiny as the Creativity & Expression Leader with 33.33% of votes, followed by Unbounce at 22.87%. The 10.46-point spread indicates strong and defensible leadership in this dimension.

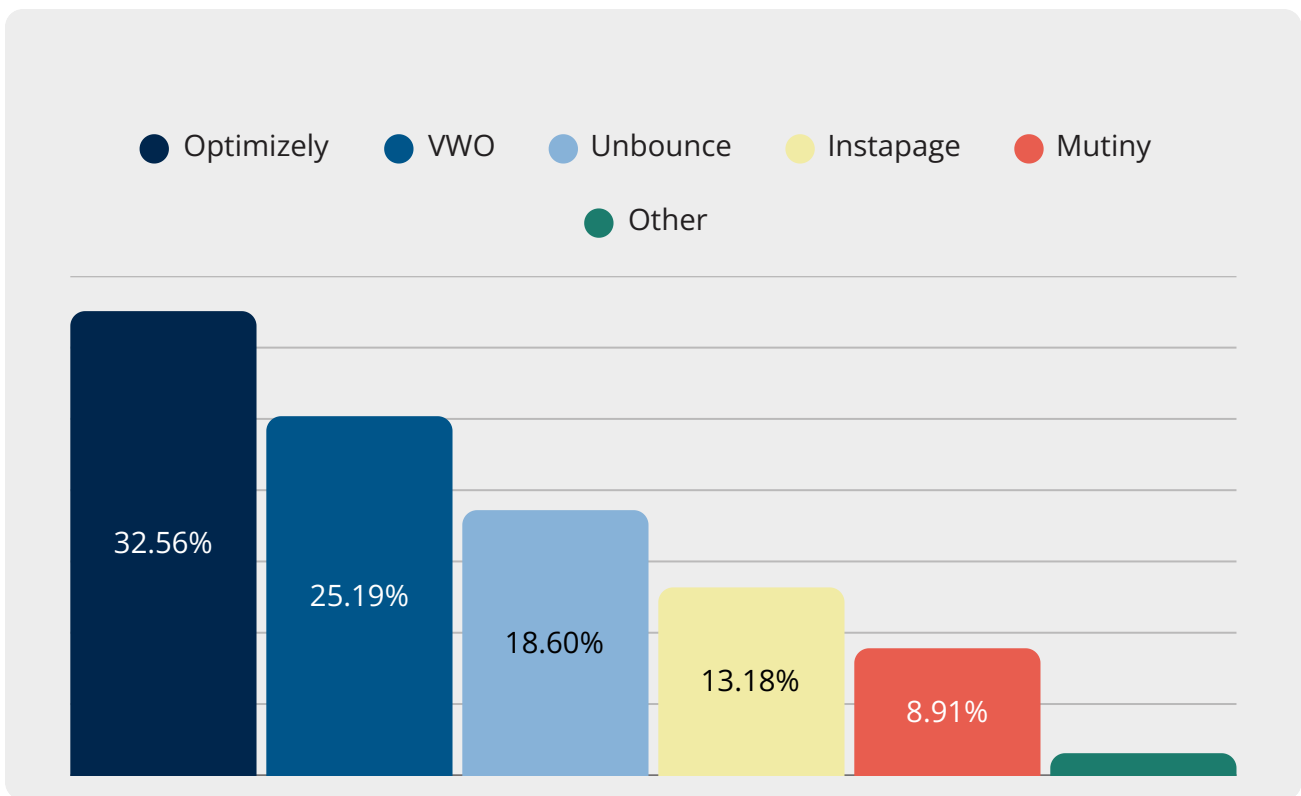


These survey results likely reflect Mutiny's ability to enable highly personalized and differentiated experiences through dynamic content, segmentation, and flexible design capabilities. Voters appear to associate creativity with platforms that empower marketers to tailor messaging and experiences at a granular level.

Landing Pages & Personalization



Voters perceive Optimizely as the Accuracy & Trust Leader with 32.56% of votes, followed by VWO at 25.19%. The 7.37-point spread indicates a strong perception of Optimizely as the most reliable and enterprise-grade platform for digital experimentation and optimization.

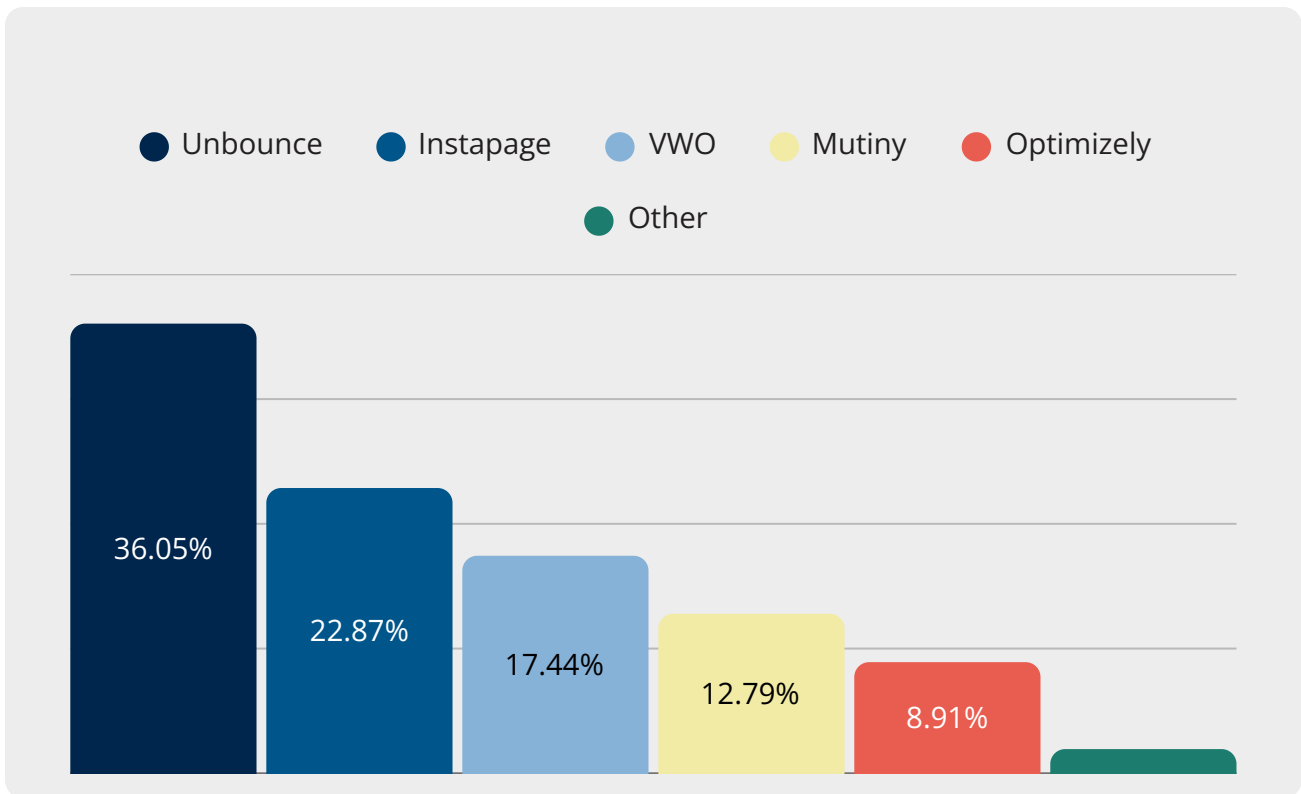


This perception likely reflects Optimizely's long-standing reputation for statistical rigor, experimentation infrastructure, and its role as a mission-critical platform for high-stakes conversion optimization programs. Voters appear to equate trust with measurement integrity and the ability to run enterprise-grade tests across complex digital properties.

Landing Pages & Personalization



Voters chose Unbounce as the Human Empowerment Leader with 36.05% of votes, followed by Instapage at 22.87%. The 13.18-point spread is one of the strongest signals in the survey, indicating a clear preference for Unbounce in usability and accessibility.



These survey results highlight the importance of ease of use, intuitive workflows, and rapid time-to-value for marketing teams. Voters value platforms that enable non-technical users to quickly create, test, and iterate on landing pages without technical support. In marketer-led tools, leadership correlates strongly with platforms that get out of the way and let teams ship faster.



Looking Forward



Predictions

1. Landing pages will evolve into AI-driven personalization engines.

The category will shift from static page builders to autonomous experience layers that use AI to generate, test, and personalize digital experiences in real time. Future taxonomy will include AI Personalization Engines and Autonomous Conversion Optimization Platforms.

2. Brand Leader voting will split between conversion-focused platforms and personalization-native platforms.

Unbounce and Optimizely will continue to anchor the marketer-led, conversion-optimization side, while Mutiny and emerging AI-native platforms will dominate Innovation and Creativity & Expression. Future reports may separate Conversion Optimization Platforms from AI Personalization & Experience Engines.

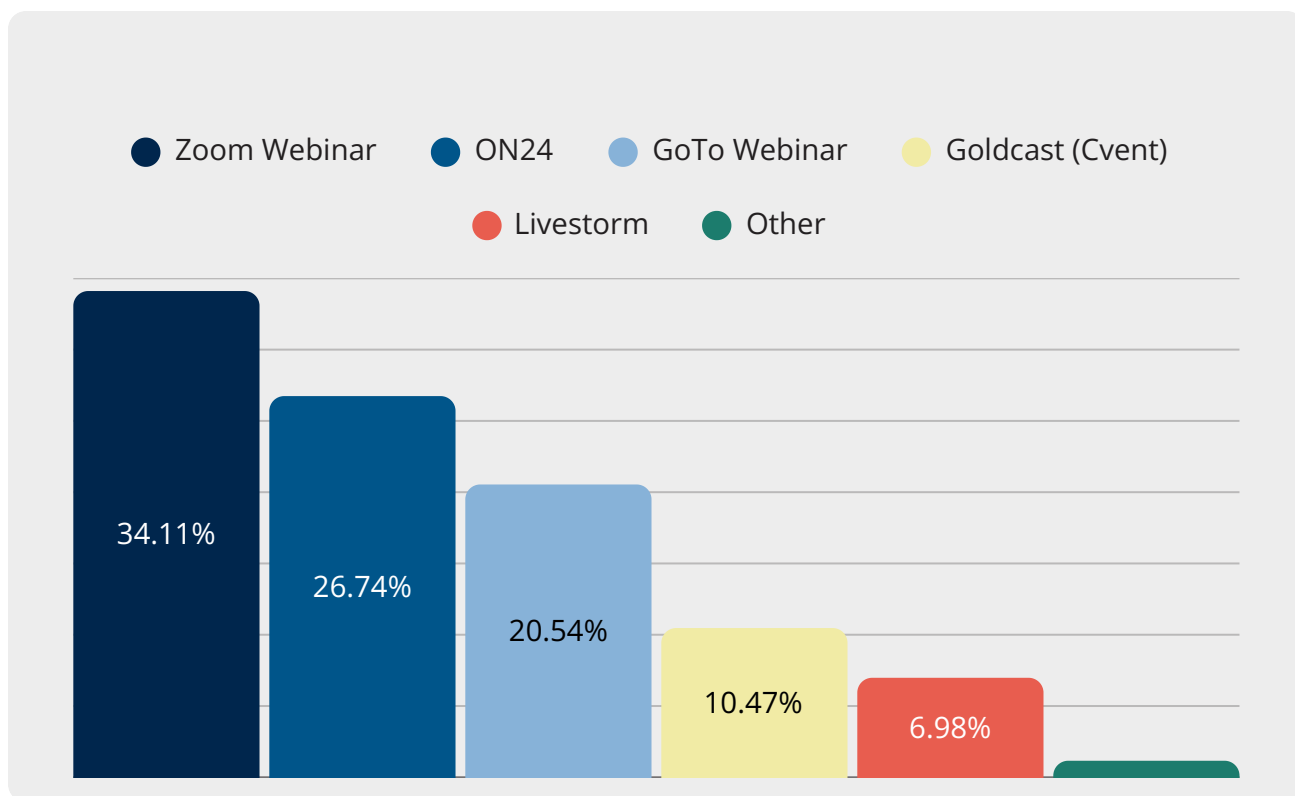
3. Signal-driven personalization will become the primary control point.

