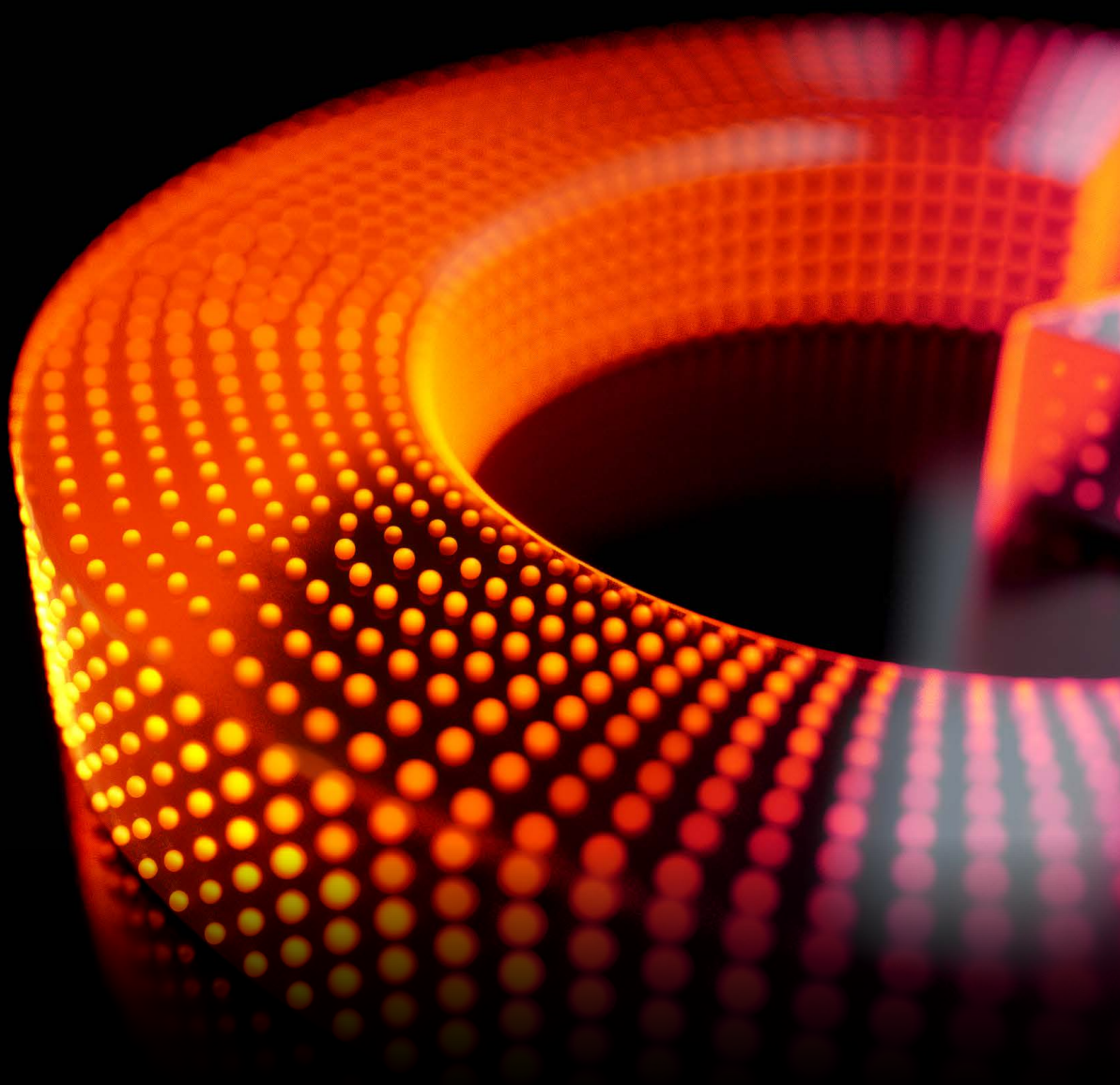
B2B MARKETING

FUNNELFUEL



B2B Martech Vendor Spotlight Report:

Insights & Analytical Skills

MARCH 2026

B2B MARKETING

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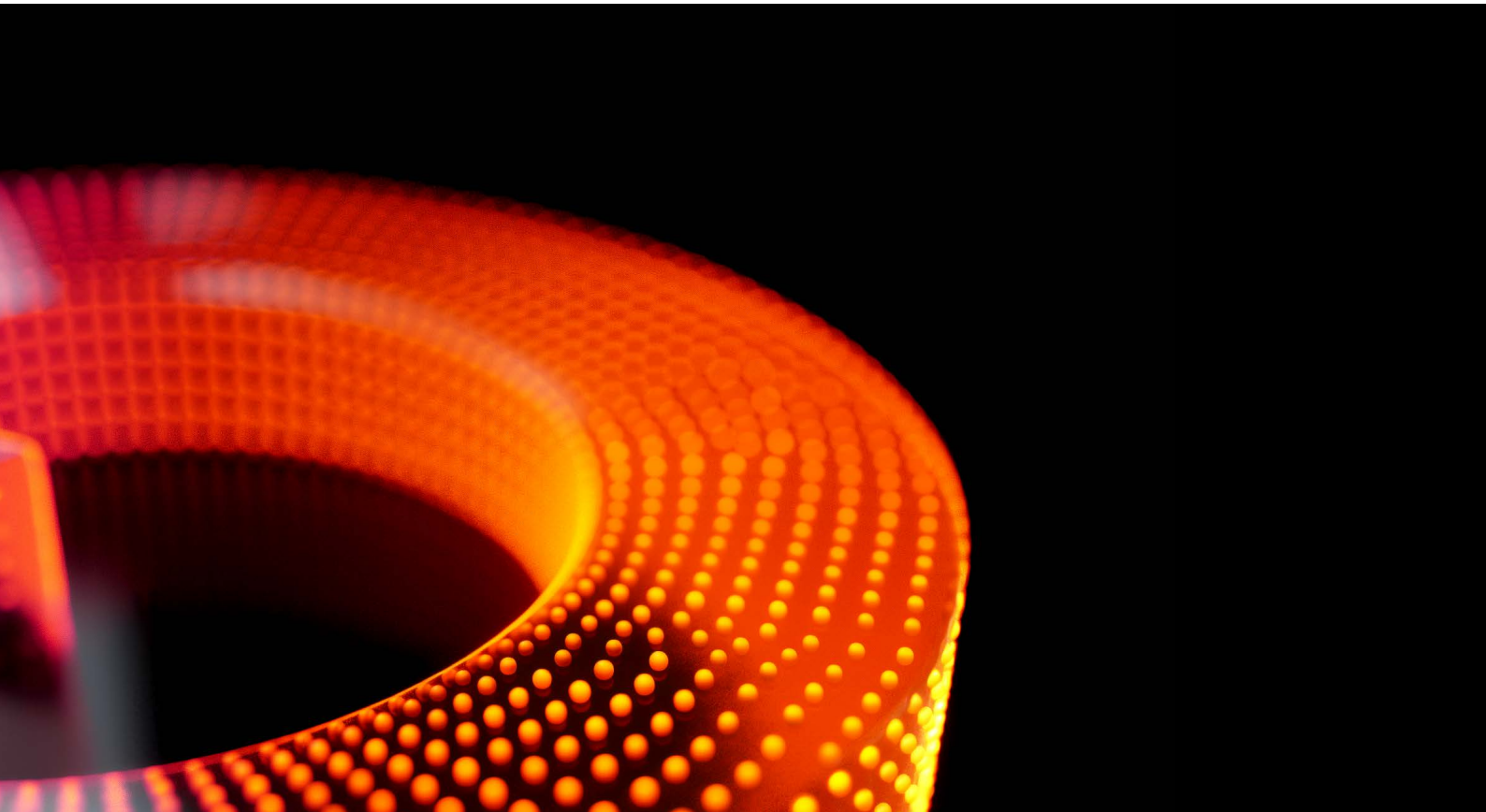
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Insights are valuable, guessing is expensive



Kavita Singh,
Head of Growth Solutions Content
B2B Marketing

Last year, I spoke to Michael Barber, CMO, Startech about insights and analytical thinking, and one thing really stuck with me. "Everything we do eventually lands in front of a CFO or a CRO. If you can't explain how our work moves revenue, pipeline, or customers, you're guessing. And guessing is expensive."

And this type of sentiment was exactly why we launched a Commercial Marketing edition of our Martech Series. It was certainly a departure from our other series which touched on distinct types of technology such as lead gen, ABM and digital experience platforms. Instead, we broke down the six essential skills to becoming the commercial marketer and the tech used to help enhance those skills.

And the results? Well, our audience resonated with the theme so much that we decided to devote our reports to a few of those skills to put a spotlight on them. And this edition specifically focuses on insight skills and analytical skills. And to be clear, there is a distinction between the two. While insight skills are more about researching and understanding your market, analytical skills are more focused on collecting, analyzing and acting upon data.

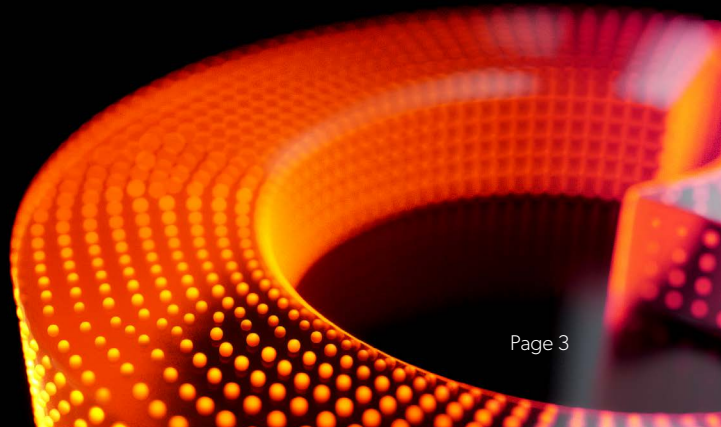
To help illustrate that, we've highlighted the tools to use for each skill, as well as the different use cases on page 5.

In addition to our graphic, we have included bespoke profiles for each technology platform mentioned in this report - each profile includes a description, a list of features and a hyperlink to their website. Plus, we spoke with FunnelFuel to find out how insights and analytical thinking have contributed to their commercial success.

And in an industry where proving ROI and marketing value to your C-suite is non-negotiable, we'd say these are two pretty essential skills to master. If you're looking to do exactly that, we highly recommend checking out our Commercial Marketer Skills Series, which spotlight both insight skills and analytical skills. Or if you want to take it a step further, we encourage our audience to check out Propolis. A global community where B2Bers come together, Propolis gives you access to insights to make decisions, connect with experts and unlock actionable guides and content - all of this to enable your company to develop and thrive.

Enjoy this report.

"Everything we do eventually lands in front of a CFO or a CRO. If you can't explain how our work moves revenue, pipeline, or customers, you're guessing. And guessing is expensive."



It's not a data problem; it's a confidence problem



Kavita Singh,
Head of Growth Solutions Content
B2B Marketing



Paul Collier,
CMO
FunnelFuel

Using insights from a recent webinar as well as a further conversation with CMO at FunnelFuel, Paul Collier, we break down the importance of analytical and insight skills and ultimately why it's more of a confidence issue than a data issue for many.

The confidence gap

Only 10% of marketers describe themselves as experts in analytical thinking. For insight skills, that figure drops to 8%. It's a striking gap particularly at a time when marketing is under pressure to prove ROI and marketing impact.

So what's driving the gap? Through various conversations including our chat with Paul, it became clear that B2B marketers aren't lacking in data; they're lacking in confidence to use data commercially.

Both of those skills are integral to achieving this.

And let's be clear: Insight skills help you understand markets. Analytical skills help you quantify performance. But in practice, they converge in one place: commercial decision-making.

A shift in skillset

When we sat down with Paul, he mentioned that as an industry, analytical thinking and insights skills were not required until about 10 years ago. Prior to that, it actually depended on the sector. For example, Paul said he was lucky being in the tech sector because it was a sector that absolutely required both of those skills. A decade ago, marketing could operate without this skillset. Today, that isn't possible.

He explained: *"With a changing market and the proliferation of data and tools, this has led to these skills becoming fundamental. If you've not got it, or not used that muscle before, you need to exercise it. And it's often through those areas of blindness, that you realize you need to pick these [skills] up."*

In other words, marketing has become much more data-driven over the years and therefore, the expectations for marketing have shifted. And that can be uncomfortable. Reassuringly, Paul said: *"The majority of your peers are in the same situation to one degree or another so it's okay...Get comfortable with the fact that you're uncomfortable, and understand that you're only going to progress and learn."*

Exercising that muscle means becoming fluent in the metrics that dominate boardroom discussions. That can include forecasting, customer velocity, margin and profit. Paul said due to the sheer volume and data that B2C work with, they're slightly ahead of the curve than B2B marketers. However, through a number of tweaks to your daily routine, you can learn to become much more commercially-minded, putting your insights to the forefront.

Solutions: Build that muscle

Analytical Thinking: Beyond the dashboards

Now, if analytical thinking doesn't come naturally to you, don't panic. We've outlined some tips for navigating this. In our Analytical Thinking Skills Guide, we go more in depth, from how to learn from your peers to being able to communicate your narratives effectively.

However, one of the top tips we mentioned is around developing a clear dashboard aligned with your business goals. If you take 20 minutes a day to review your dashboards, eventually, you'll start to pick up patterns. Paul furthered this sentiment by suggesting that marketers test hypotheses using their dashboards.

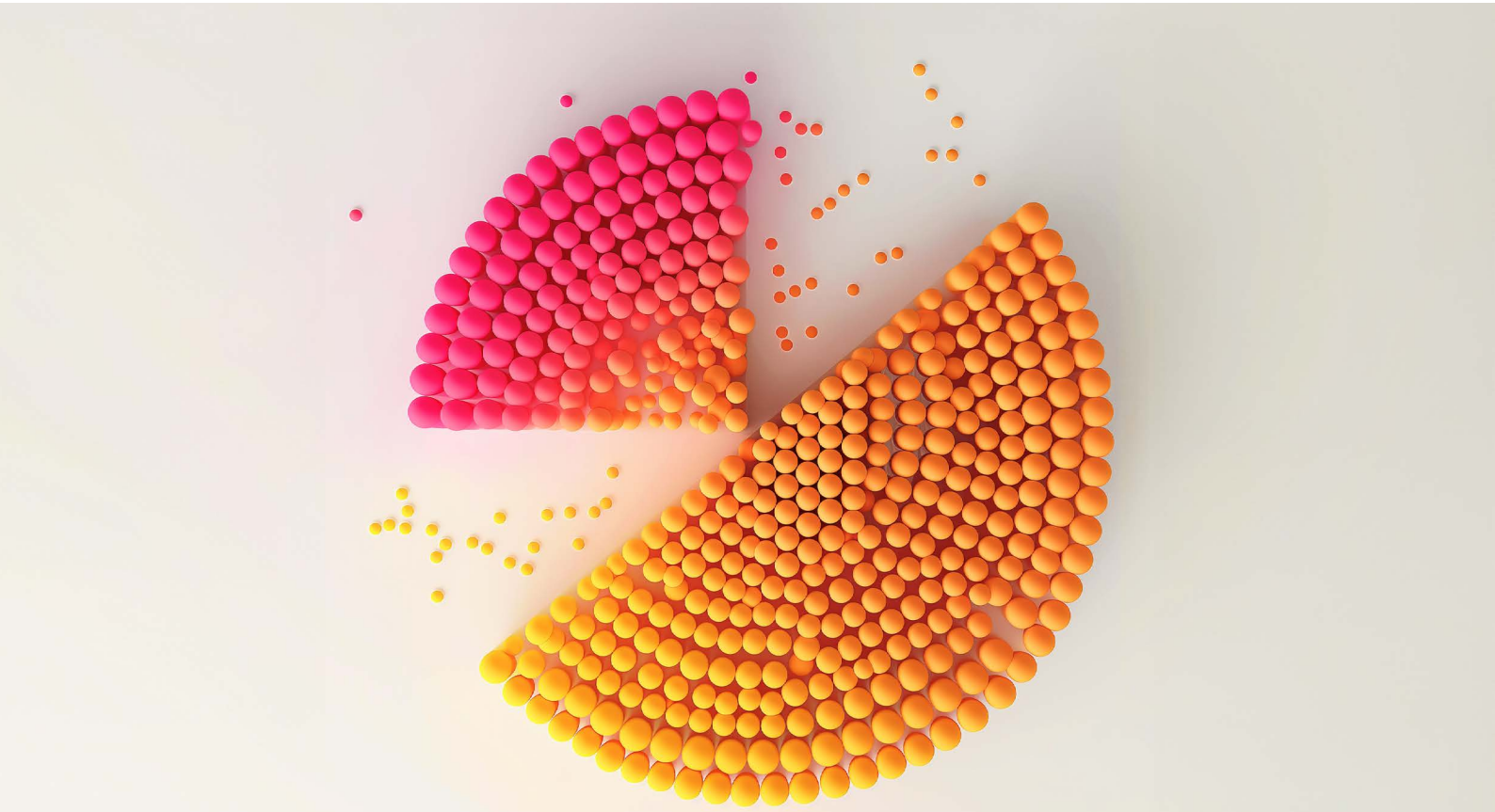
In a previous role, Paul introduced a hypothesis-led approach: spot a pattern, form a theory, test it, then stress-test it in peer review sessions before presenting it to the business. That type of process can make a huge difference to the entire marketing team and create a sense of psychological safety. He said: *"It was a really useful thing for me in my career because ultimately a dashboard is a dashboard but your job is to tell a story. If you can pull those stories out from the dashboards, and sanity check them with your peers and colleagues, it can be a really powerful tool. That's something I look to replicate."*

But data alone can create distance.

