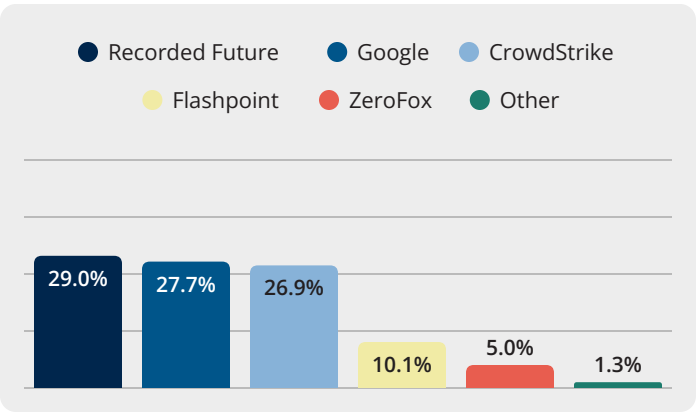
2027 BRAND LEADERS
RELEASED NOVEMBER 2026

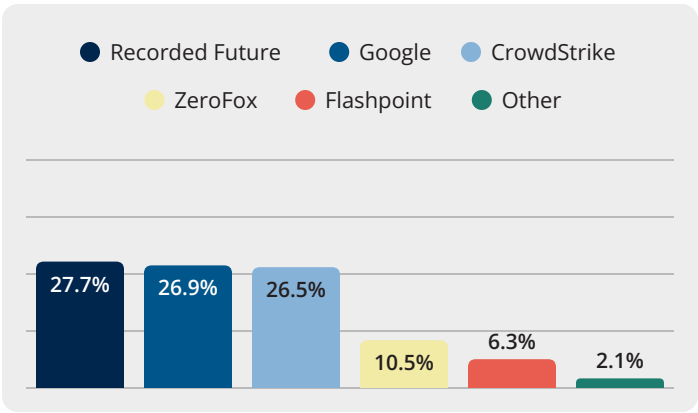
AI Brand Leader Report

Cyber Threat Intelligence Platforms (CTI)

Recorded Future®



Recorded Future®



What the vote says

Recorded Future was voted both Market Leader (29.0%) and Innovation Leader (27.7%), with Google Cloud second in both market and innovation voting. The same vendor leading both pillars signals alignment between brand trust and perceived technical advancement.

Market Leader. The top three finished within about two points of each other. Recorded Future's narrow win reflects its standing as one of the best-known pure-play intelligence brands, now part of Mastercard, competing with Google and CrowdStrike, which pair intelligence with their own security platforms.

Innovation Leader. The race was even closer, with little more than a point separating the top three. Voters credited Recorded Future's use of AI to turn threat data into prioritized intelligence, while Google, with Mandiant and VirusTotal, and CrowdStrike, with intelligence built into Falcon, stay right behind.

AI Brand Leader Program

Brand Leader awards are voted by thousands of IT professionals, not algorithms or judging panels, giving winners credible third-party validation. Readers never pay, and vendors never touch the vote. **All 10 categories:** itbrandpulse.com/brand-leader-program

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