Platforms that combine landing pages with intent signals, account-level data, and AI-generated content will define future leadership. Brand Leader surveys will introduce categories such as AI Experience Personalization Platforms and Autonomous Conversion Systems.

Webinars & Virtual Events



Voters selected Zoom Webinars as the Market Leader with 34.11% of votes, followed by ON24 at 26.74%, resulting in a 7.37-point spread. This indicates a clear but competitive leadership position, with Zoom maintaining strong association with widespread adoption while ON24 remains a significant enterprise-focused challenger.

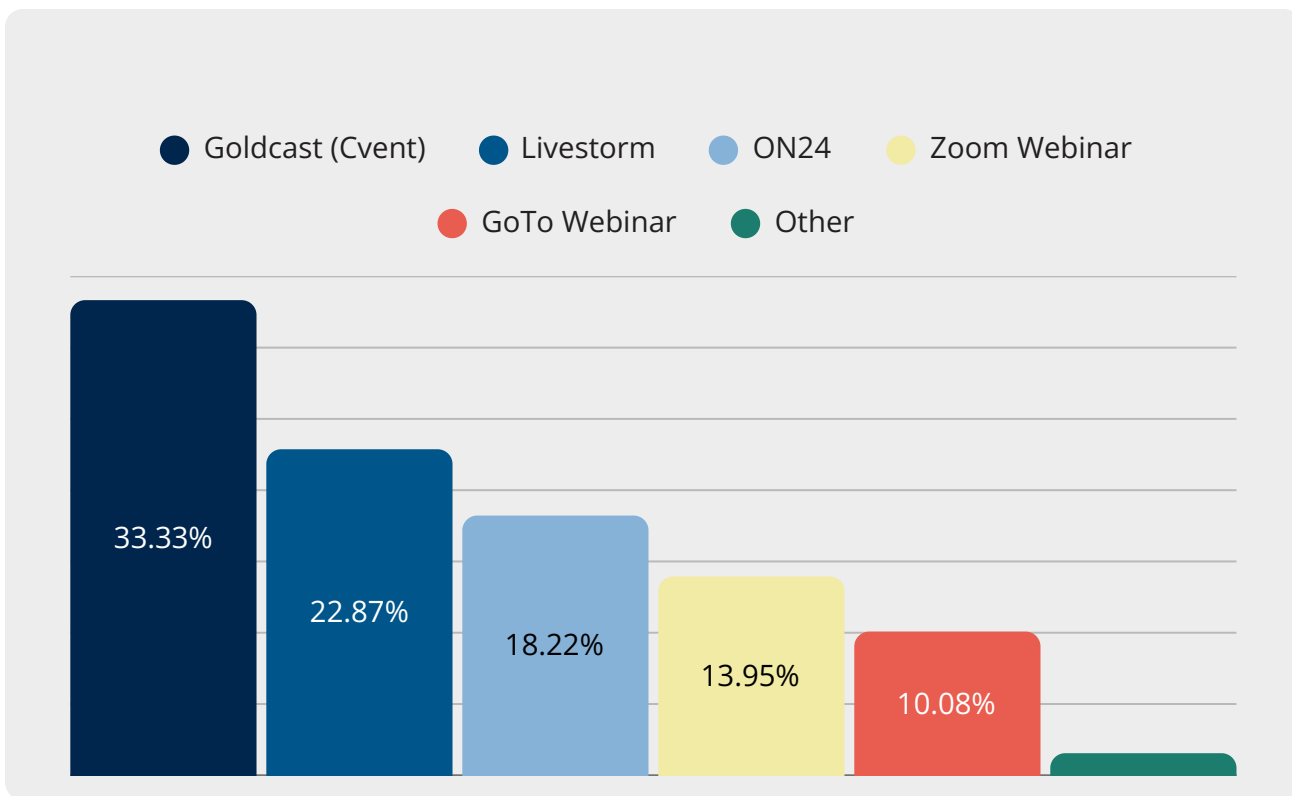


This perception likely reflects Zoom’s ubiquity, ease of deployment, and familiarity across organizations of all sizes. Voters appear to associate market leadership with platforms that are easy to adopt, scalable, and already embedded in day-to-day communication workflows. ON24’s second-place position suggests enterprise buyers prioritize platforms purpose-built for marketing-driven events.

Webinars & Virtual Events



Voters selected Goldcast as the Intelligence & Innovation Leader with 33.33% of votes, followed by Livestorm at 22.87% and ON24 at 18.22%. The 10.46-point spread between Goldcast and Livestorm indicates a strong perception of innovation leadership.



cvent

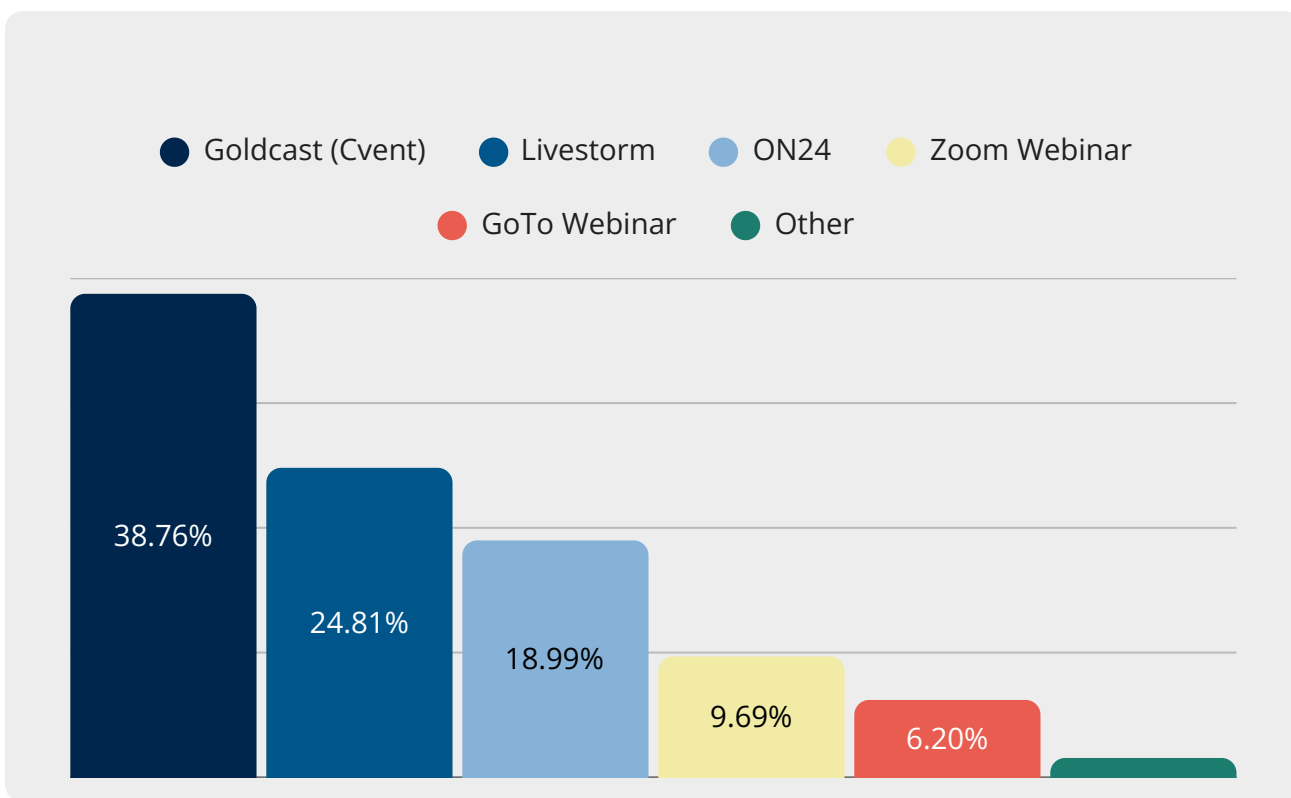
Goldcast

This perception likely reflects Goldcast's focus on modern event experiences, AI-driven engagement, audience analytics, and integrations with marketing and revenue platforms. Voters appear to associate innovation with platforms that transform webinars into immersive, data-rich experiences rather than static presentations.

Webinars & Virtual Events



Voters chose Goldcast as the Creativity & Expression Leader with 38.76% of votes, followed by Livestorm at 24.81%. The 13.95-point spread represents one of the strongest signals in the survey, indicating clear leadership in enabling differentiated and engaging event experiences.