Insights: Value your customer conversations

While data can create a theory or hypothesis, when you rely too heavily on data, it almost creates a distance between you and your B2B community. That's where insights become gold. Continue to use your peers for feedback, but don't be afraid to go away and speak to people.

Paul stressed the importance of returning to the basics of knowing your customer and suggested that asking non-customers and network contacts can also provide vital perspectives for sense-checking theories. After all, it's through these conversations with your actual partners, customers and non-customers that you uncover 'aha moments' that can validate your data.



The value in investing in technology

Once you start thinking commercially, technology becomes an amplifier not a shortcut. Apart from dashboards, this report dives into other fields such as trend monitoring, data enrichment tools, A/B testing and much more. However, before you decide you need to invest in every tech tool mentioned in this report, we recommend taking a step back first.

Before you start doing research externally, look within. Paul advised: *"Stop, look around, and see what is already being used in the business. Don't be that person that goes and gets a load of new software for marketing and then you have to retrofit. There's probably a lot of tools and thinking already going on in your business that you'd be better served leveraging as a starting point. When there are gray areas or marketing-specific add-ons needed, then take a good long look at what you have to work with. But don't fall into the trap of creating a martech stack from scratch if there are plug-ins within the business."*

And with many tech tools adding AI extensions, it's imperative that you follow this step. A vendor you're already spending time with, might offer new capabilities without you even noticing.

On the flip side, if you're sure of investing in tech, you'll also need to create a business case for it. You'll need to demonstrate 'added value' within the existing commercial framework and use metrics accepted by the leadership team. Paul noted that marketing expenses can range from 8% to 30% of a company's budget, requiring clear metrics to justify the expenditure, and that openness regarding unknowns and plans to reduce them is absolutely crucial.

Selling it to the board

Paul advised: *"If you want a seat at the table and be able to retain it, you need to interpret, present in the context of that room, tell a story, and back that up with the financials, data, or insights. Understanding and having a high empathy for the stakeholders in the room is important because they'll interpret and view from their experiences. Your ability to present and market marketing to the room is critical."*

As with anything with your C-suite, aligning your metrics is essential but also take the time to understand the way the room thinks. This is not only going to build confidence externally but it'll fuel your own as well.

He also suggested: *"Or if you're able to or if the room accepts it, introduce other metrics that are closely aligned and therefore can make a connection to those metrics that are prioritised currently within the room. That's a high-level skill because ultimately no leadership board wants too many metrics to focus on and that starts delineating the impact."*

Tie back to commercial goals

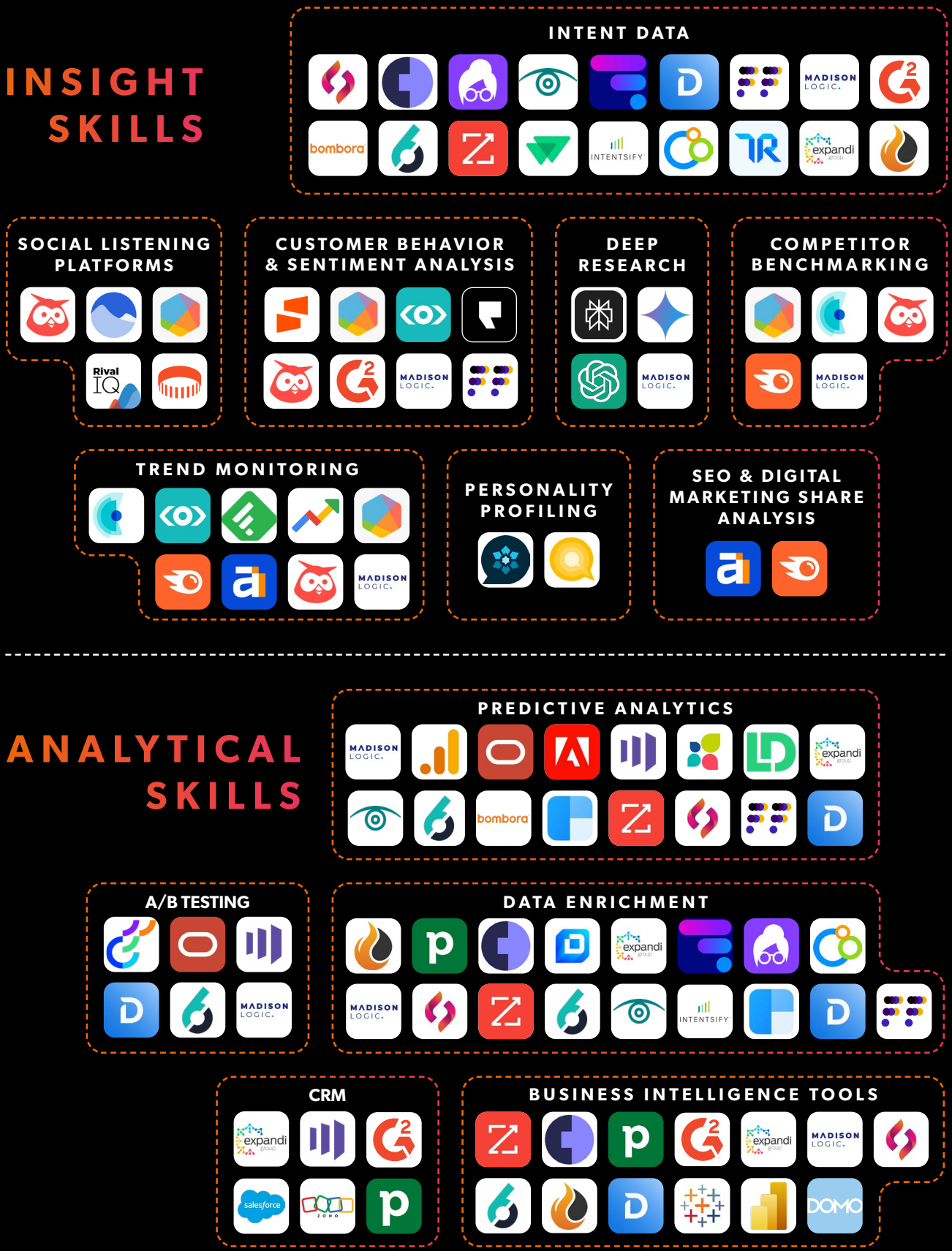
Finally, it's worth noting that your conversations with your C-suite will ultimately help cultivate both insight skills and analytical thinking. When you're engaging with regular conversations and understand the metrics that matter, you're effectively exercising your strategic muscles in both areas.

Paul said: *"If you're sitting around the leadership table, at the heart of that room is the basis for analytical thinking [and insights]. The business is there to solve a problem, to service and to meet a need. There are quite a few of your peers that will automatically have high-level skills and are just naturally analytical/insightful in their approach. To fill that seat and have a level of credibility there, you need to join them in the way that they think. Ultimately, that will define how the business is run and managed."*

And if you're not there yet, as mentioned before - that's okay. Leadership is also about admitting you don't know everything. Confidence isn't built by collecting more data. It's built by engaging with it, questioning it, testing it, translating it and converting it in commercial terms. The marketers who thrive won't be those with the most dashboards. They'll be the ones who can turn data into decisions and decisions into revenue.

Insights & Analytical Skills Technology Ecosystem

If you're looking to strengthen your insight and analytical capabilities, we've made it easier by narrowing down the most effective tools based on your specific use case.



Insights & Analytical Skills Technology Ecosystem - Key

- 6sense
- Act-on
- Adobe
- Ahrefs
- Bombora
- Brandwatch
- ChatGPT
- Clearbit
- Cognism
- Crayon
- Demandbase
- Domo
- Expandi Group
- Feedly
- Funnel Fuel
- G2 Data
- Gemini
- Google Analytics
- Google Trends
- Hootsuite
- Humantic AI
- Integrate
- Intentsify
- Kickfire
- Leadspace
- LeanData
- Lusha
- Madison Logic
- Marketo
- Meltwater
- Optimizely
- Oracle Eloqua
- Perplexity
- Pipedrive
- Pipeline 360
- Podium
- Power Bi
- Rival IQ
- RollWorks
- Salesforce
- Seismic
- SEMrush
- Tableau
- TechTarget
- TrustRadius
- Vista Social
- Zoho CRM
- ZoomInfo

A word from B2B Marketing's Insights & Analytical Thinking Expert



Paul Collier,
CMO
FunnelFuel

B2B marketers have never had more data. Yet, many teams feel less confident in their decisions than they did a few years ago. That is the paradox this report is designed to address. The problem is not access to information. The problem is whether we can trust what we are looking at, interpret it properly, and use it to make commercially sensible decisions.

In B2B, this is especially hard. Buying journeys are nonlinear. Buying groups are large. People move between devices, locations, and channels, often researching anonymously and influencing each other in ways that never show up cleanly in a dashboard. Attribution is partial. Signals can be messy. And because so much of marketing technology was originally designed around high-volume B2C behavior, B2B teams often inherit measurement logic that can create false certainty: neat channel-by-channel stories that cannot explain account impact, inflated audiences that look reachable on paper, and performance metrics that do not stand up when the CFO or Sales asks, "So what actually changed?"

This is why insight skills and analytical thinking have become essential to commercial marketing. Analytical thinking is not just interpreting data. It's being able to tell a story from it. It is the discipline of pressure-testing assumptions, distinguishing signal from noise, and making decisions that the business can defend even when the data is imperfect.

If you're sat around the boardroom table, analytical thinking is already in the room. Marketing has to meet it there. Not with activity reports, but with a clear narrative: what we believed, what we validated, what happened, and what we will do next.

This report exists to help marketers build that muscle. It brings together a directory of technology vendors alongside models and expert commentary, because tools alone do not create insight. People do. The value of martech is only as strong as the questions we ask of it, the frameworks we apply, and the confidence we have in the foundations underneath it.

At FunnelFuel, we see the confidence gap play out every day in digital advertising. When teams rely on untested assumptions about who they are reaching, measurement becomes fragile. When identity is fragmented, engagement looks scattered. When reporting rewards what is easiest to count, marketers can end up optimising for activity rather than progress.

Our view is simple: confidence comes from validated inputs and decision-grade outputs. That means validating audiences before spend, maintaining continuity at the account level, and looking at results in a way that connects exposure and engagement across environments. It also means using incremental testing to separate what happened from what worked, so learning becomes a steering system, not a post-campaign explanation exercise.

My hope is that this report helps marketers at every level, from junior practitioners to senior leaders, build stronger confidence in their numbers and their judgement. Because when marketing becomes more analytically minded, it becomes more credible. And when it becomes more credible, it becomes more influential.

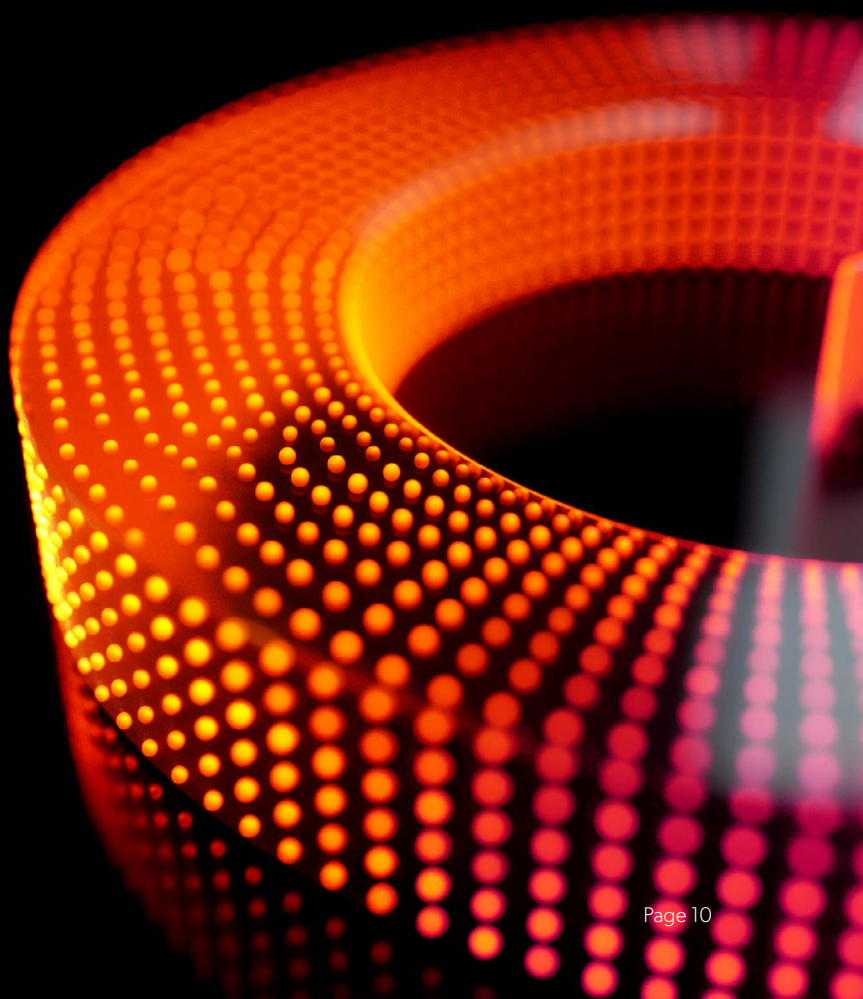
Assessment Criteria

For each profile in this report, we evaluated each platform's website and looked at third-party blogs, reviews and other online resources to collate the information. To ensure the profiles were as accurate as possible, we also sent out a survey to each vendor so they can have the opportunity to list their capabilities and functionality themselves.

Each platform listed includes:

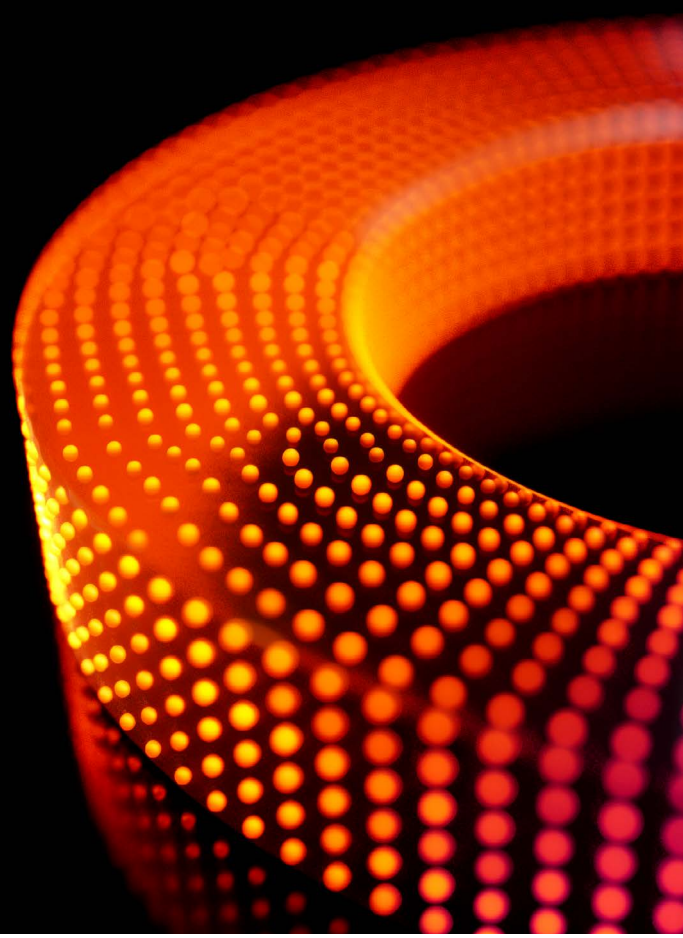
- A short description of the platform.
- A list of some of its best features.
- A hyperlink to their website.

**Each platform was also contacted to see if they wanted to include a customer testimonial, which was an optional addition to each profile.*



Act-On

act-on.com



What does it do?

Act-On is a marketing automation platform with built-in CRM and analytics tools that help marketers track buyer behavior and measure campaign performance. Its dashboards show how marketing activities contribute to pipeline and revenue, while its segmentation and scoring tools highlight which audiences are most engaged. This helps marketers understand their data and act on insights quickly.

A look at some of its features:

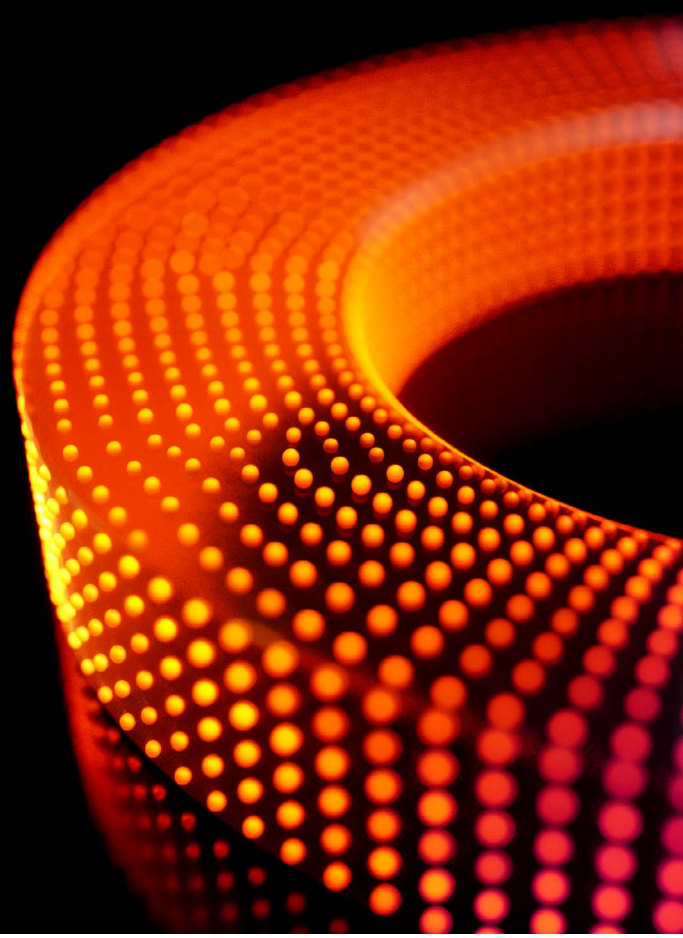
- **Real-Time Campaign Dashboards:** Shows engagement, conversions, and revenue contribution across channels.
- **Adaptive Segmentation:** Updates audience segments based on behavior and demographics automatically.
- **Lead Scoring Analytics:** Identifies and ranks high-value prospects based on engagement patterns.
- **Natural Language Processing (NLP)-Driven Feedback Analytics:** Finds themes and patterns in customer feedback using NLP.
- **Web Behavior Tracking:** Monitors visitor activity to surface intent signals and content preferences.
- **Email Performance Analytics:** Measures deliverability, engagement, and optimization opportunities.

Does it offer a free trial? Yes

Adobe

(Experience Cloud / Marketo Engage)

adobe.com



What does it do?

Adobe Experience Cloud is an advanced CRM and analytics platform that helps marketers understand the full customer journey. It combines behavioral tracking with AI-driven predictive analytics to show which activities drive engagement and pipeline. Its reporting tools provide real-time visibility across channels, supporting accurate attribution and data-led strategy decisions.

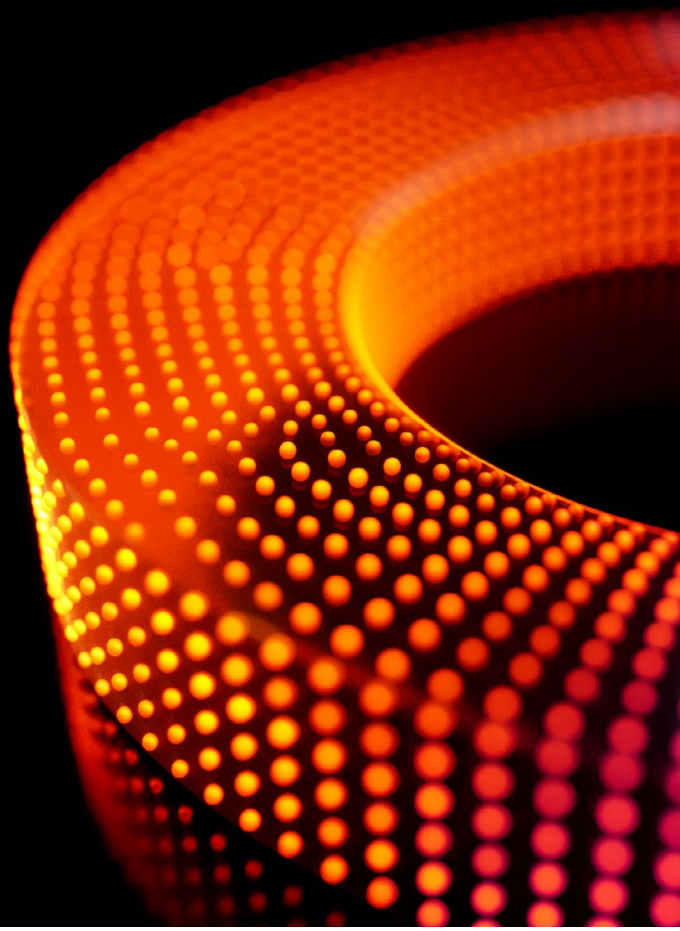
A look at some of its features:

- **Customer Journey Analytics:** Maps behavior across touchpoints to identify conversion patterns and drop-off points.
- **Predictive Analytics Engine:** Uses machine learning to forecast trends and surface revenue opportunities.
- **Advanced Attribution Modeling:** Tracks which campaigns and channels drive measurable pipeline impact.
- **Real-Time Dashboards:** Shows performance metrics across the whole marketing funnel.
- **AI-Powered Segmentation:** Identifies audience segments based on behavior and intent signals.
- **Cross-Channel Performance Tracking:** Brings data together from multiple sources into comprehensive reports.

Does it offer a free trial? No

Ahrefs

ahrefs.com



What does it do?

Ahrefs is an SEO and digital marketing intelligence platform that helps marketers understand search behavior, competitor performance, and content opportunities. It shows what audiences are searching for, which topics drive organic traffic, and where competitors are gaining visibility. Its data also highlights intent signals – for example, searches like "best CRM software" or "SEO tools pricing" – that indicate commercial interest and support revenue-focused SEO planning.

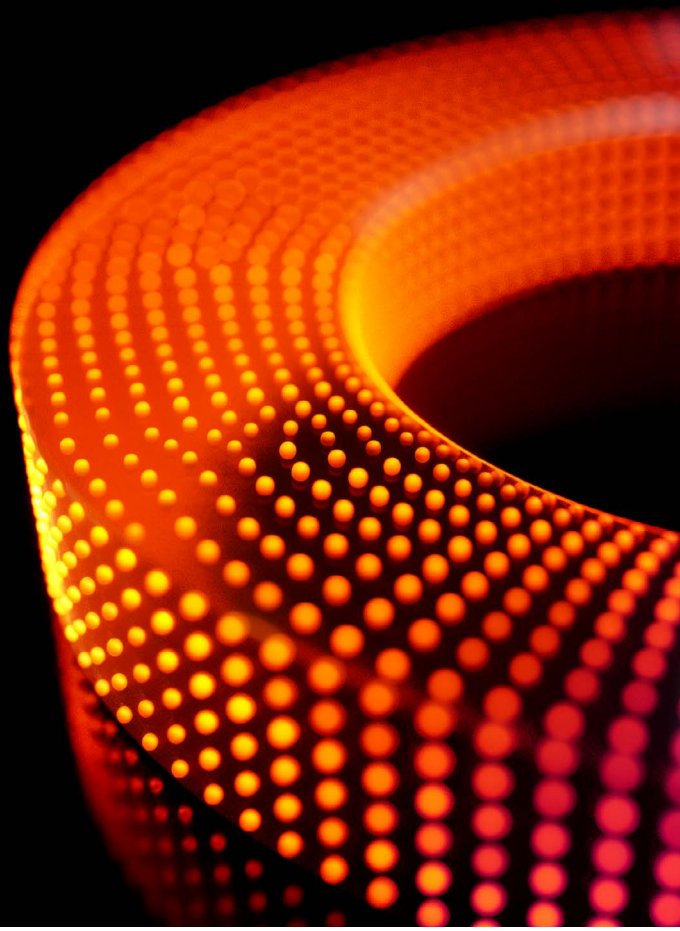
A look at some of its features:

- **Keyword Research and Analysis:** Identifies opportunities based on search volume, difficulty, and commercial intent.
- **Competitor SEO Intelligence:** Reveals competitors' top content, traffic sources, and backlink strategies.
- **Content Gap Analysis:** Finds high-value topics where competitors rank but your brand doesn't.
- **Organic Traffic Estimation:** Estimates potential reach and visibility for planning.
- **Rank Tracking and SERP Monitoring:** Shows where your pages appear on search results and how ranking shifts affect traffic and leads.
- **Site Health Audits:** Flags technical issues impacting organic performance.

Does it offer a free trial? Yes

Audiense

audiense.com



What does it do?

Audiense is a social listening and audience intelligence platform that helps marketers understand who their audiences are and what shapes their behavior. The tech analyzes social conversations, interests, and demographics to build detailed audience profiles. These insights help marketers segment audiences more precisely and understand how sentiment shifts over time, informing tone, messaging, and campaign direction.

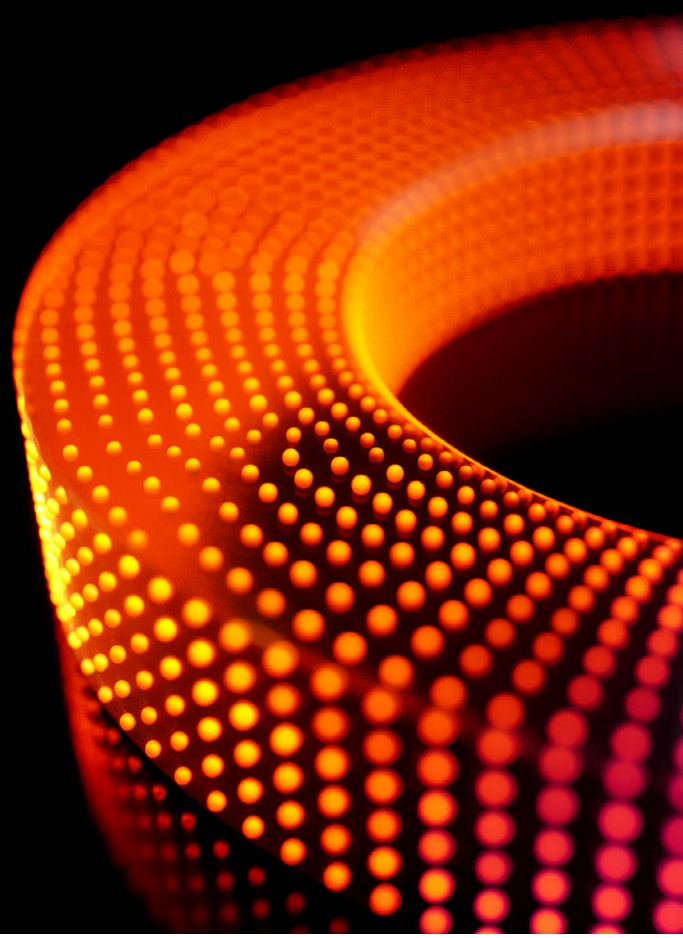
A look at some of its features:

- **Social Listening and Monitoring:** Tracks conversations, mentions, and sentiment across social platforms.
- **Audience Segmentation:** Groups audiences by interests, behaviors, and demographics for targeted campaigns.
- **Behavioral Analysis:** Identifies what content and topics resonate with specific audience segments.
- **Persona Development Tools:** Builds data-backed buyer personas using real social behavior.
- **Competitor Audience Insights:** Reveals who engages with competitors and their topics of conversation.
- **Hashtag Performance Analytics:** Tracks hashtag reach and engagement to measure campaign effectiveness.

Does it offer a free trial? Yes

Bombora

bombora.com



What does it do?

Bombora provides intent data that shows which companies are actively researching specific topics. By analyzing content consumption across thousands of B2B websites, it identifies accounts showing early buying signals – for example, a sudden rise in searches around "marketing automation platforms" or "CRM integrations". This helps marketers focus on high-intent accounts, tailor outreach, and prioritize opportunities most likely to convert.

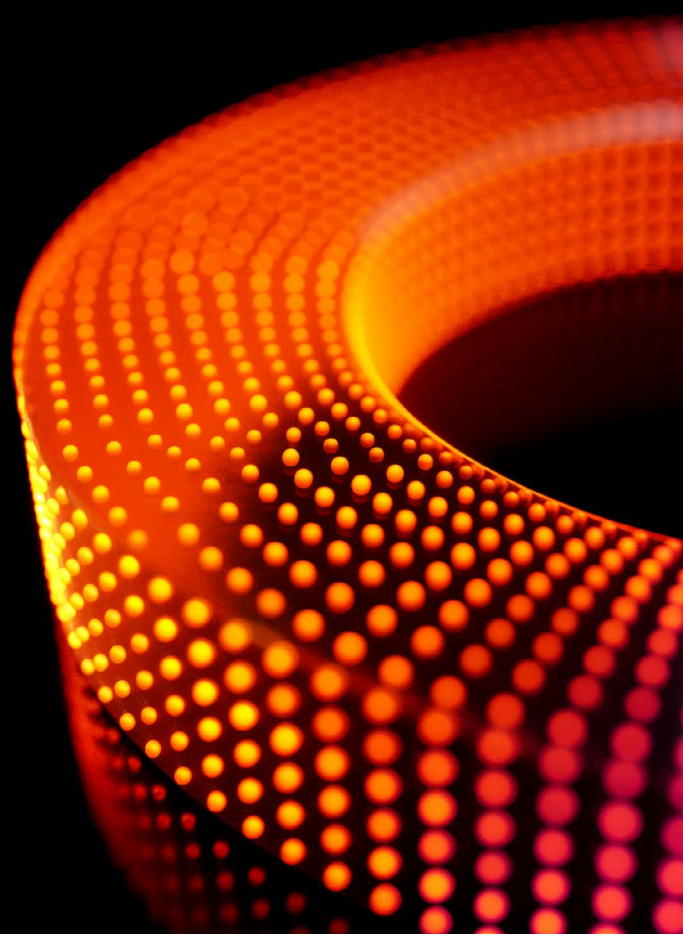
A look at some of its features:

- **Intent Signal Detection:** Identifies spikes in topic research that indicate active buying behavior.
- **Custom Topic Monitoring:** Tracks research activity across themes specific to your products and services.
- **Account Prioritization Data:** Identifies which accounts are most active in their research and therefore most ready to engage.
- **Firmographic and Technographic Enrichment:** Adds company data to build detailed audience profiles.
- **Timing Intelligence:** Reveals when accounts enter active research and evaluation phases.
- **Platform Integrations:** Syncs intent data with CRMs and marketing automation tools for activation.

Does it offer a free trial? No

Brandwatch

brandwatch.com



What does it do?

Brandwatch is a consumer intelligence and social media management platform that analyzes billions of online conversations, from social media, forums, reviews, and news to help brands understand and do. Brandwatch's digital colleague, Iris AI, helps uncover trends, recommends actions, and support faster decisions. Iris AI is embedded into categorization, sentiment analysis, and trend detection to surface patterns you wouldn't see manually. You can build custom queries, segmentation, and dashboards to answer complex business questions with data. In addition, it supports analytical thinking by enabling you to compare audiences, uncover drivers behind spikes, validate hypotheses, and transform raw conversation data into actionable insights.

A look at some of its features:

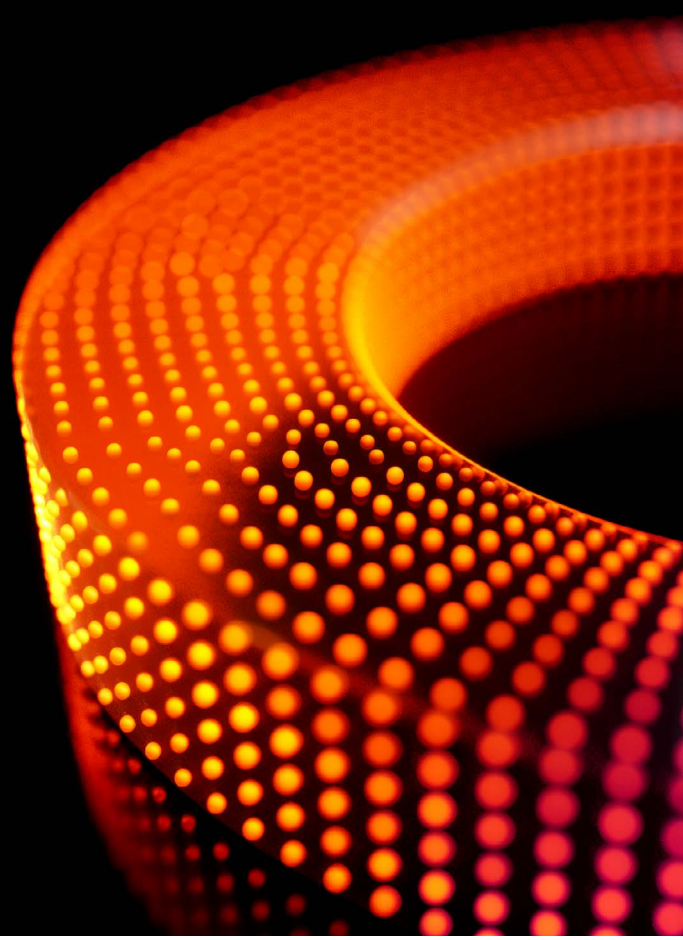
- **Consumer Behavior:** Identifies how customers feel and behave by analyzing millions of real conversations for sentiment, emotions, themes, and intent. It helps you uncover the "why" behind customer reactions so you can spot pain points, motivations, and emerging needs.
- **Competitor Benchmarking:** Tracks competitors' share of voice, sentiment, trending topics, and audience reactions in real time to understand how they're positioned in the market. This helps you identify gaps, opportunities, and areas where your brand can outperform.
- **Social Listening:** Continuously monitors online conversations across social media, forums, blogs, and news to show you what's being said about your brand or topic. It transforms unstructured conversations into insights that help you stay ahead of trends, crises, and customer expectations.
- **Deep Research:** Enables you to explore complex questions in depth by combining historical data, billions of real-time conversations, and AI-driven analysis. It helps you uncover hidden patterns and contextual insights that traditional research methods often overlook.
- **Trend Monitoring:** Surfaces emerging trends early by detecting spikes, shifts, and new patterns across millions of real-time conversations. It shows you what's gaining momentum and why so you can respond proactively and stay ahead of the market.