cvent

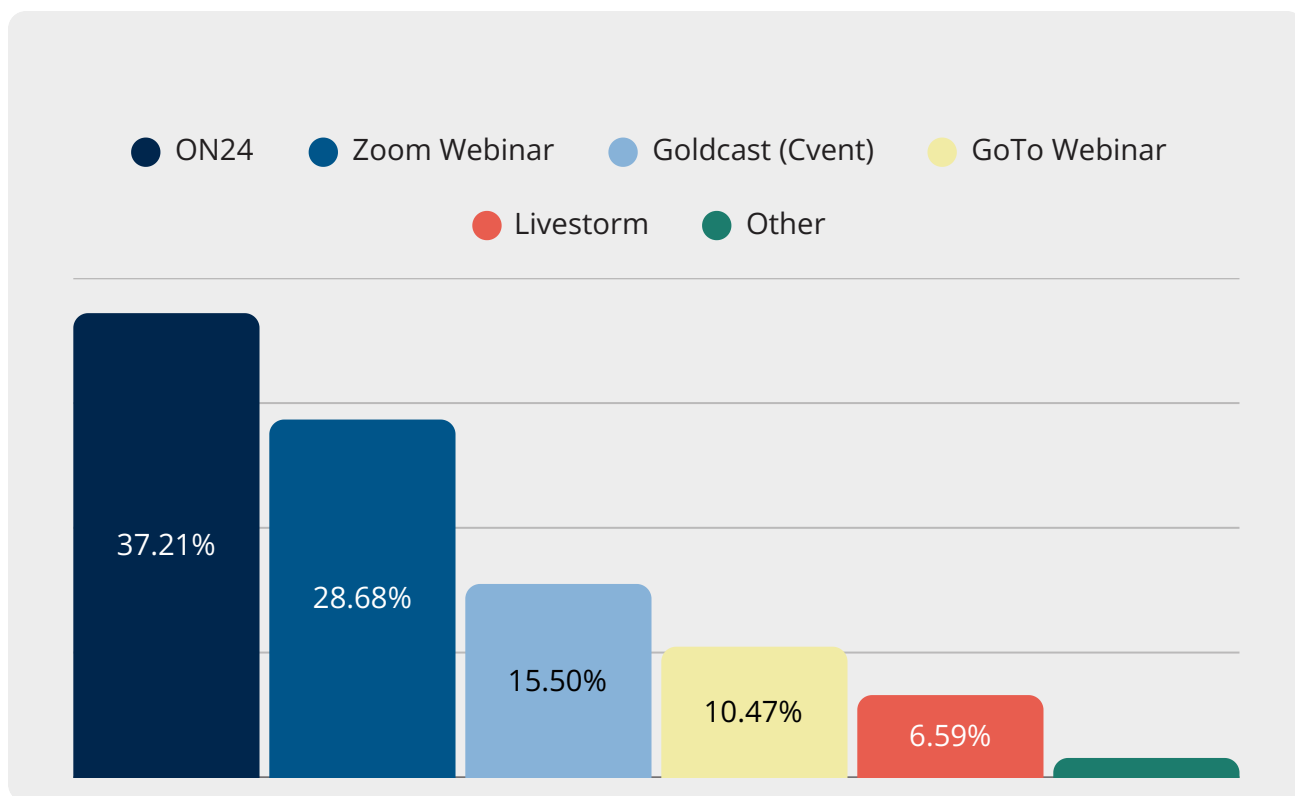
Goldcast

This perception likely reflects Goldcast's emphasis on branded event environments, customizable experiences, and interactive formats that go beyond traditional webinar templates. Voters appear to associate creativity with platforms that enable marketers to design compelling, visually engaging, and interactive audience journeys.

Webinars & Virtual Events



ON24 was voted the Accuracy & Trust Leader with 37.21% of votes, followed by Zoom Webinars at 28.68%. The 8.53-point spread indicates a strong perception of ON24 as the most reliable and enterprise-grade platform in the category.

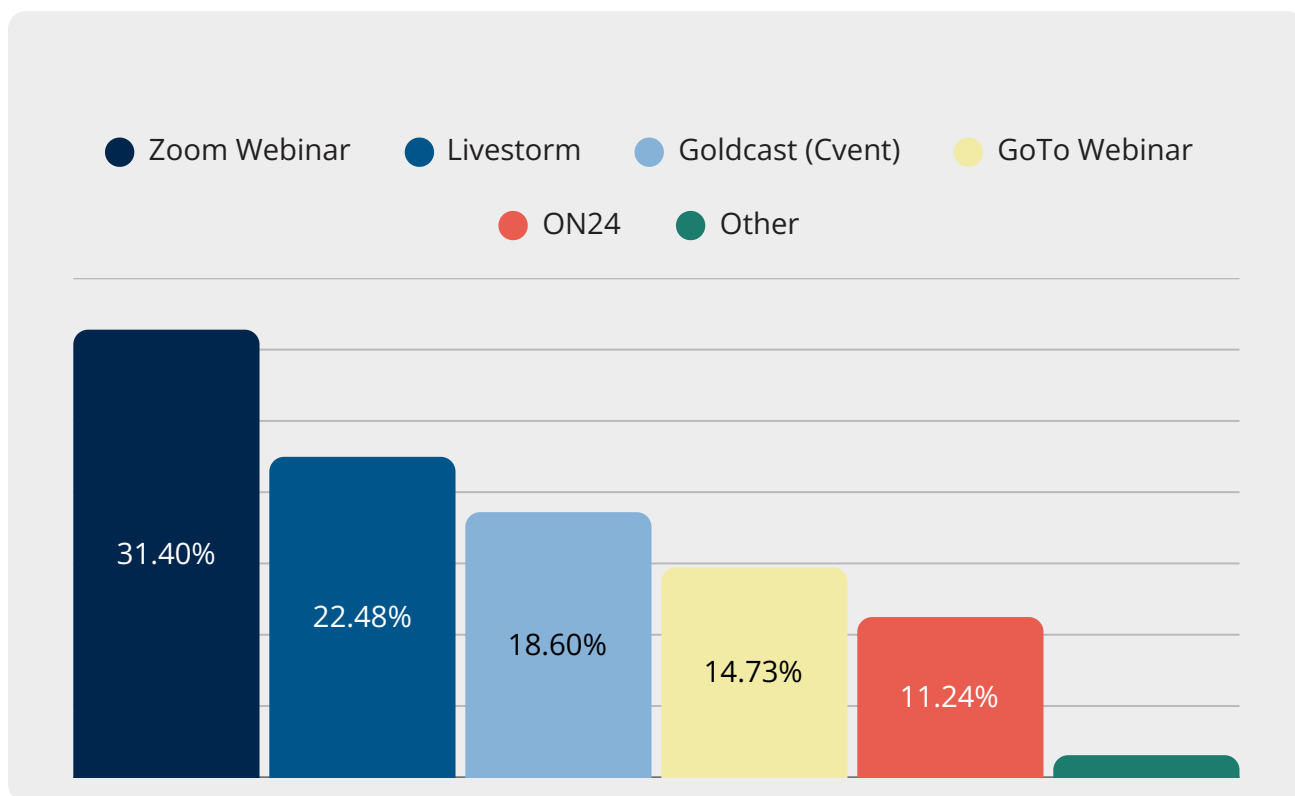


This perception likely reflects ON24's long-standing focus on marketing webinars, robust analytics, data accuracy, and its reputation for delivering consistent performance at scale. Voters appear to equate trust with reliability, depth of reporting, and the ability to support mission-critical marketing programs.

Webinars & Virtual Events



Voters perceive Zoom Webinars as the Human Empowerment Leader with 31.40% of votes, followed by Livestorm at 22.48% and Goldcast at 18.60%. The 8.92-point spread indicates a clear perception of Zoom as the most accessible and user-friendly platform.



This perception highlights the importance of ease of use, simplicity, and rapid deployment in webinar platforms. Voters appear to value tools that enable teams to launch events quickly without heavy technical setup. Given ON24 ranks fifth in this category, these results reinforce a pattern where enterprise-grade platforms and usability-first platforms serve different buyer priorities.



Looking Forward



Predictions

1. Webinars will evolve into AI-driven event engagement platforms.

The category will shift from scheduled webinars to continuous, AI-powered audience engagement experiences. Future taxonomy will include AI Event Engagement Platforms and Autonomous Event Marketing Systems.

2. Brand Leader voting will split between enterprise event platforms and experience-first platforms.

ON24 will continue to lead in Accuracy & Trust for enterprise marketing teams, while Goldcast and Livestorm will dominate innovation and creativity. Zoom will remain strong in adoption and usability. Future reports may separate Enterprise Webinar Platforms from Experience-Centric Event Platforms.

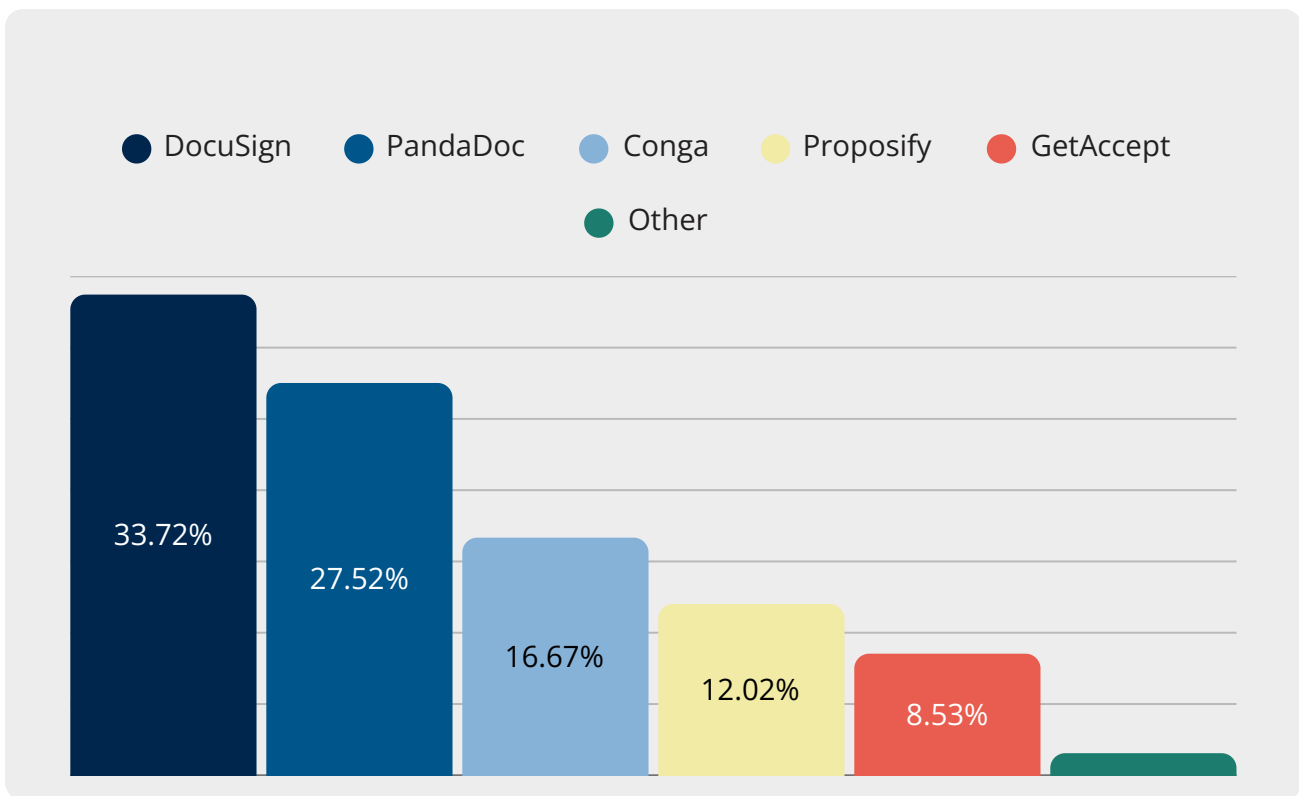
3. Real-time engagement intelligence will become the primary control point.

Platforms that combine live events with AI-driven analytics, personalization, and pipeline attribution will define future leadership. Brand Leader surveys will introduce categories such as Event Intelligence Platforms and AI Audience Engagement Systems.

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.