Does it offer a free trial? No

> *"Brandwatch enables us to pick up on issues very early on which helps in terms of risk management. But it also helps us hop on trends... It means we can amplify that through our marketing and our social. It enables us to jump on those things quickly."*
>
> Jennifer Rice, *Director of Customer Strategy and Analytics*, **The Body Shop**

ChatGPT
(by OpenAI)

chatgpt.com



What does it do?

For B2B marketing insight and analytics, ChatGPT is essentially an AI-powered research assistant. It helps you analyze data, extract insights, and do deep research quickly. It can interpret survey results, identify patterns in customer feedback, and make sense of information from multiple sources. It can also summarize competitor intelligence, analyzing trends, and helping marketers crunch and understand complex data sets.

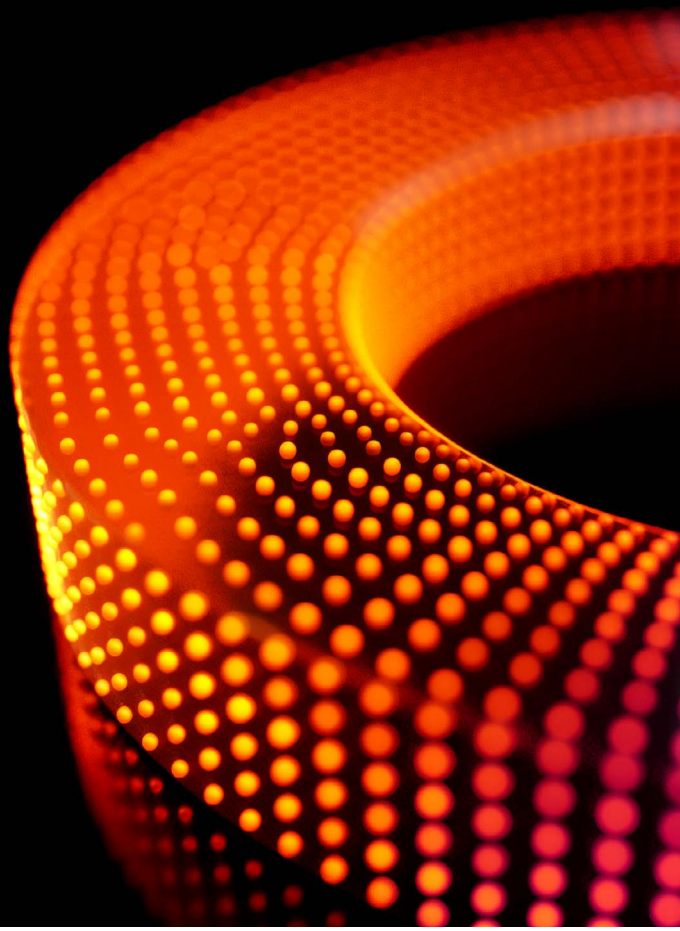
A look at some of its features:

- **Data Interpretation and Analysis:** Analyzes survey responses and research data to uncover actionable insights.
- **Market Research Synthesis:** Condenses industry reports and competitive intelligence into clear summaries.
- **Trend Analysis:** Identifies patterns across data sets and explains their commercial implications.
- **Competitive Intelligence Support:** Structures competitor research and highlights positioning opportunities.
- **Customer Feedback Analysis:** Extracts themes and sentiment from qualitative customer data.
- **Strategic Hypothesis Generation:** Develops testable assumptions based on available market data.

Does it offer a free trial? Yes

Clearbit

clearbit.com



What does it do?

Clearbit is a data enrichment platform that automatically adds firmographic, technographic, and demographic information to prospect and customer records. It reveals detailed company insights for anonymous website visitors and enriches existing contact data in real time. This complete data enables precise segmentation, better lead scoring, and more informed decisions about which accounts to prioritize.

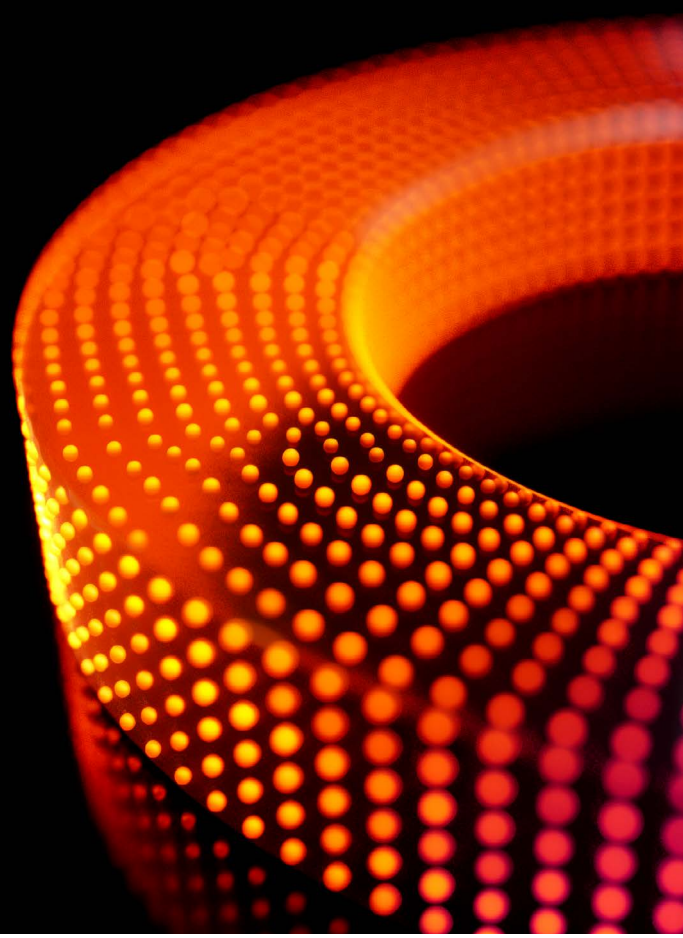
A look at some of its features:

- **Real-Time Data Enrichment:** Automatically adds company size, industry, tech stack, and employee data.
- **Website Visitor Identification:** Shows which companies are browsing your site, even without form fills.
- **Account-Level Behavioral Tracking:** Monitors visitor engagement patterns including page views and session duration.
- **ICP-Based Segmentation:** Filters and groups accounts based on ideal customer profile criteria.
- **Intent Signal Detection:** Identifies high-fit accounts that are actively engaging with your content, topics, or channels.
- **CRM Integration:** Puts enriched data directly into Salesforce, HubSpot, and other platforms.

Does it offer a free trial? Yes

Cognism

cognsim.com



What does it do?

Cognism is a sales intelligence platform that combines data enrichment with intent signals to help marketers identify and understand high-potential prospects. It provides verified contact information alongside behavioral insights and trigger events, like funding rounds or tech adoption. These combined insights help marketers build targeted lists, understand buying signals, and time outreach strategically.

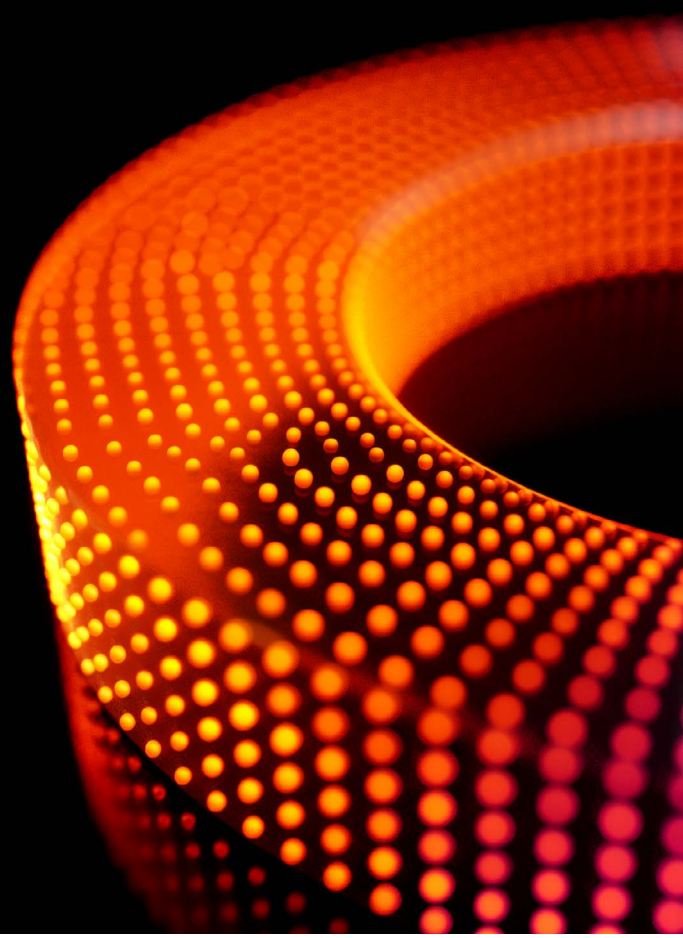
A look at some of its features:

- **Intent Data Tracking:** Identifies companies showing active buying signals based on what topics they're researching and consuming.
- **Contact Data Enrichment:** Provides verified emails, phone numbers, and firmographic details.
- **Trigger Event Alerts:** Notifies teams of signals like hiring spikes, funding, or leadership changes.
- **Technographic Intelligence:** Reveals tech stacks to inform targeting and positioning.
- **Compliance-Ready Data:** Delivers GDPR and CCPA-compliant contact information.
- **CRM Integration:** Syncs intelligence directly into Salesforce, HubSpot, and outreach tools.

Does it offer a free trial? No

Crayon

crayon.co



What does it do?

Crayon is a competitive intelligence platform that continuously monitors competitor activity across digital channels. It tracks website changes, product updates, pricing shifts, and messaging evolution to help marketers understand the competitive landscape. This real-time benchmarking helps teams spot market trends, identify positioning gaps, and respond strategically to their competitors' moves.

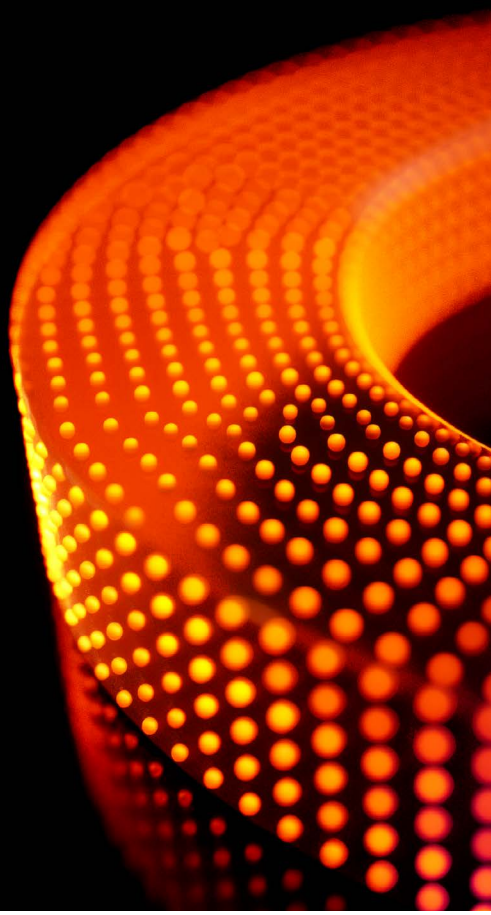
A look at some of its features:

- **Real-Time Competitor Monitoring:** Tracks changes across competitor websites, campaigns, and social channels.
- **Competitive Benchmarking:** Compares your positioning, messaging, and product features against rivals.
- **Market Movement Analysis:** Identifies trends in competitor pricing, messaging, and go-to-market strategy.
- **Custom Alert System:** Notifies teams about critical events like launches, reviews, or leadership changes.
- **Battlecard Intelligence:** Provides competitive insights for sales enablement materials.
- **Integration Capabilities:** Distributes intelligence through Salesforce, Slack, and other tools

Does it offer a free trial? No

Crystal Knows

crystalknows.com/personality-test



What does it do?

Crystal Knows uses personality AI – technology that predicts communication styles and behavioral traits by analyzing publicly available text and online activity. It builds personality profiles that indicate how people prefer to communicate and make decisions, such as whether they respond better to direct, concise messages or to more detailed, relationship-focused approaches. These insights help both marketing and salespeople to tailor outreach, personalize messaging, and improve engagement with different buyer types.

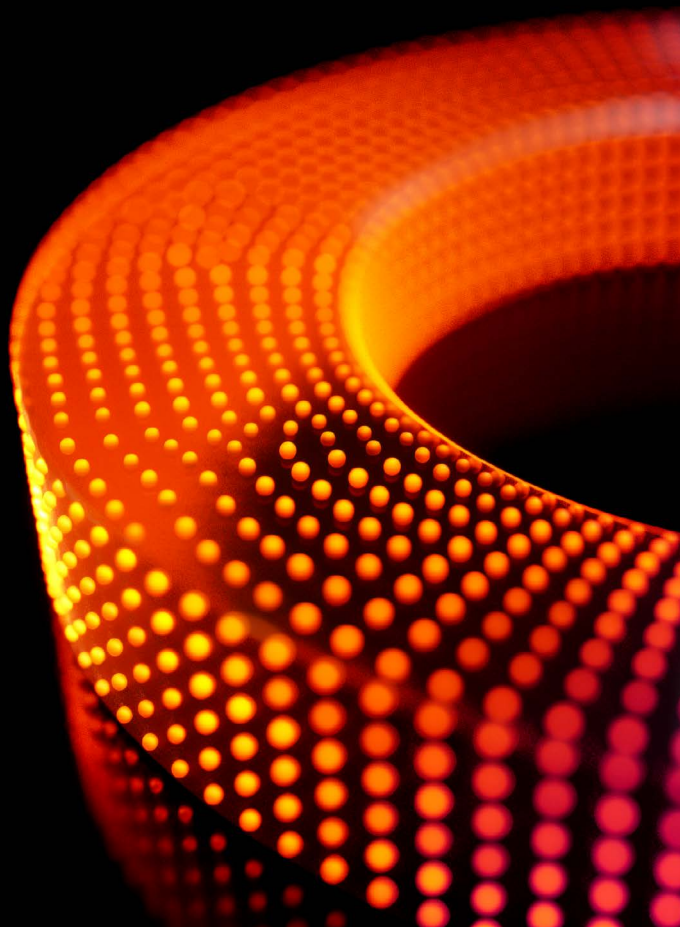
A look at some of its features:

- **DISC Personality Profiling:** Generates behavioral insights for prospects based on publicly available data.
- **Communication Style Analysis:** Identifies how people prefer to receive and process information.
- **LinkedIn Integration:** Provides instant personality insights directly from LinkedIn profiles.
- **Messaging Personalization Guidance:** Recommends tone, structure, and approach for different personality types.
- **Buyer Engagement Strategies:** Offers tactical advice for connecting with various decision-maker profiles.
- **Team Dynamics Insights:** Helps understand internal stakeholder communication preferences.

Does it offer a free trial? Yes

Datanyze

datanyze.com



What does it do?

Datanyze is a data enrichment and sales intelligence tool that provides technographic and firmographic data to help marketers build targeted prospect lists. It reveals which technologies companies are using, enabling more informed segmentation and personalized messaging. The platform builds out contact records with verified information, helping marketers understand their addressable market and identify accounts that match their ideal customer profile.

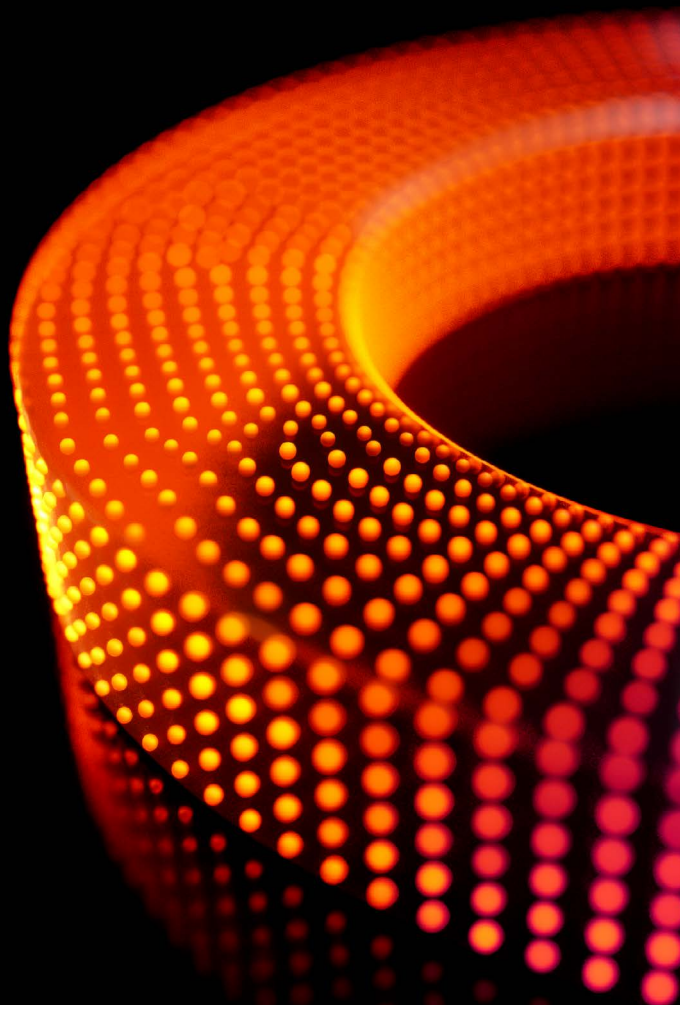
A look at some of its features:

- **Technographic Data Collection:** Shows tech stacks companies use to inform targeting and positioning.
- **Real-Time Prospecting:** Captures contact information directly from LinkedIn and company websites via Chrome extension.
- **Contact Data Enrichment:** Appends verified emails, phone numbers, and company details to prospect records.
- **Account Filtering:** Segments leads by geography, company size, industry, and tech adoption.
- **CRM Integration:** Exports enriched data directly to CRMs for simple workflow activation.
- **Market Intelligence:** Identifies companies using specific technologies for competitive displacement campaigns.

Does it offer a free trial? Yes

Demandbase

demandbase.com



What does it do?

Demandbase is the only pipeline AI platform that empowers GTM teams to automate growth at scale. Agentbase is a system of connected AI Agents that combines data and automation into unified account-based GTM workflows to autonomously execute tasks across the buyer journey.

It uses AI and data analytics to uncover in-market insights showing which accounts are actively researching your solutions and what topics they care about. Marketers and sellers can apply these insights to prioritize high-value accounts, personalize outreach, and measure campaign performance.

By connecting intent data, firmographics, and engagement signals, Demandbase strengthens insight-driven decision-making and supports analytical thinking across marketing and sales teams.

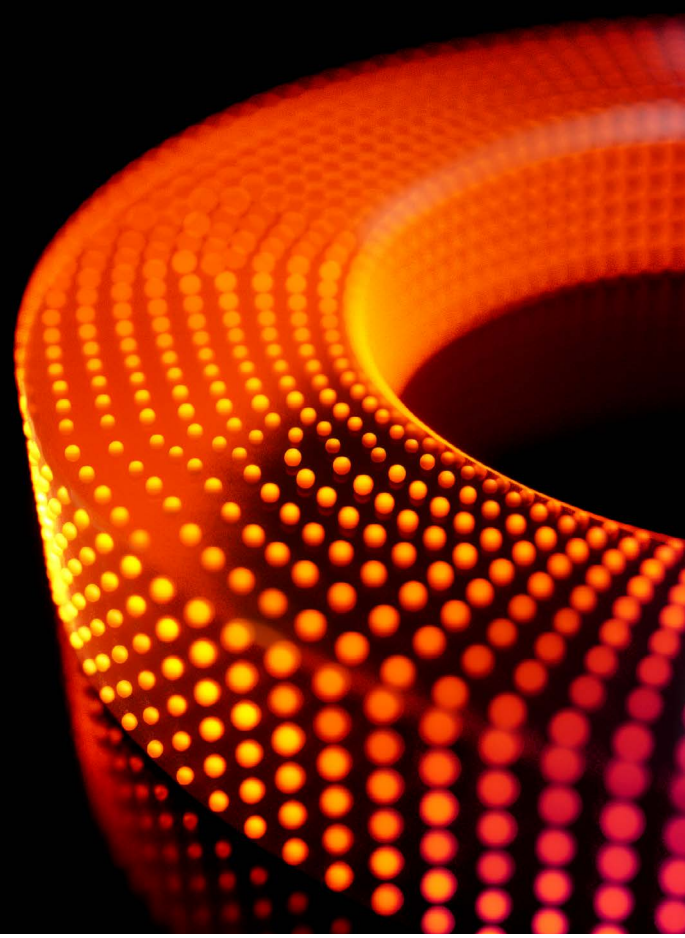
A look at some of its features:

- **Data Enrichment:** Automatically enhances user's CRM and marketing automation systems with verified firmographic, technographic, and contact data, ensuring every record is complete and accurate. This gives sales and marketing teams a richer understanding of target accounts, enabling smarter segmentation and more precise outreach.
- **Predictive Analytics:** Uses AI models to identify which accounts are most likely to buy, based on historical patterns and engagement signals. It helps teams prioritize accounts and contacts and allocate resources toward opportunities with the highest conversion potential. Pipeline Predict for Growth model detects upsell/cross-sell opportunities based on lookalike buyer engagement patterns.
- **Intent Data:** Captures and analyzes intent signals from across the web such as content consumption, keyword searches, and research activity to show which accounts are actively in-market. This allows marketers and sellers to engage prospects at the right time, with messages aligned to their current interests.
- **Customer Behavior and Sentiment Analysis:** Monitors account engagement across channels and uses natural language processing to gauge sentiment and behavioral trends. These insights help teams assess customer health, predict churn risk, and tailor communications that strengthen relationships and drive retention.

Does it offer a free trial? No

Domo

domo.com



What does it do?

Domo is a business intelligence and data visualization platform that centralizes marketing data from multiple sources into real-time dashboards. It translates complex data into clear visual summaries that help marketers assess campaign performance, pipeline influence, and ROI. Its predictive analytics capabilities use AI to forecast trends and highlight potential opportunities for more informed decision-making.

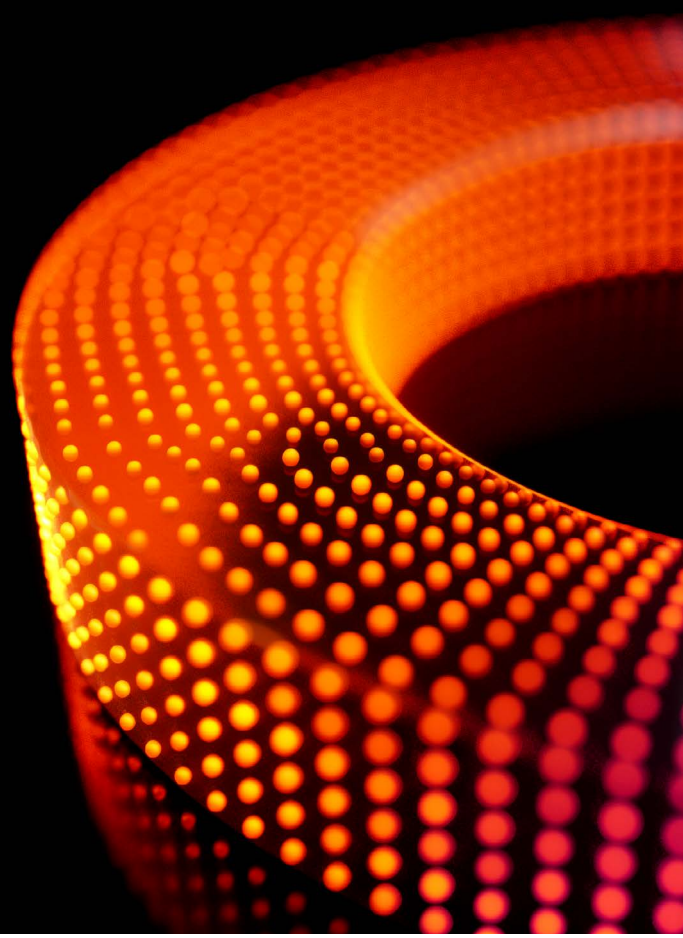
A look at some of its features:

- **Real-Time Marketing Dashboards:** Visualizes campaign performance, pipeline metrics, and ROI across all channels.
- **Data Integration and ETL:** Connects hundreds of data sources including CRMs, analytics platforms, and ad networks.
- **Predictive Analytics:** Uses AI and machine learning to model future outcomes based on historical data.
- **Mobile Analytics Access:** Monitors KPIs and performance metrics from smartphones and tablets.
- **Custom Alert System:** Notifies teams of performance spikes, drops, or anomalies so they can act quickly.
- **Cross-Department Collaboration:** Shares unified business intelligence across marketing, sales, and finance.

Does it offer a free trial? Yes

Expandi Group

expandigroup.com



What does it do?

Expandi Group is a global leader in adtech, martech and managed services. Established in 2000 by former HP Managers anticipating trends and bringing new ways of thinking around digital marketing to the IT industry, the platform continuously brings innovation, technology, data and analytics and B2B expertise to clients and partners across the globe.

Through its award-winning technology Cyance Intent and Jabmo ABM, it provides marketing and sales teams deep analytics and insights that help them identify ideal target audiences and profiles, run orchestrated and personalized omni-channel activities on priority accounts knowing where they are in the buyer journey and maximizing ROI and commercial results.

A look at some of its features:

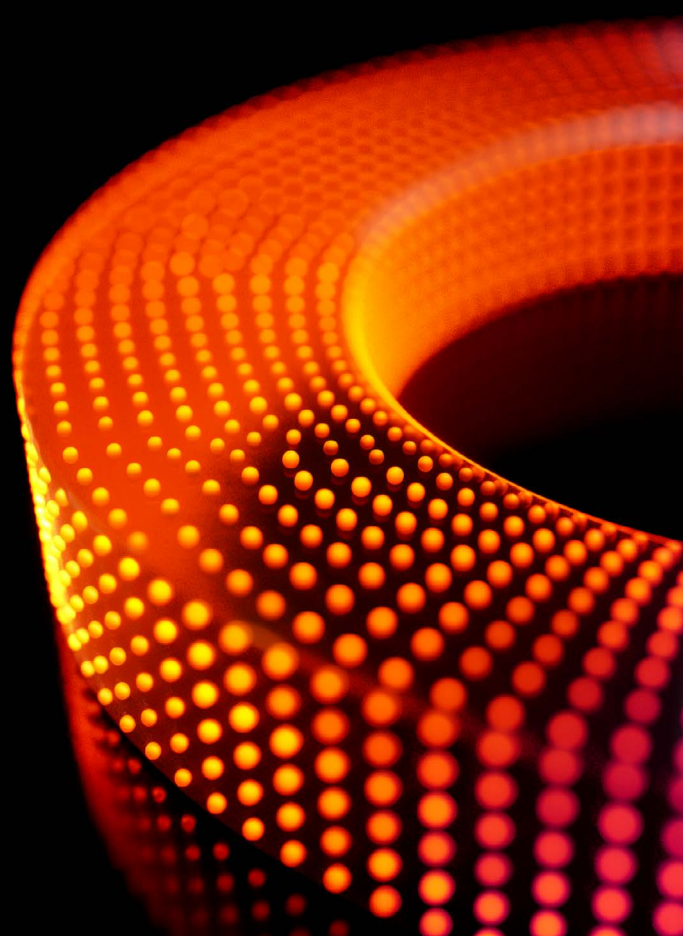
- **Intent Data:** Helps CMO find their best fit customers and their buying stage. Expandi tracks over 24 billion global data events each month to find businesses looking for their services. CMOs use the platform to identify best-fit accounts, grow pipeline, reduce churn, and win more deals. Running thousands of campaigns, the platform can prove that focusing on high-intent prospects reduces time to sales and increases revenue.
- **Data Enrichment:** Enhances prospect databases with verified, up-to-date firmographics, contacts, technographics, and other high-value data to improve targeting, personalization, and marketing performance. Its AI-driven segmentation helps organizations classify and prioritize accounts more effectively, enabling smarter engagement and higher campaign ROI.
- **Business Intelligence Tools:** Using the Jabmo dashboard, the platform provides robust business intelligence tools that transform marketing and customer data into actionable insights through omni-channel campaign performance dashboards and comprehensive customer and audience intelligence. It also delivers advanced capabilities such as customer segmentation, behavioral clustering, and pipeline and funnel analytics to help teams understand their audience and optimize every stage of the buyer journey.
- **Predictive Analytics:** Combines first-party engagement data, third-party intent signals, and CRM enrichment to generate a target account list that feeds a propensity model for accurate, data-driven account prioritization. Their data science team develops custom predictive models that adjust the forecast window based on clients' product mix and sales cycles, distinguishing between fast-moving offerings and longer-cycle solutions.
- **Deep Research:** Uses advanced AI to gather, analyze, and synthesize information from multiple data sources, providing a comprehensive understanding of target accounts, industries, and market dynamics. By automating in-depth research, it delivers precise insights, strategic context, and actionable recommendations.

Does it offer a free trial? No

> *"Expandi gave us the unified insights we were missing, helping us clearly identify intent and prioritize high-value accounts. Its analytical depth empowered us to run more targeted ABM programs and convert 20% of engaged accounts into qualified leads."*
>
> Marco Calculli, *Program Marketing Manager, New Client Acquisition, EMEA,* **Johnson Controls**

Feedly

feedly.com



What does it do?

Feedly is a trend monitoring and content aggregation platform that helps marketers stay informed about industry developments, competitor activity, and market shifts. Its AI assistant highlights relevant articles and alerts based on custom topics, enabling teams to spot emerging trends early. This continuous market intelligence supports insight-driven strategy by keeping marketers ahead of changes that could impact their positioning or messaging.

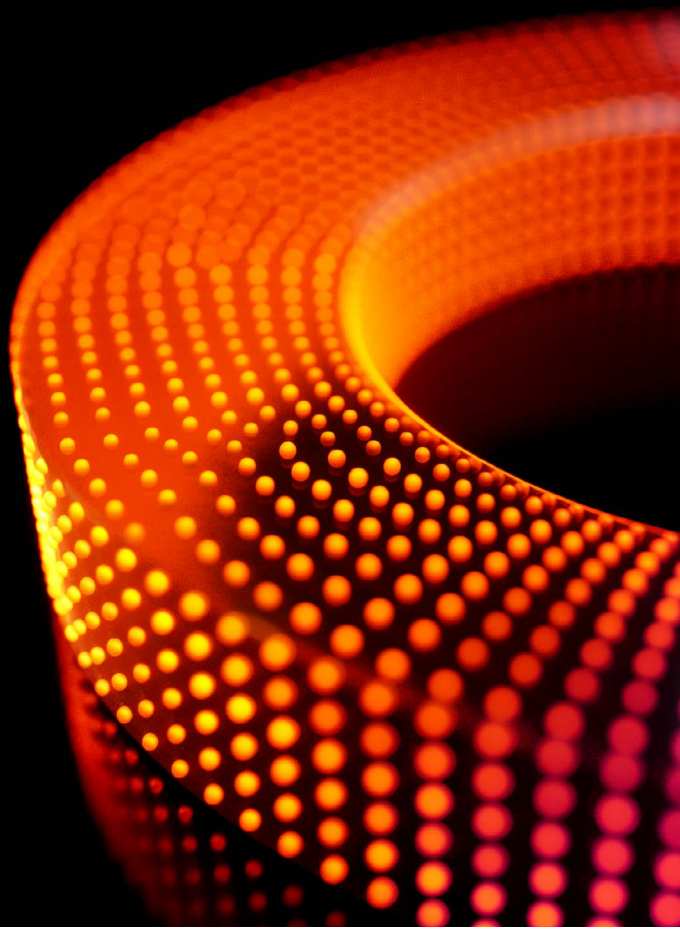
A look at some of its features:

- **AI-Powered Trend Monitoring:** Prioritizes articles and alerts based on marketing objectives and industry keywords.
- **Custom News Feeds:** Aggregates insights from blogs, publications, and industry sources into organized streams.
- **Competitive Intelligence Tracking:** Monitors competitor press releases, product updates, and market moves.
- **Collaboration Tools:** Enables teams to tag, comment, and share insights for strategy development.
- **Workflow Integration:** Connects with Slack, Trello, and Zapier to distribute insights across teams.
- **Topic Clustering:** Groups related content to identify broader market trends and patterns.

Does it offer a free trial? Yes

FunnelFuel

funnelfuel.io



What does it do?

FunnelFuel is a B2B-only programmatic advertising activation service provider that helps marketers run smarter campaigns built around real buyer behavior and explain performance with confidence. The Funnel Fuel team plans and activates omnichannel media across premium environments, then provides clear, account-level analytics that show which target accounts were reached, which engaged and what changed over time, offering actionable insights to drive commercial value and clearer ROI for the marketing function.