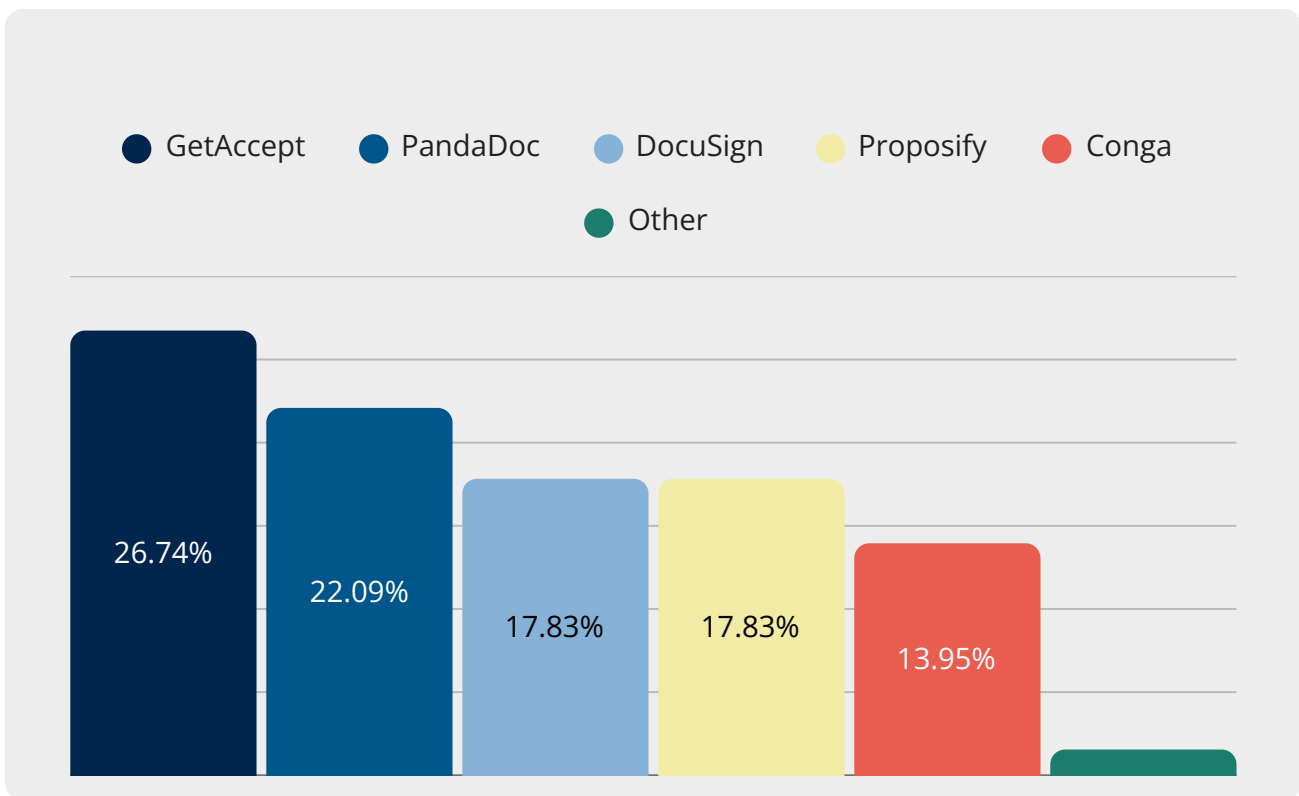


This perception likely reflects DocuSign's long-standing dominance in e-signature, its brand recognition, and its expansion into broader agreement lifecycle management. Voters appear to associate market leadership with platforms that are deeply embedded in enterprise workflows and widely adopted across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



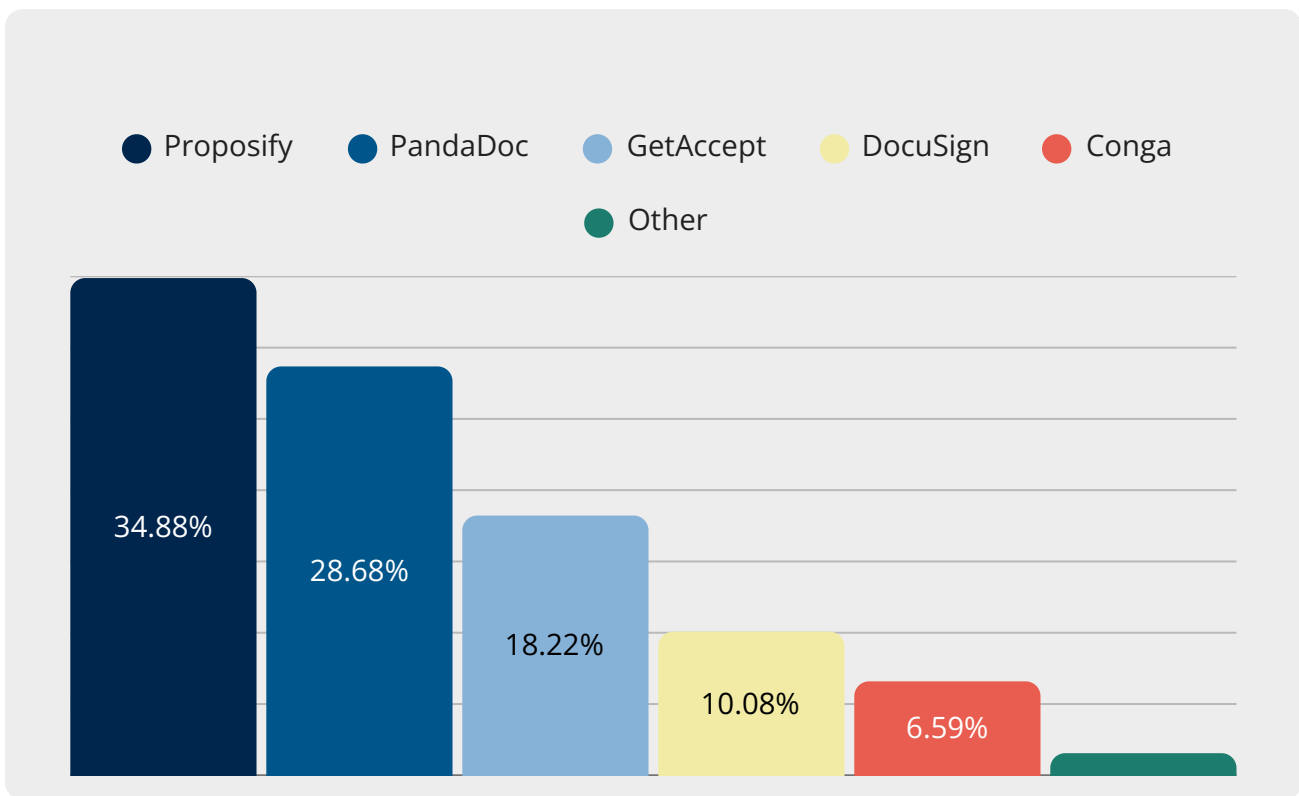
This perception likely reflects GetAccept's focus on AI-driven sales engagement, proposal analytics, video messaging, and real-time deal insights. Voters appear to associate innovation with platforms that go beyond document execution to actively influence deal outcomes.



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.

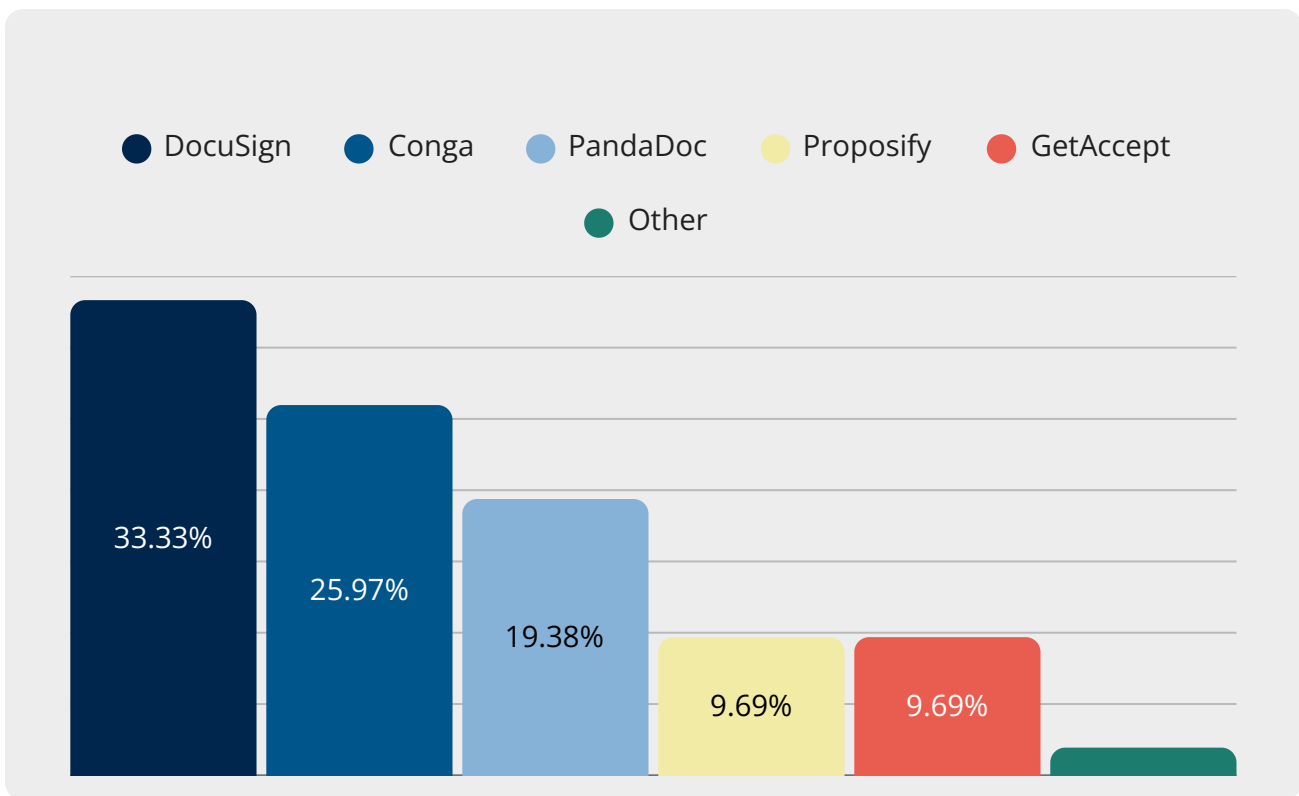


This perception likely reflects Proposify's emphasis on design, branding, content flexibility, and user-friendly proposal creation tools. Voters appear to associate creativity with platforms that enable teams to craft visually compelling, personalized proposals that differentiate their offerings.

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.