A look at some of its features:

Targeting: Audience Account Graph

- Builds an account view that helps connect campaign activity back to the companies you actually care about
- Supports buying group and role-based targeting, so you are not guessing who saw what
- Improves confidence in reach and relevance, especially when teams are working from mixed locations and device behavior

Execution: Omnichannel targeting and delivery

- Runs coordinated campaigns across display, native, video, CTV, digital audio and DOOH (plus content syndication when it fits)
- Focuses on premium environments and delivery quality, not cheap reach for the sake of volume
- Full-service activation, so teams can move fast without stitching together multiple vendors

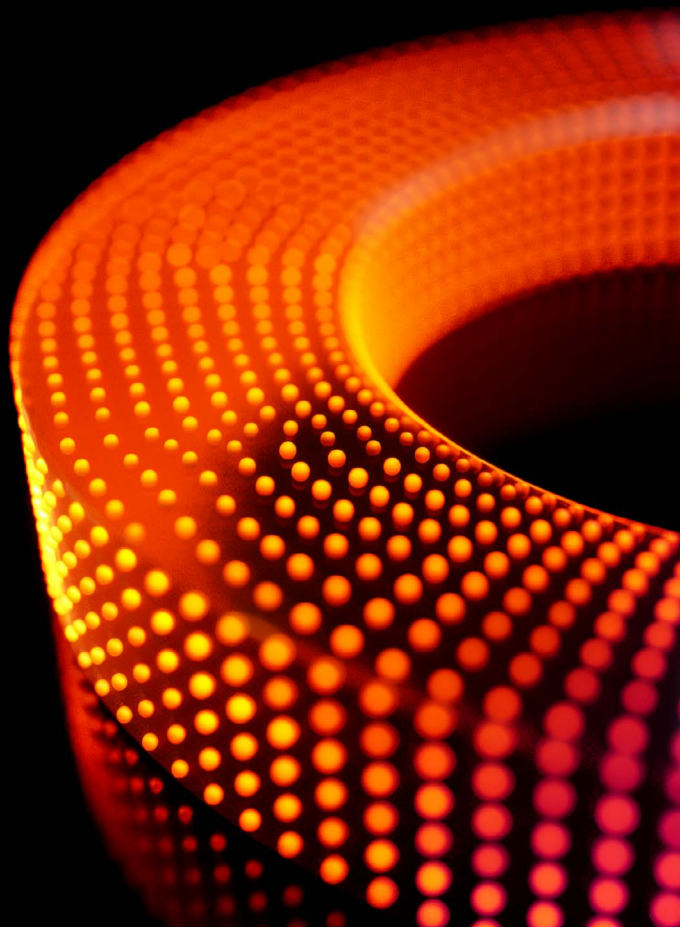
Measurement: Advanced insights and analytics

- Account-level reporting that answers simple questions clearly: who did we reach, who engaged, what happened next
- Engagement and performance insights designed for optimisation and planning, not vanity metrics
- Transparent reporting that supports commercial conversations and internal decision-making

Does it offer a free trial? No

G2 Buyer Intent

sell.g2.com



What does it do?

G2 Buyer Intent provides real-time signals about companies actively researching software solutions on the G2 marketplace. It reveals which accounts are viewing your profile, comparing competitors, and reading reviews – indicating active buying behavior. These intent signals help marketers identify in-market accounts early, prioritize outreach, and tailor campaigns to prospects already in evaluation mode.

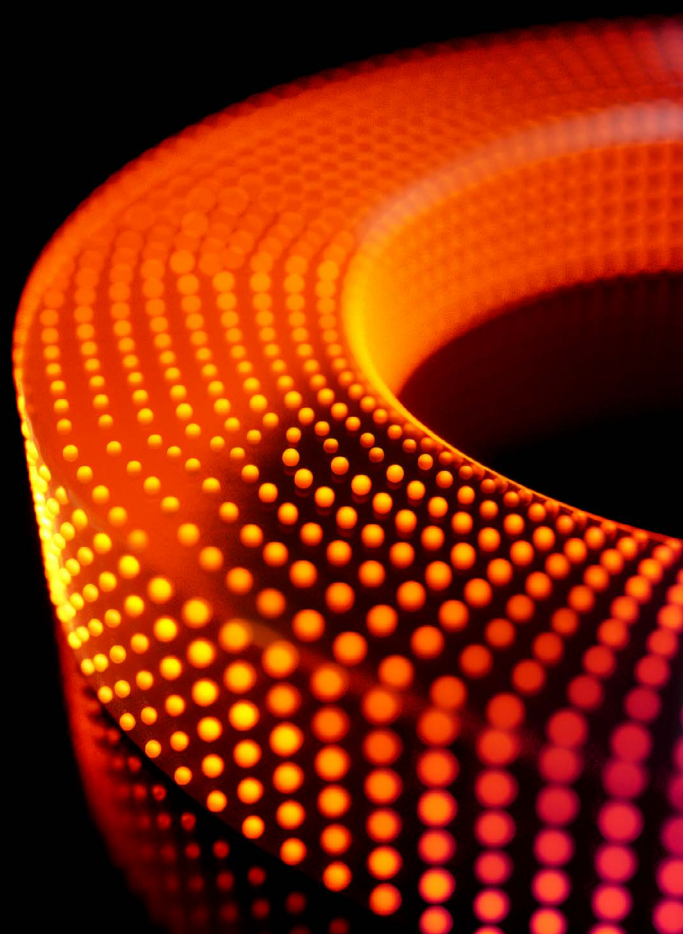
A look at some of its features:

- **Real-Time Intent Signals:** Detects when companies browse your G2 profile or compare your solution to competitors.
- **Company-Level Insights:** Provides firmographic data on engaged accounts for targeted campaign development.
- **Behavioral Segmentation:** Groups prospects by action type, such as category views, comparisons, and pricing research.
- **CRM Integration:** Pushes buyer intent data directly into Salesforce, HubSpot, and Marketo.
- **ABM Campaign Activation:** Enables hyper-targeted campaigns based on verified purchase intent.
- **Competitive Intelligence:** Reveals which competitors' prospects are evaluating alongside your solution.

Does it offer a free trial? Yes

Gemini
(by Google)

gemini.google.com



What does it do?

Gemini is Google's AI assistant integrated across Google Workspace. It can help marketers analyze data, conduct research, and extract insights quickly. It can interpret data in Sheets, summarize documents, and assist with strategic analysis directly within familiar tools. For insight gathering, it accelerates research by processing multiple data sources, identifying patterns, and generating summaries that inform marketing decisions.

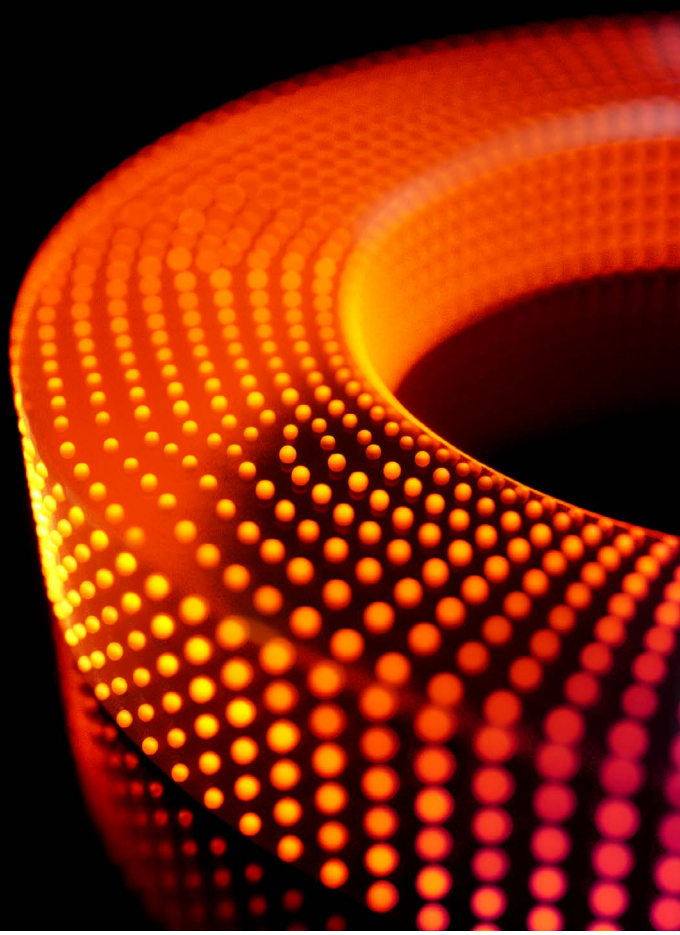
A look at some of its features:

- **Data Analysis in Sheets:** Summarizes trends, interprets analytics data, and generates forecasts in plain English.
- **Document Synthesis:** Extracts key insights from reports, research papers, and market studies.
- **Meeting Intelligence:** Summarizes Google Meet sessions with bullet points and key takeaways.
- **Strategic Research Support:** Assists with market analysis, audience segmentation, and competitive intelligence.
- **Multimodal Processing:** Analyzes text, images, and documents to enrich research workflows.
- **Workspace Integration:** Embedded in tools marketers already use for productivity.

Does it offer a free trial? Yes

Google Trends

trends.google.com



What does it do?

Google Trends and Analytics provide insights into search behavior, website traffic patterns, and audience interests. Trends reveal what topics are gaining momentum and how search demand shifts over time and by region. Analytics tracks website visitor behavior, conversion paths, and engagement metrics. Together, they help marketers understand market interest, identify emerging opportunities, and measure digital performance with data directly from Google's search ecosystem.

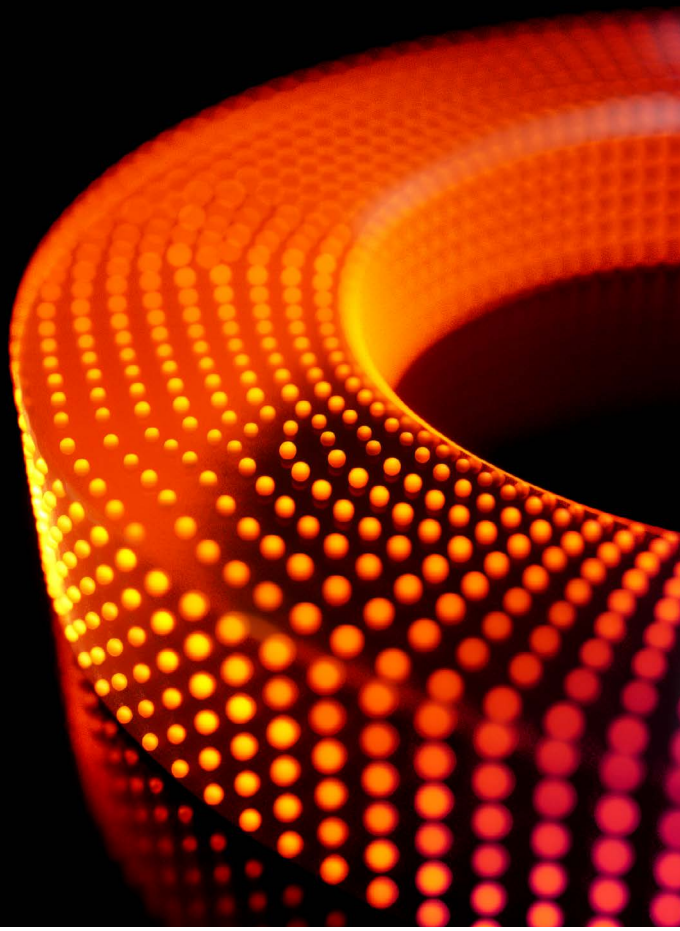
A look at some of its features:

- **Search Trend Analysis:** Tracks how interest in keywords and topics changes over time and across regions.
- **Comparative Search Data:** Enables side-by-side keyword comparison to identify your strongest opportunities.
- **Emerging Topic Detection:** Highlights rising search terms and related queries for content planning.
- **Website Traffic Analytics:** Measures visitor behavior, traffic sources, and conversion paths.
- **Audience Segmentation:** Reveals demographic and interest data about website visitors.
- **Real-Time Search Data:** Provides up-to-date trend information to capitalize on emerging demand.

Does it offer a free trial? Yes (completely free)

Hootsuite

hootsuite.com



What does it do?

Hootsuite is a social listening and analytics platform that helps marketers monitor brand mentions, track sentiment, and measure social media performance. It consolidates social data from multiple networks into unified dashboards, revealing how audiences respond to content and campaigns. The platform's social intelligence capabilities help marketers understand customer sentiment, identify trends, and measure the business impact of social activity.

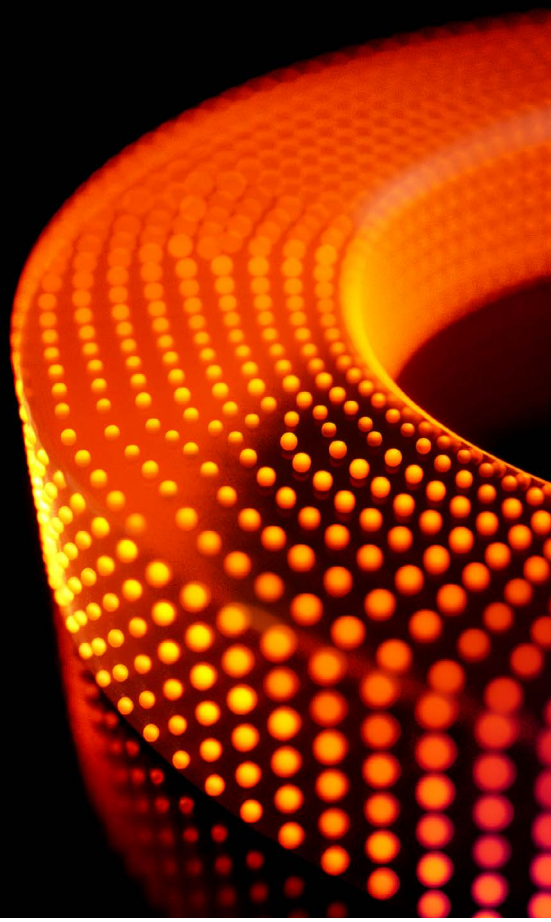
A look at some of its features:

- **Social Listening and Monitoring:** Tracks brand mentions, conversations, and sentiment across social networks.
- **Analytics and Performance Reporting:** Measures campaign effectiveness, engagement rates, and audience growth.
- **Sentiment Analysis:** Reveals how audiences feel about your brand, products, and industry topics.
- **Competitor Benchmarking:** Tracks competitor social performance and share of voice.
- **Custom Reporting Dashboards:** Visualizes social media ROI and links activity to business outcomes.
- **Trend Identification:** Identifies emerging topics and conversations relevant to your audience.

Does it offer a free trial? Yes

Humantic AI

humantic.ai



What does it do?

Humantic AI is a buyer intelligence platform that uses specialized AI agents to provide enterprise sales teams with deep, actionable insights on prospects and accounts. Agent Miia functions as an account intelligence superagent, conducting a rapid (7 to 10 minute) strategic analysis of companies, delivering evidence-backed challenges mapped to the seller's solutions, and providing seller-ready discovery questions. Agent Pi focuses on people intelligence, utilizing personality AI to predict a buyer's DISC profile, communication style, and motivations by analyzing public profiles and Miia reports (insight skills). This combined information, which requires strong analytical thinking to synthesize, is then used to automate the creation of hyper-personalized outreach, such as emails. By integrating both organizational analysis and individual behavioral insights directly into the sales workflow, Humantic AI enables authentic personalization to improve deal-closing success.

A look at some of its features:

- **Deep Research:** Where Agent Miia runs its autonomous, multi-agent research pass on an account in minutes, replacing hours of manual work. It synthesizes a concise company brief including strategic priorities, recent updates, and relevant industry context, providing the seller with a complete picture.
- **Customer Behavior and Sentiment Analysis:** Combines Agent Miia's evidence-backed challenges with Agent Pi's understanding of individual personality and communication style. The platform can then predict how a prospect will react to specific pitches. This allows a seller to craft messages and strategies that align with the buyer's likely needs and emotional drivers, significantly boosting engagement.
- **Personality Profiling:** Analyzes a buyer's public digital footprint to generate a predictive personality profile based on DISC, without the need for a test. This provides crucial insight skills into the buyer's preferred style for receiving information and making decisions, which is the foundation for authentic personalization.

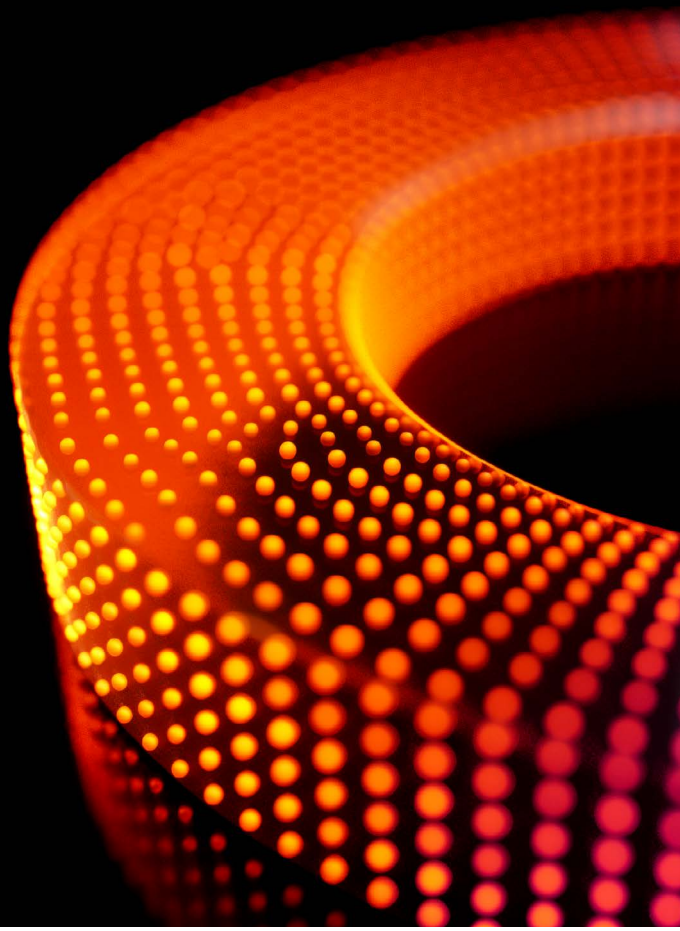
Does it offer a free trial? Yes

- **Trend Monitoring:** Scans the prospect's industry to surface the trends that actually matter. Instead of generic market summaries, you get a focused view of emerging themes, competitive shifts, regulatory changes, and macro pressures that influence how your buyers think and prioritize. This gives sellers immediate clarity on the risks and opportunities shaping the account's environment so every outreach is anchored in real market context, not guesswork.
- **Data Enrichment:** This function, largely facilitated by Agent Pi's integrations, takes core contact data and automatically populates it with rich personality AI attributes and other buyer insights. This seamless enrichment ensures that every seller, across their CRM, email, and sales engagement tools, has the full intelligence needed for personalization at scale.

> *"I absolutely love Humantic AI. I recommend it to every client, every person that I work with and then we've ended up speaking about Humantic AI afterwards in the corridor. When people say what are your favorite tools? It's always in my tool stack as well. I just think it's really cool because it's just the way you use it.The way that I use it most of all is on Linkedin to get sales playbooks and to just get a little insight into potential partnerships that I might be having."*
>
> Heather Murray, *Founder & CEO*, **AI for Non-Techies**

Informa TechTarget

informatechtarget.com



What does it do?

A B2B buyer intelligence and intent data platform, Informa TechTarget helps marketers analyze buyer research behavior across the tech purchase journey. The platform also turns first-party content engagement and intent signals into market insights that support targeting, prioritization, and revenue-focused decision making.

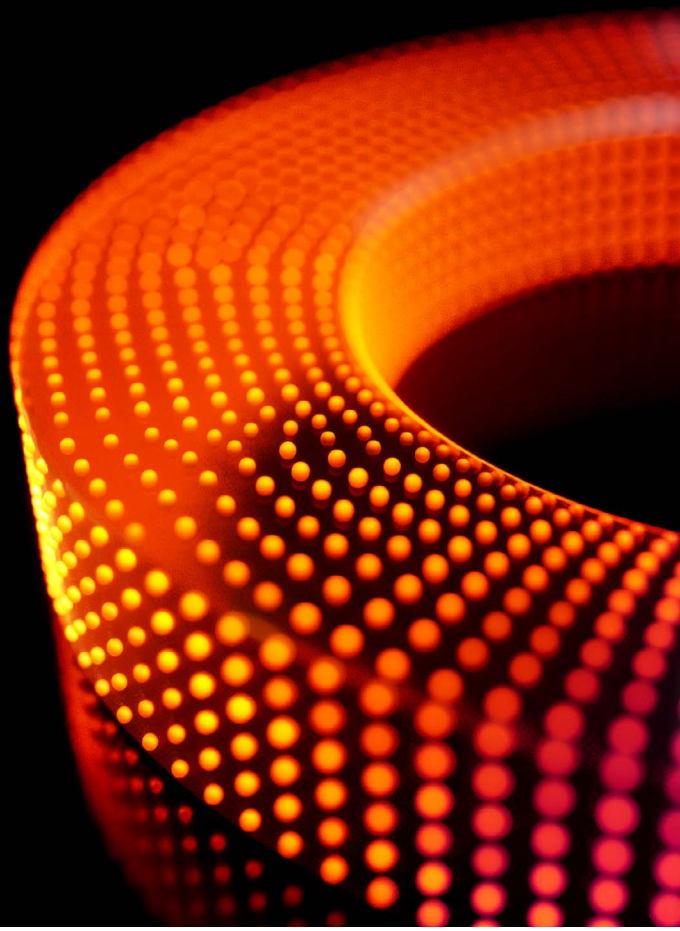
A look at some of its features:

- **Priority Engine Intent Data:** Identifies accounts and individuals actively researching specific technology topics, solutions, or vendors.
- **Buying Stage and Interest Analysis:** Maps buyer behavior to purchase stages to improve timing, messaging, and account prioritization.
- **Audience Intelligence and Segmentation:** Analyzes buyer interest by role, industry, company size, and technology focus.
- **Content Performance and Consumption Analytics:** Measures how buyers interact with thought leadership and syndication across Informa's network.
- **Pipeline and Revenue Impact Reporting:** Connects buyer intent insights to pipeline progression and deal influence.

Does it offer a free trial? No

Integrate & Pipeline 360

integrate.com



What does it do?

Integrate and its media solution Pipeline360 work together as a demand generation and analytics platform that gives marketers visibility into lead quality, campaign performance, and funnel progression. Integrate helps capture and manage leads across channels, while Pipeline360 focuses on generating high-quality demand through content syndication and targeted advertising. Combined, they help marketers see what's driving engagement and pipeline growth and make data-informed decisions about where to invest resources.

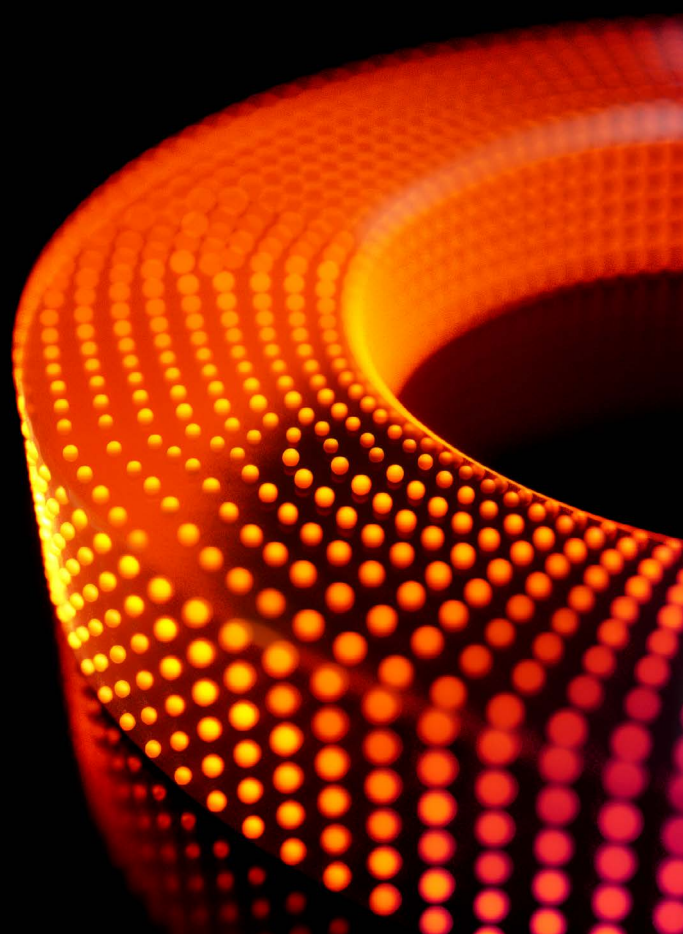
A look at some of its features:

- **Lead Quality Analytics:** Tracks lead activity to show which sources generate the strongest conversions.
- **Pipeline Visibility Dashboards:** Displays how leads move through the funnel and how campaigns influence pipeline growth.
- **Multi-Channel Performance Tracking:** Measures results across email, digital ads, and syndicated content.
- **Account-Based Campaign Analytics:** Reports engagement and conversion for key target accounts.
- **Lead Scoring Intelligence:** Highlights leads most likely to convert based on behavior and fit.
- **Revenue Attribution:** Connects marketing efforts to pipeline and closed revenue.

Does it offer a free trial? No

Intentsify

intentsify.io



What does it do?

Intentsify is an intent data platform that aggregates signals from multiple sources to identify accounts actively researching topics relevant to your business. It pairs these signals with predictive analytics to highlight accounts showcasing the strongest buying interest. This helps marketers focus on in-market opportunities, personalize campaigns based on research behavior, and engage buyers at the right time.

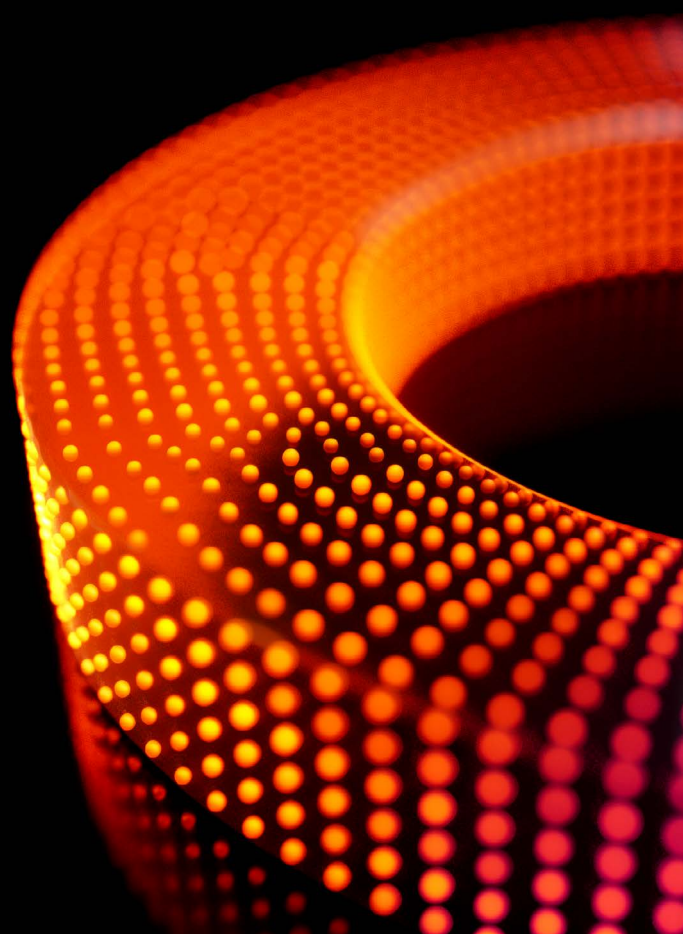
A look at some of its features:

- **Multi-Source Intent Aggregation:** Combines intent signals from multiple providers to create a fuller view of account interest.
- **AI-Powered Account Prioritization:** Ranks accounts by how likely they are to convert based on intent strength and recency.
- **Custom Topic Clustering:** Builds topic groups aligned with your products and key buyer challenges.
- **Predictive Analytics:** Identifies accounts entering active buying cycles before they make contact.
- **Campaign Activation Tools:** Supports segmentation and activation across email, display, and social channels.
- **Performance Measurement:** Tracks how intent-driven campaigns influence engagement and pipeline movement.

Does it offer a free trial? No

KickFire

kickfire.com



What does it do?

Kickfire is an intent data and website visitor identification platform that shows which companies are browsing your site – even if they haven't filled out a form. It uses IP-to-company matching to identify anonymous visitors and pairs this with intent signals to reveal which accounts are actively researching your solutions. These insights help marketers prioritize high-intent accounts, tailor follow-up, and align sales outreach with real website engagement.

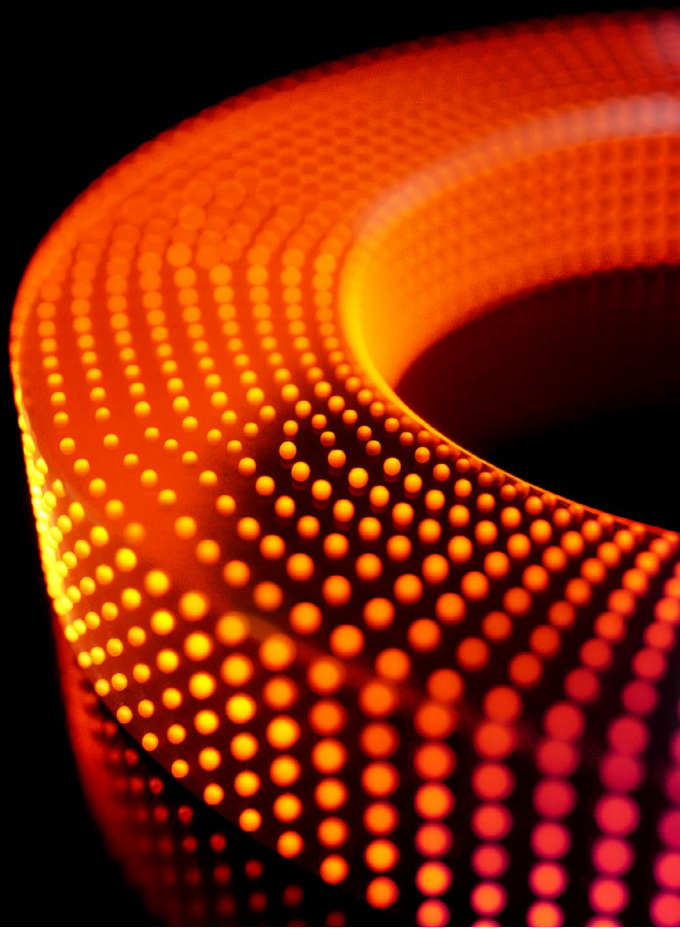
A look at some of its features:

- **IP-to-Company Identification:** Reveals company names and firmographic data for anonymous website visitors.
- **Real-Time Visitor Tracking:** Monitors which accounts are engaging with your website as activity occurs.
- **Intent Signal Integration:** Combines website behavior with third-party intent data for comprehensive insights.
- **Custom Segmentation and Alerts:** Notifies teams when target accounts visit or show elevated research activity.
- **Behavioral Analytics:** Tracks pages viewed, time on site, and visit frequency to gauge interest level.
- **CRM Integration:** Syncs visitor intelligence with Salesforce, HubSpot, and Marketo for immediate activation.

Does it offer a free trial? No

Leadspace

leadspace.com



What does it do?

The Leadspace GTM Data Intelligence Cloud activates every element of your go-to-market engine. It turns static data into dynamic intelligence and drives autonomous workflows that act in real time to power continuous growth across Marketing, Sales, and RevOps.

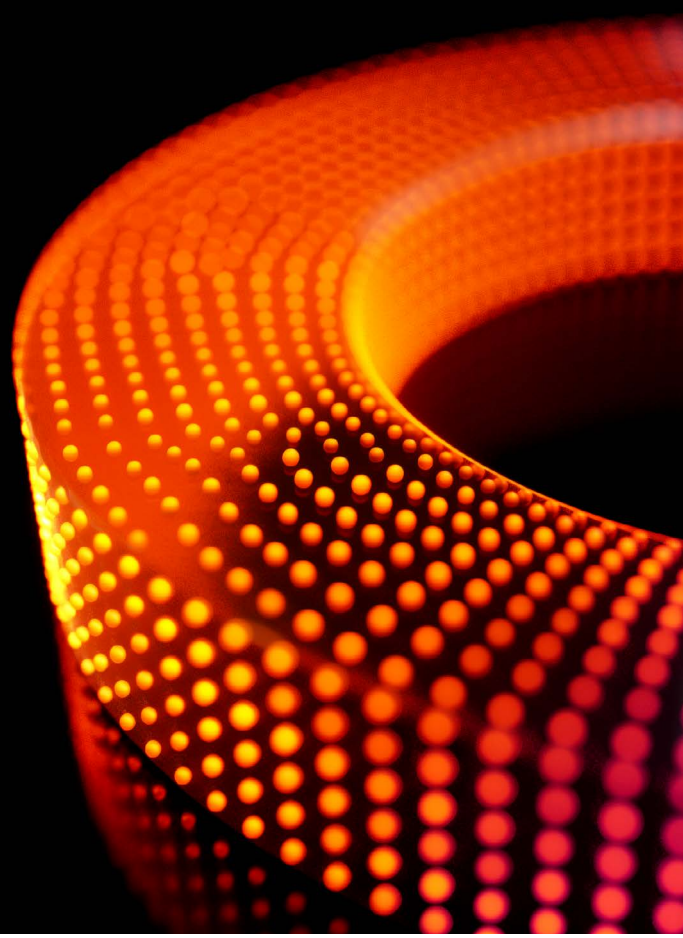
A look at some of its features:

- **Data Unification:** Merges first-party and third-party data sources to create single, enriched customer profiles.
- **Ideal Customer Profile Modeling:** Identifies and scores accounts most likely to convert using AI-powered analysis.
- **Predictive Lead Scoring:** Ranks accounts by conversion likelihood based on behavioral and firmographic patterns.
- **Dynamic Segmentation:** Creates and updates audience segments in real-time for ABM and demand campaigns.
- **Data Enrichment:** Appends technographic, firmographic, and intent data to existing records.
- **Platform Integration:** Syncs with Salesforce, Marketo, Eloqua, and HubSpot for seamless execution.