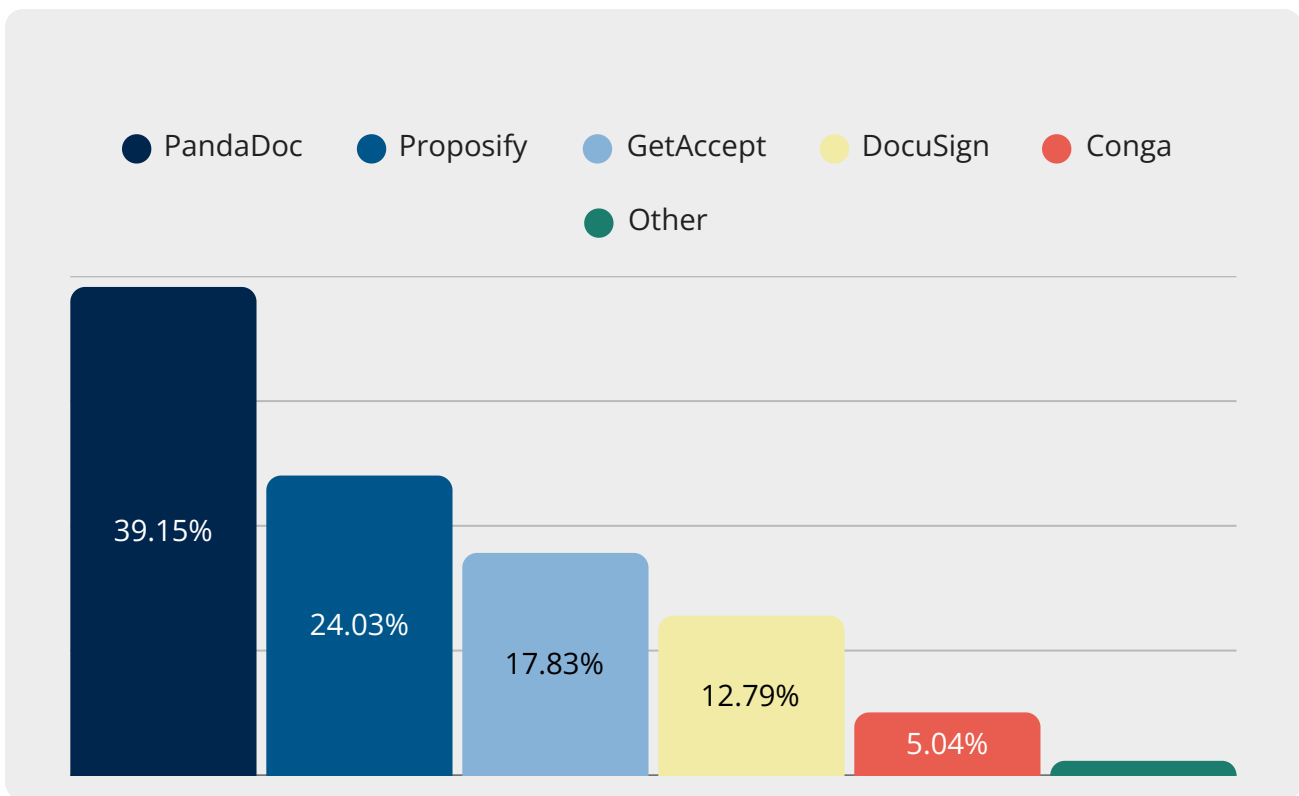


This perception likely reflects DocuSign's reputation for secure, compliant, and legally binding transactions, as well as its role as a mission-critical system for contract execution. Voters appear to equate trust with reliability, governance, and consistency in high-stakes business processes. There 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.

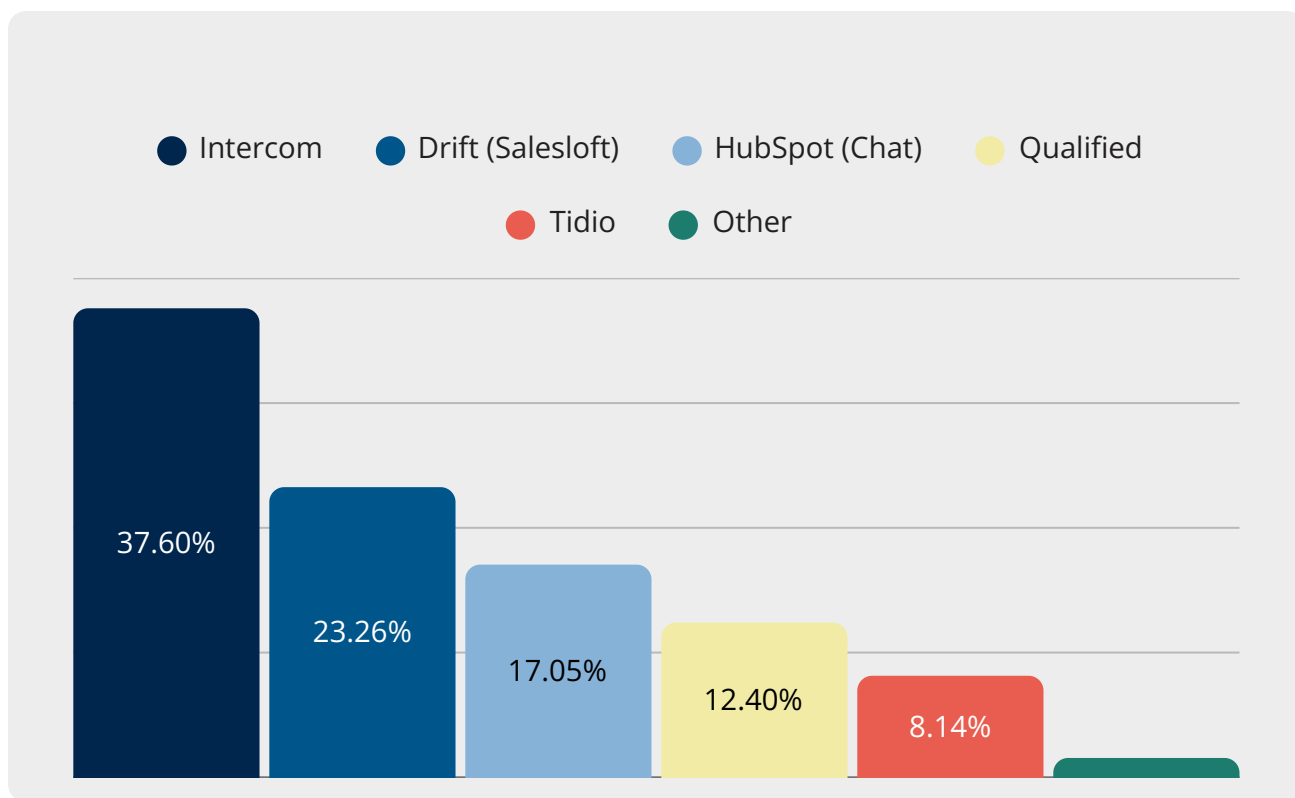
3. AI-driven personalization and buyer engagement will redefine innovation leadership.

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.

Conversational Marketing



Voters perceive Intercom as the Market Leader with 37.60% of votes, followed by Drift at 23.26%. This 14.34-point spread represents one of the strongest signals of leadership in the survey, indicating that respondents clearly associate Intercom with category ownership and widespread adoption.

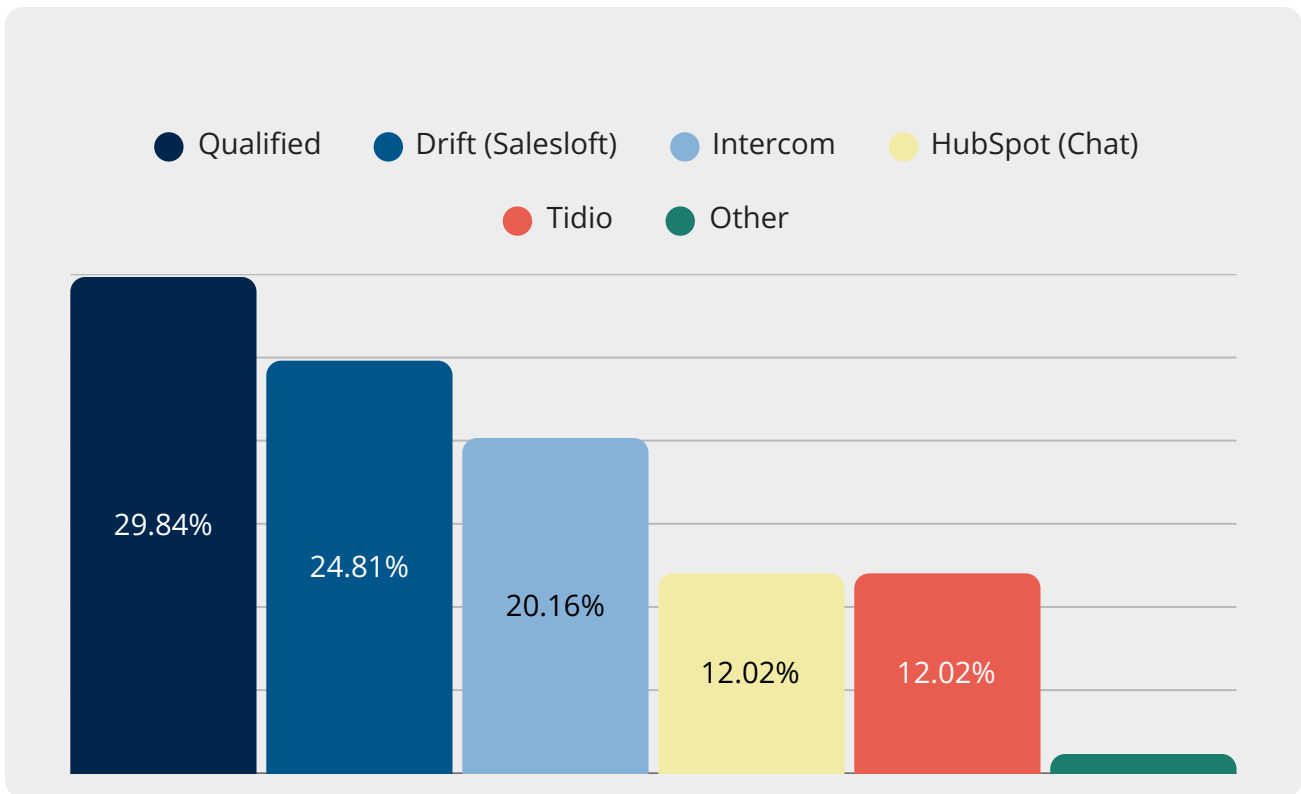


This perception likely reflects Intercom’s early-mover advantage, brand recognition, and its evolution into a comprehensive customer communication platform. Voters appear to associate market leadership with platforms that unify messaging, automation, and customer engagement across both sales and support workflows.

Conversational Marketing



Voters perceive Qualified as the Intelligence & Innovation Leader with 29.84% of votes, followed by Drift (24.81%) and Intercom (20.16%). The 5.03-point spread indicates a competitive but clear perception that innovation leadership is shifting toward newer, AI-native platforms.

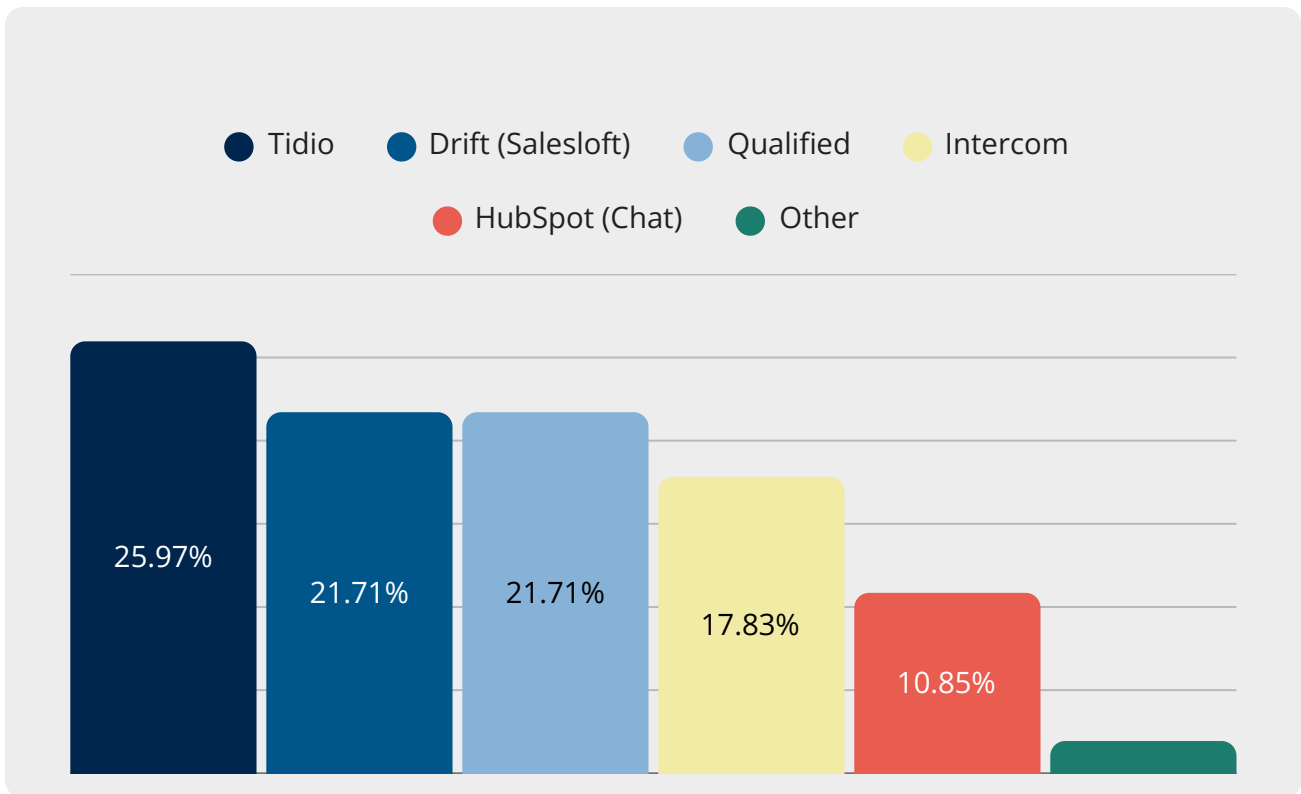


This perception likely reflects Qualified’s positioning around AI-driven pipeline generation, AI SDR capabilities, real-time buyer intent detection, and deep CRM integration. Voters appear to associate innovation with platforms that move beyond chat into automated, revenue-generating conversations.

Conversational Marketing



Voters perceive Tidio as the Creativity & Expression Leader with 25.97% of votes, followed by Drift and Qualified at 21.71%. The relatively tight spread indicates that respondents see multiple vendors as enabling creative and differentiated conversational experiences.

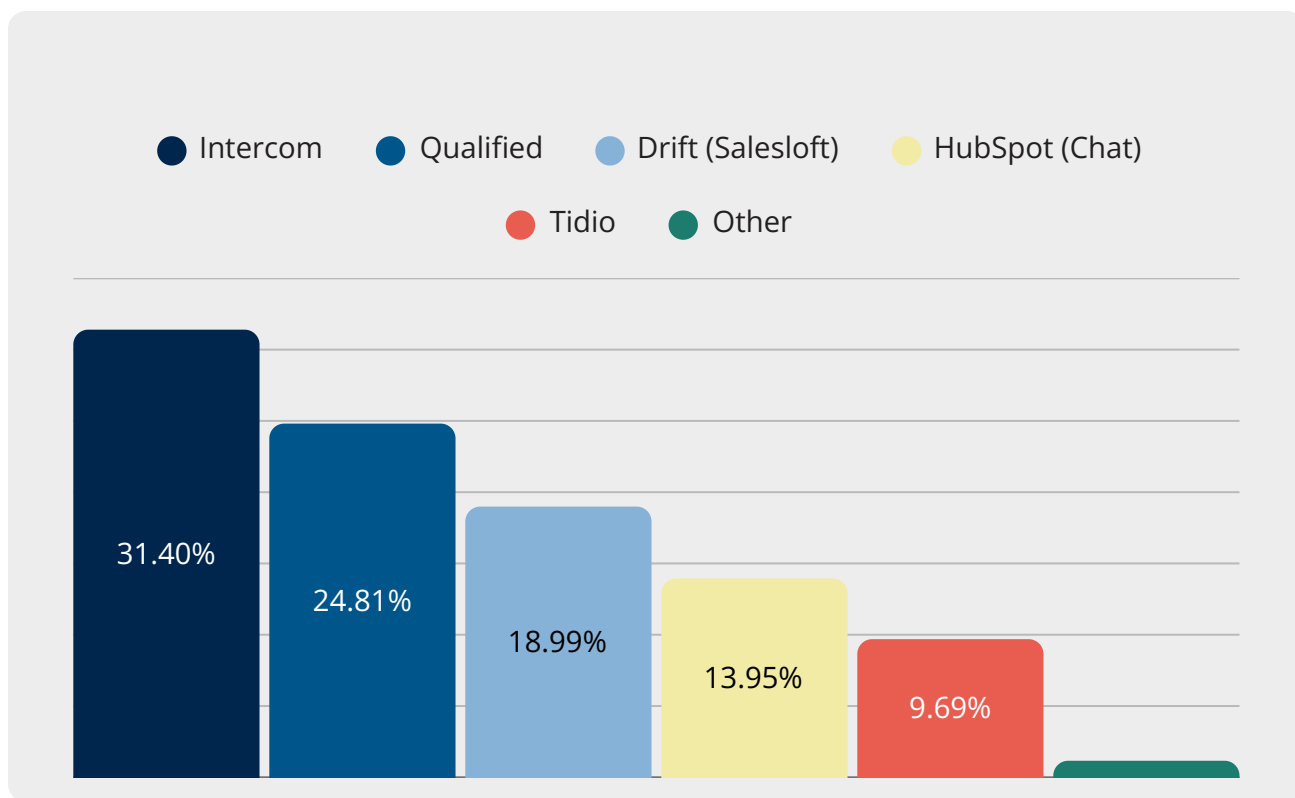


This perception likely reflects Tidio's emphasis on design flexibility, ease of customization, and accessible tools for building conversational flows. Voters appear to associate creativity with platforms that empower marketing teams to experiment with messaging, personalize interactions, and design engaging user journeys.

Conversational Marketing



Voters perceive Intercom as the Accuracy & Trust Leader with 31.40% of votes, followed by Qualified (24.81%) and Drift (18.99%). The 6.59-point spread indicates a strong perception of reliability, though not an uncontested lead.

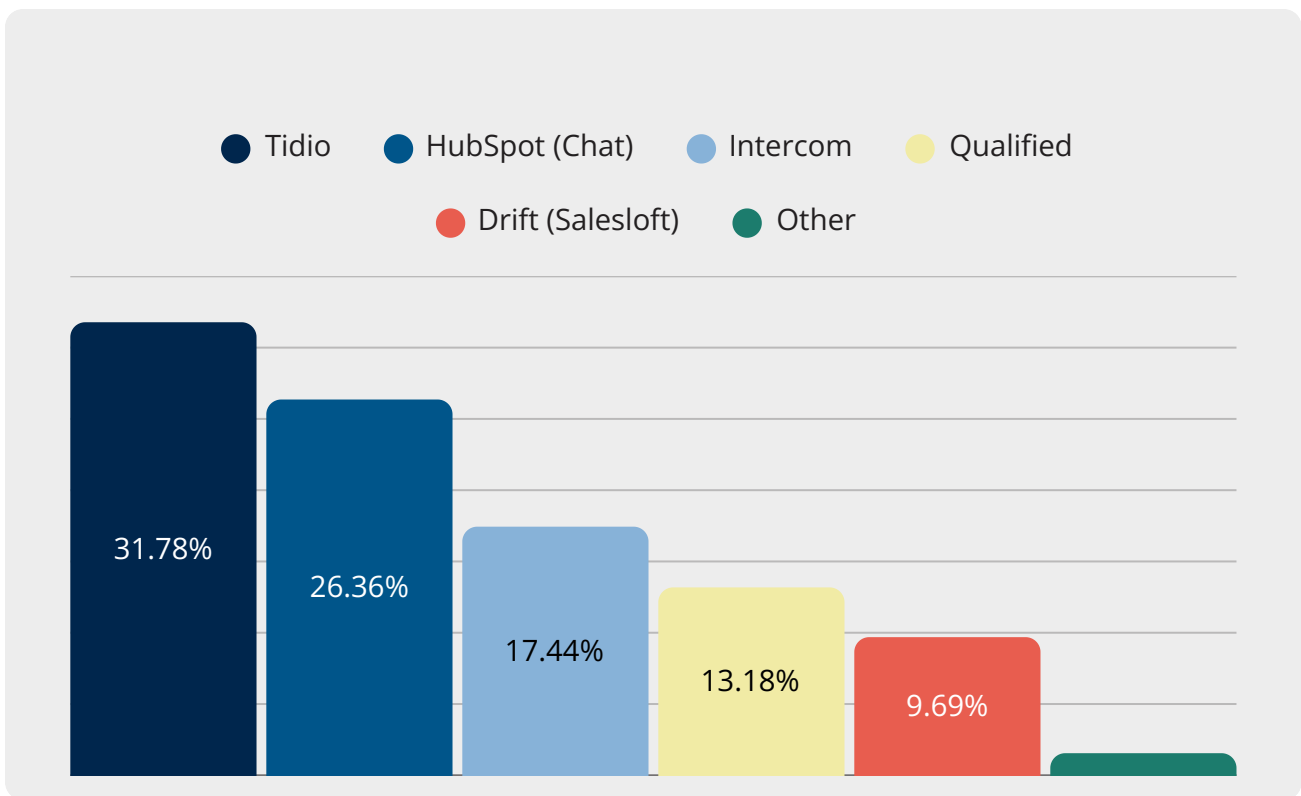


This perception likely reflects Intercom’s maturity, stability, and role as a mission-critical communication platform. There is a strong correlation between Market Leadership and Accuracy & Trust: the platform most widely adopted is also perceived as the most trustworthy, suggesting that scale reinforces confidence in reliability.

Conversational Marketing



Voters perceive Tidio as the Human Empowerment Leader with 31.78% of votes, followed by HubSpot (26.36%) and Intercom (17.44%). The 5.42-point spread indicates a clear preference for platforms that prioritize usability and accessibility.



This perception highlights the importance of ease of use, fast deployment, and enabling non-technical users to manage conversational workflows. Voters appear to value platforms that reduce complexity and accelerate time-to-value. This reinforces a broader pattern where enterprise-grade platforms and user-centric platforms serve different priorities.

Looking Forward



Predictions

1. Conversational Marketing will evolve into AI Agent Engagement Platforms.

Voters will shift from evaluating chat tools to evaluating autonomous AI agents that manage full buyer journeys. Future taxonomy will include AI SDR Platforms and AI Engagement Agents.

2. Brand Leader voting will bifurcate between enterprise scale and usability-first platforms.

Voters will continue to associate platforms like Intercom and Qualified with enterprise pipeline generation, while Tidio and HubSpot will dominate Human Empowerment and accessibility.

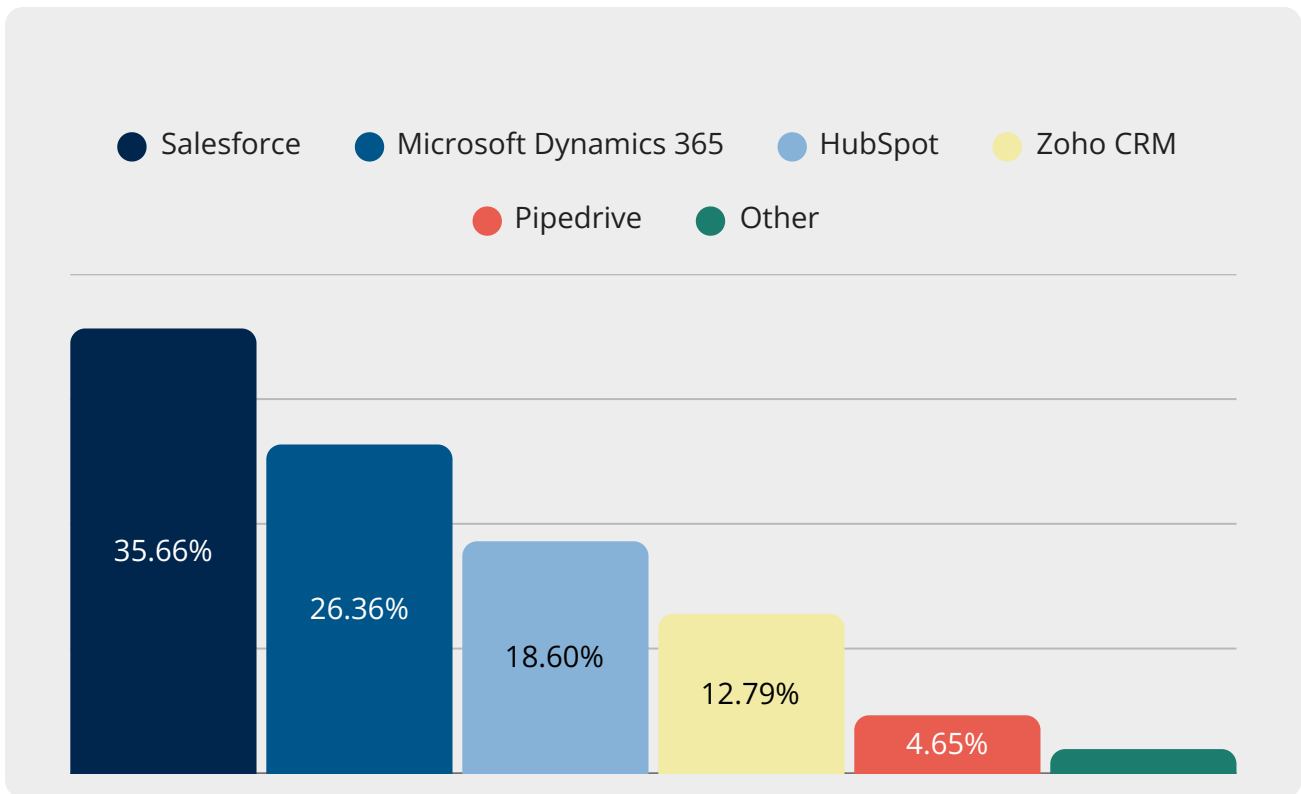
3. Real-time buyer intelligence will redefine leadership.

Voters will increasingly prioritize platforms that combine conversational interfaces with intent data, CRM integration, and real-time personalization. Future surveys will introduce categories such as Buyer Intent Conversation Platforms and Real-Time Revenue Engagement Systems.

CRM Platforms



Salesforce is the CRM Market Leader with 92 of 258 votes, or 35.66%. Microsoft Dynamics 365 finished second with 26.36%, creating a 9.30-point spread. That is a meaningful leadership margin, but not an overwhelming one. Salesforce remains the category-defining CRM brand, while Microsoft's strong second-place finish confirms that large enterprise buyers increasingly view CRM as part of a broader productivity, data, and AI ecosystem.

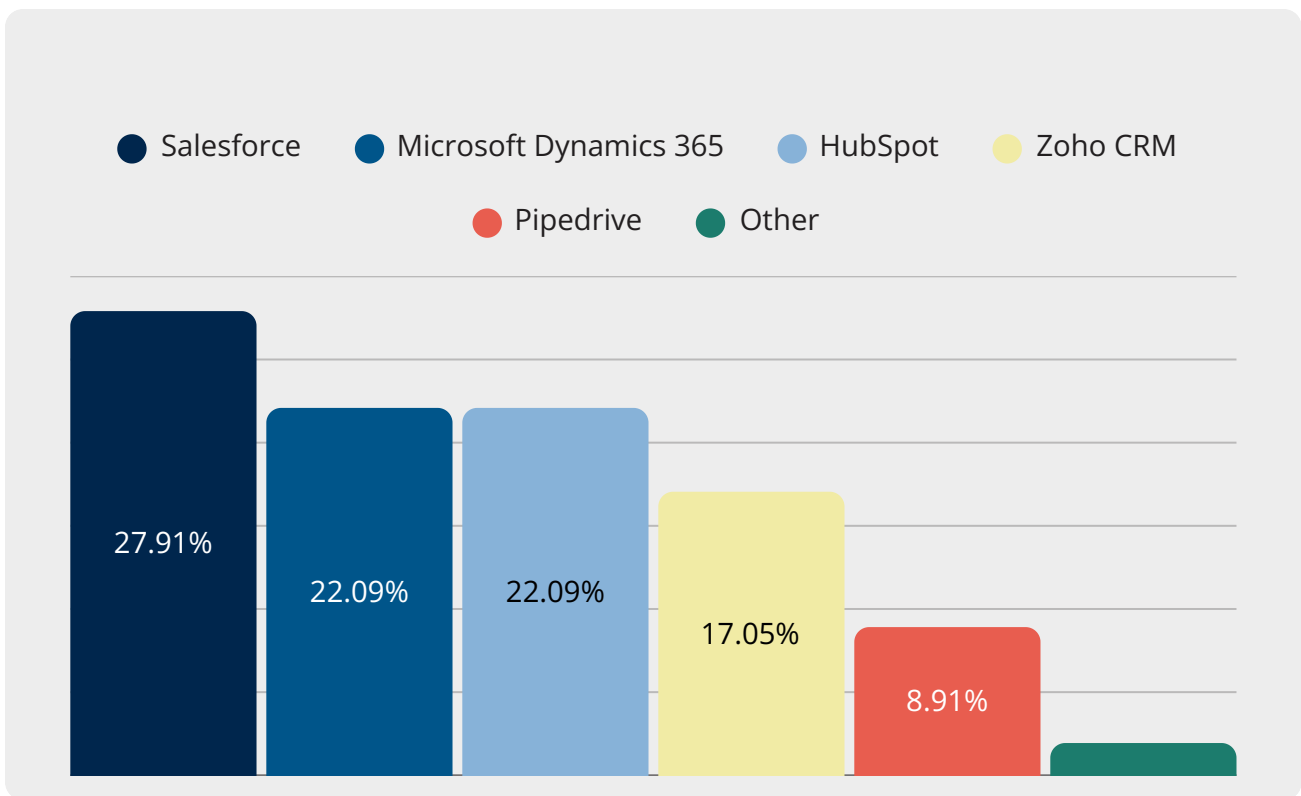


Votes for Salesforce likely reflect its long-standing role as the dominant CRM system of record, its broad partner ecosystem, and its deep integration across sales, service, marketing, analytics, and AI workflows. In this category, market leadership appears strongly tied to ecosystem scale, enterprise adoption, and confidence that the platform can support complex, global customer operations.

CRM Platforms



Salesforce also leads Intelligence & Innovation with 27.91% of votes. Microsoft Dynamics 365 and HubSpot tie for second at 22.09%, creating a 5.82-point spread. This is a competitive innovation result rather than a runaway win, suggesting that while Salesforce is perceived as the innovation leader, AI innovation in CRM is actively contested.

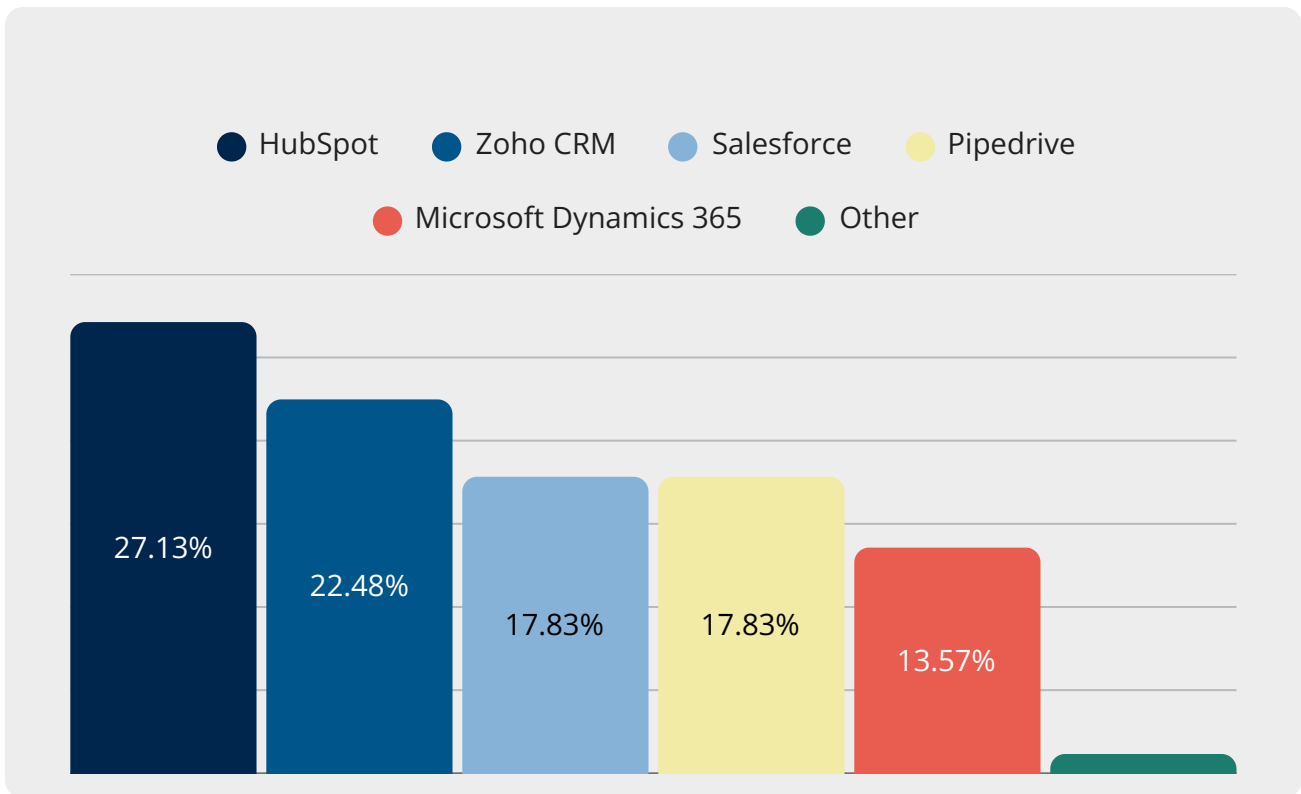


Perceptions of Salesforce innovation are likely tied to its AI strategy around Agentforce, Einstein, Data Cloud, automation, and AI agents embedded across revenue workflows. The close second-place tie between Microsoft and HubSpot shows that innovation is no longer defined only by enterprise AI features; it is also shaped by productivity integration, usability, and how seamlessly AI fits into daily seller workflows.

CRM Platforms



HubSpot leads Creativity & Expression with 27.13% of votes, followed by Zoho CRM at 22.48%. Salesforce and Pipedrive tie for third at 17.83%. The 4.65-point spread between HubSpot and Zoho indicates a clear but competitive lead, suggesting that creative flexibility in CRM is more fragmented than enterprise market leadership.

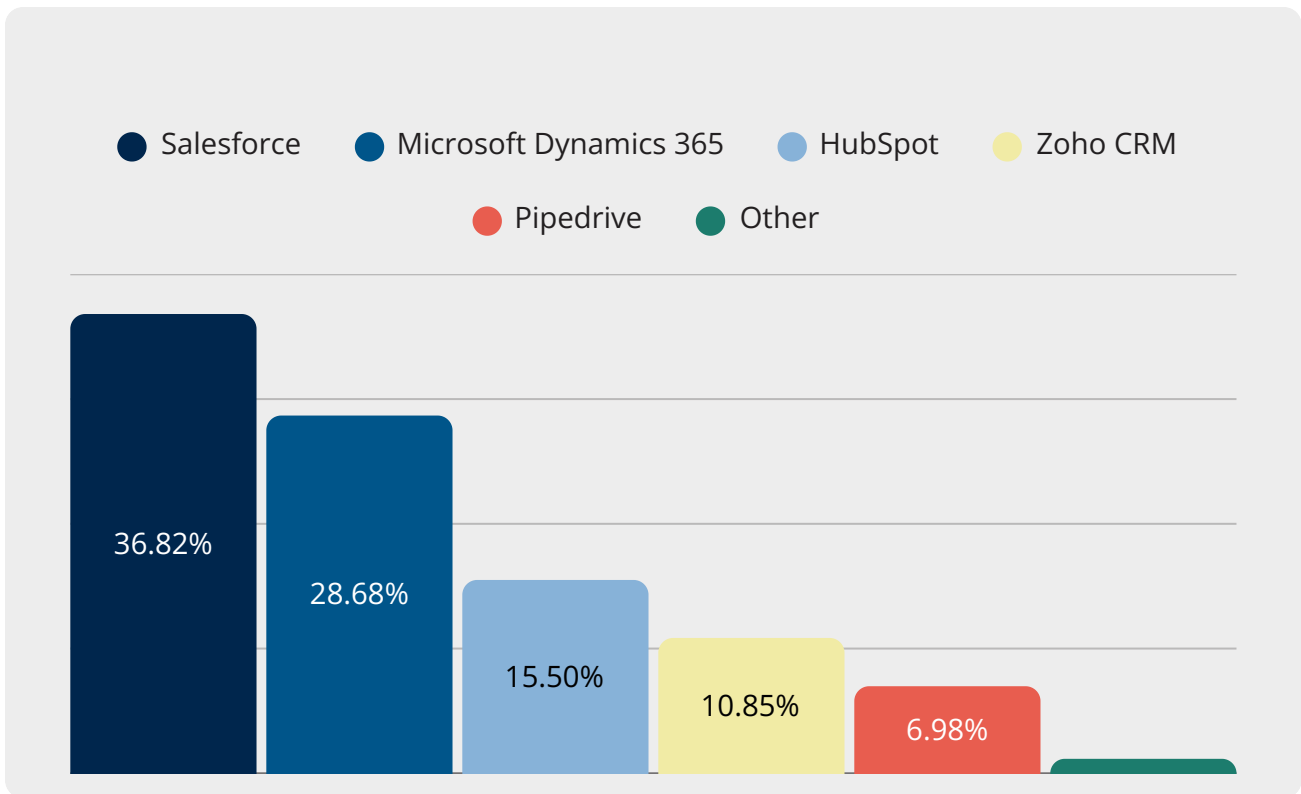


Votes for HubSpot leadership likely reflect its strength in user experience, campaign workflows, content integration, and sales/marketing alignment. The sales and marketing community view HubSpot as enabling teams to design, communicate, and execute customer engagement more intuitively.

CRM Platforms



Salesforce leads Accuracy & Trust with 95 of 258 votes, or 36.82%. Microsoft Dynamics 365 follows at 28.68%, producing an 8.14-point spread. This is one of the strongest signals in the CRM survey because trust is foundational to the category: CRM data drives forecasts, sales execution, account strategy, customer service, and executive decision-making.

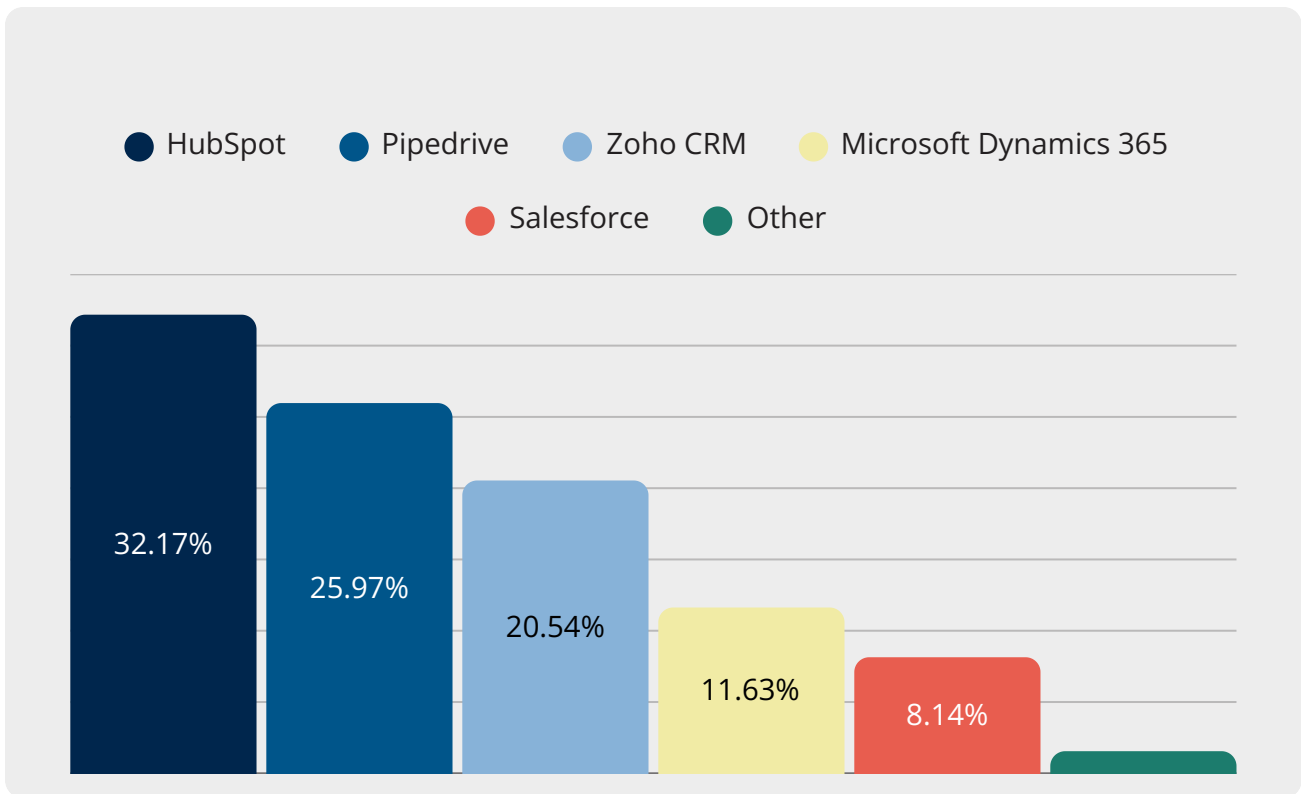


The perceptions of Salesforce leadership likely comes from its enterprise maturity, governance capabilities, extensibility, security posture, and reputation as a reliable customer system of record. The correlation between Market Leadership and Accuracy & Trust is very strong: the top two market leaders are also the top two trust leaders.

CRM Platforms



HubSpot leads Human Empowerment with 83 of 258 votes, or 32.17%. Pipedrive is second with 25.97%, followed by Zoho CRM at 20.54%. The 6.20-point spread gives HubSpot a meaningful lead, but the strong results for Pipedrive and Zoho show that usability-focused CRMs remain highly valued by sales and marketing professionals.



Votes for HubSpot leadership reflects its reputation for simplicity, ease of adoption, integrated workflows, and making CRM useful for everyday users rather than only administrators and executives. Salesforce ranks fifth in Human Empowerment suggesting a clear divide between enterprise control and user-centered productivity.

Looking Forward



Predictions

1. CRM will evolve from system of record to AI revenue operating system.

Future taxonomy will move beyond CRM into AI Customer Operating Platforms that unify customer data, workflow automation, revenue intelligence, service, marketing, and autonomous agents.

2. Brand Leader voting will split enterprise CRM from usability-first CRM.

Salesforce and Microsoft will dominate enterprise trust and platform scale, while HubSpot, Pipedrive, and Zoho will define usability, empowerment, and fast time-to-value. Future reports should consider separate categories for Enterprise CRM and Growth CRM.

3. AI agents will become the new CRM interface.

Users will increasingly interact with CRM through copilots and autonomous agents rather than forms, dashboards, and manual updates. Future voting should add categories such as AI CRM Agent Leader, Customer Data Intelligence Leader, and CRM Workflow Automation Leader.



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.



✉ info@itbrandpulse.com

🌐 itbrandpulse.com

📍 1895 Avenida Del Oro #4683
Oceanside, CA 92052