Does it offer a free trial? Yes

LeanData

leandata.com



What does it do?

LeanData is a go-to-market orchestration platform that helps marketing and sales teams orchestrate leads flow through the funnel, delivering routing accuracy, faster response times, and improved conversion rates. Insights also help users understand where leads get stuck, optimize handoffs between marketing and sales, and improve overall pipeline efficiency.

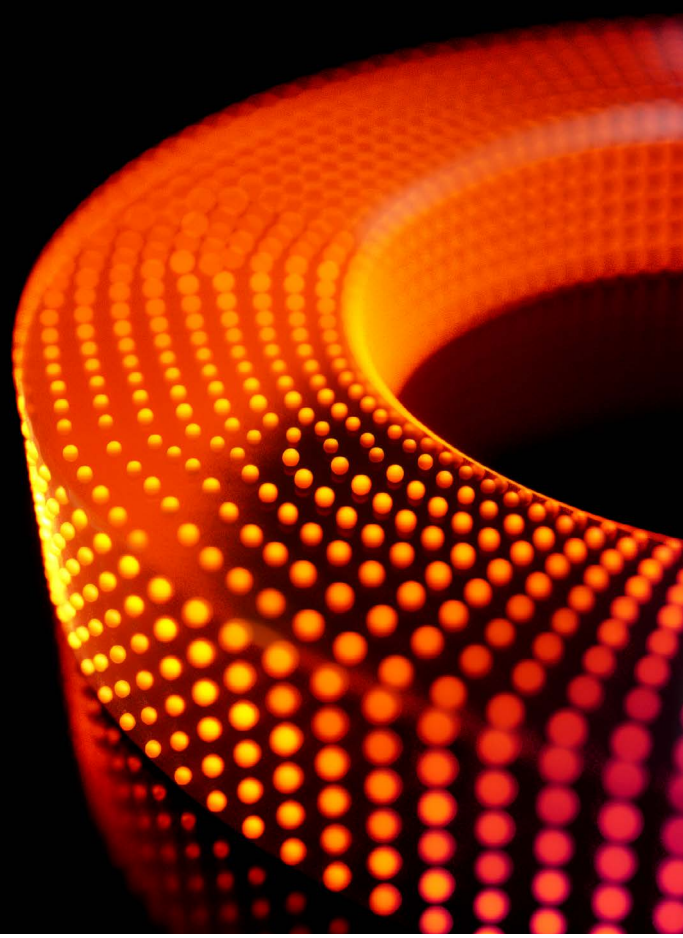
A look at some of its features:

- **Lead-to-Account Matching Analytics:** Tracks how accurately incoming leads are matched to existing accounts.
- **Routing Performance Metrics:** Measures lead response times, routing accuracy, and conversion rates by territory.
- **GTM Orchestration Insights:** Visualizes the complete buyer journey across marketing and sales touchpoints.
- **Account-Based Analytics:** Tracks engagement and progression for target accounts in ABM programs.
- **Pipeline Velocity Tracking:** Identifies bottlenecks and measures how quickly leads move through stages.
- **Automated Workflow Intelligence:** Monitors automated routing rules and flags optimization opportunities.

Does it offer a free trial? No

Lusha

lusha.com



What does it do?

Lusha is a data enrichment platform that provides verified contact details and company information for B2B prospecting. It enhances CRM records with direct dials, emails, and firmographic data, helping marketers build accurate target lists and segment audiences more effectively. Its reliable data supports better lead scoring, more precise targeting, and stronger campaign performance.

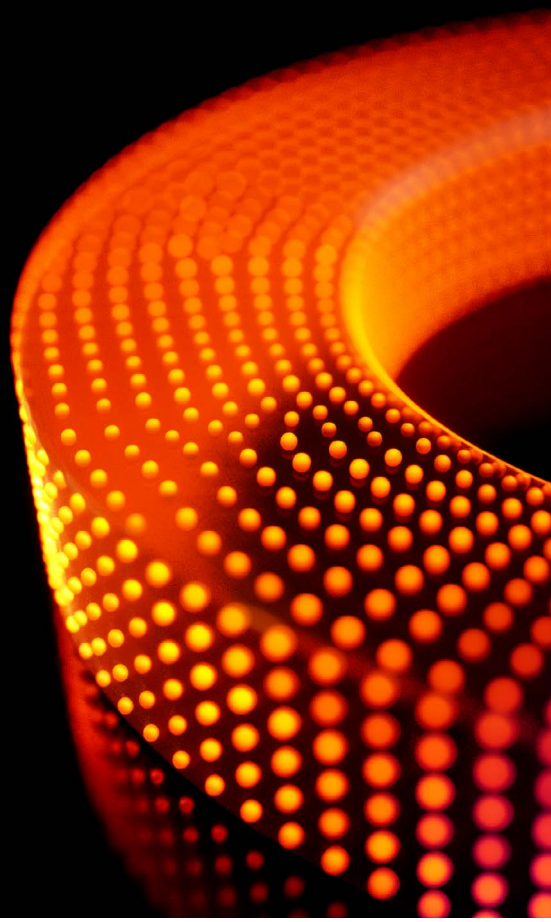
A look at some of its features:

- **Contact Data Enrichment:** Supplies verified emails, phone numbers, and firmographic details.
- **Chrome Extension:** Reveals contact information instantly on LinkedIn and company websites.
- **Lead Filtering and Segmentation:** Filters prospects by role, industry, company size, or intent signals.
- **Compliance-Ready Data:** Provides GDPR- and CCPA-compliant contact information.
- **CRM Integration:** Syncs enriched data into Salesforce, HubSpot, and other platforms.
- **Intent Signal Detection:** Identifies prospects showing increased research activity or buying interest.

Does it offer a free trial? Yes

Madison Logic

madisonlogic.com



What does it do?

Madison Logic enables B2B marketers to orchestrate cross-channel ABM campaigns across content syndication, display,connected TV, audio, LinkedIn, and owned channels to reach in-market accounts and buying groups at scale. The platform's proprietary intent dataset combines over 20 years of first- and third-party data to prioritize accounts and identify buying committees within target accounts. Marketing teams use these insights to craft campaigns with more precise targeting and engagement strategies aligned with in-market demand, then track cross-channel engagement and pipeline results via unified analytics dashboards. This closed-loop activation and measurement system allows B2B marketers to verify their investment's impact and expand their integrated campaign strategies with clear ROI visibility.

A look at some of its features:

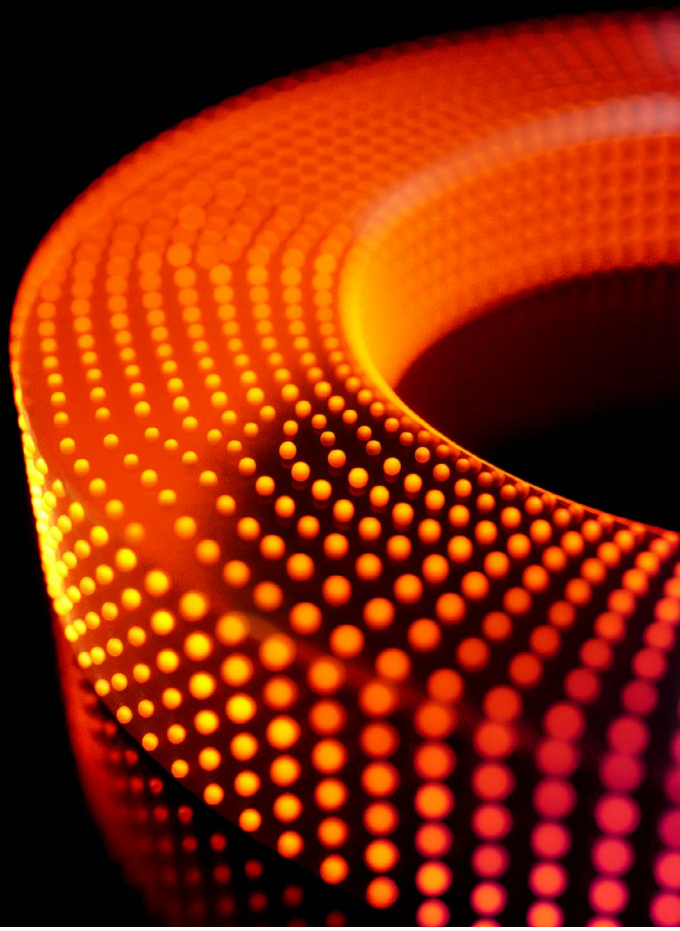
- **Deep Audience Research:** Brings every aspect of intent intelligence into one intuitive view on intent dashboard, revealing key market opportunities, high-value segments, active buying group members, and intent strength while refining these insights by ICP fit for maximum impact. By surfacing AI-powered recommendations like trending topics and lookalike accounts, it helps marketers sharpen targeting, tailor messaging, and take the next best action to drive meaningful engagement and revenue impact.
- **Competitor Benchmarking:** Tracks brand and competitive mindshare, visualizing how actively buyers are researching each brand over time, with filters that refine insights to specific ICP criteria. These competitive visibility insights help B2B marketers understand where they're winning, where gaps exist, and when to invest in brand awareness or activate targeted competitive plays.
- **Intent Data:** Madison Logic's ML Insights combines unique proprietary first-party data with third-party signals to show which accounts and topics are surging in intent. Marketers and sellers use this to prioritize in-market accounts, tailor messaging by buying stage, and connect activity directly to opportunities and revenue.
- **Predictive Analytics:** Makes account prioritization easier by classifying each target account's buying group into one of four unique buying stages, ranging from pre-awareness to decision, for a given product or solution area. By turning engagement and intent signals into clear, stage-level insights, marketing and sales teams gain a shared view of account readiness, ensuring plans and handoffs stay in sync, reducing missed opportunities, and improving campaign coordination.
- **Data Enrichment:** Automatically enriches first-party data with firmographic, researched topics, multi-channel engagement, site visits, and intent insights, resulting in cleaner, richer account and contact profiles.

> *"With Madison Logic, the leads that we're receiving are converting to conversations at 25%, and we've seen a 22% lift in registrations and site traffic."*
>
> Erin Pak, *Senior Demand Generation Manager*, **Flexential**

Does it offer a free trial? No

Meltwater

meltwater.com



What does it do?

Meltwater is a media intelligence and social listening platform that monitors brand mentions, news coverage, and social conversations across millions of sources. It analyzes sentiment, tracks share of voice, and identifies trending topics to help marketers understand market perception and competitive positioning. These insights help teams spot reputation issues early, benchmark against competitors, and identify content opportunities based on real-time conversations.

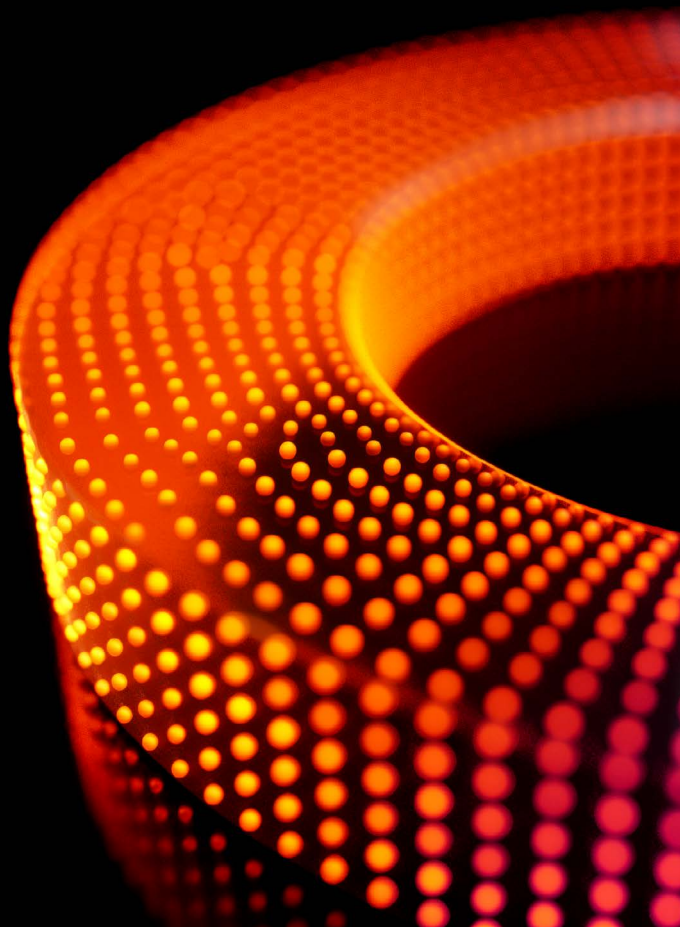
A look at some of its features:

- **Global Media Monitoring:** Tracks brand mentions across news sites, blogs, and social media worldwide.
- **Sentiment Analysis:** Reveals how audiences feel about your brand, competitors, and industry topics.
- **Competitive Share of Voice:** Benchmarks media coverage and social presence against competitors.
- **Trend Detection:** Identifies emerging topics and conversation themes relevant to your market.
- **Influencer Intelligence:** Discovers and tracks key voices and thought leaders in your industry.
- **Custom Analytics Dashboards:** Visualizes media impact and social performance for strategic reporting.

Does it offer a free trial? No

Optimizely

optimizely.com



What does it do?

Optimizely is an experimentation and A/B testing platform that shows how different content, layouts, and user experiences affect conversion rates. It helps marketers test ideas, compare results, and understand which changes have the biggest impact. Its behavior analytics reveal how users move through digital experiences, supporting data-driven optimization.

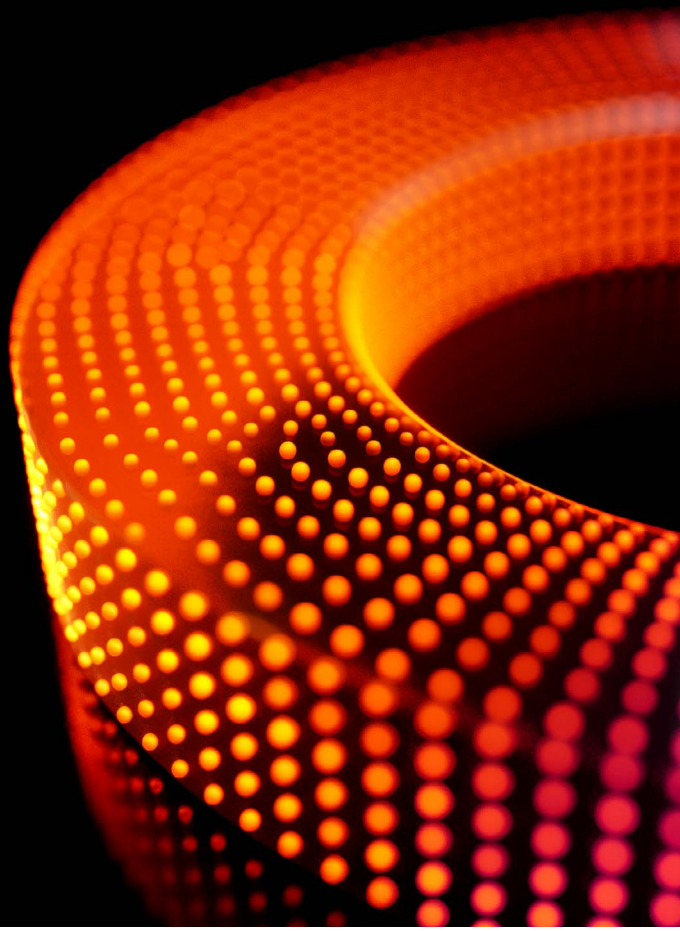
A look at some of its features:

- **A/B and Multivariate Testing:** Compares different content or design variations to find what performs best.
- **Customer Behavior Analytics:** Tracks how users interact with pages, features, and conversion paths.
- **Statistical Significance Reporting:** Shows confidence levels for test results to guide decisions.
- **Audience Segmentation:** Tests variations with specific audience groups to improve personalization.
- **Conversion Funnel Analysis:** Identifies drop-off points and highlights changes that improve progression.
- **Feature Experimentation:** Tests product features to measure their effect on engagement.

Does it offer a free trial? Yes

Oracle Eloqua

oracle.com



What does it do?

Oracle Eloqua is a marketing automation platform with strong CRM and analytics capabilities that help marketers understand campaign performance and buyer behavior. It tracks interactions across channels to show which activities drive engagement and pipeline. Its behavioral analytics and reporting tools make it easier to measure ROI, optimize campaigns, and demonstrate marketing's impact on revenue.

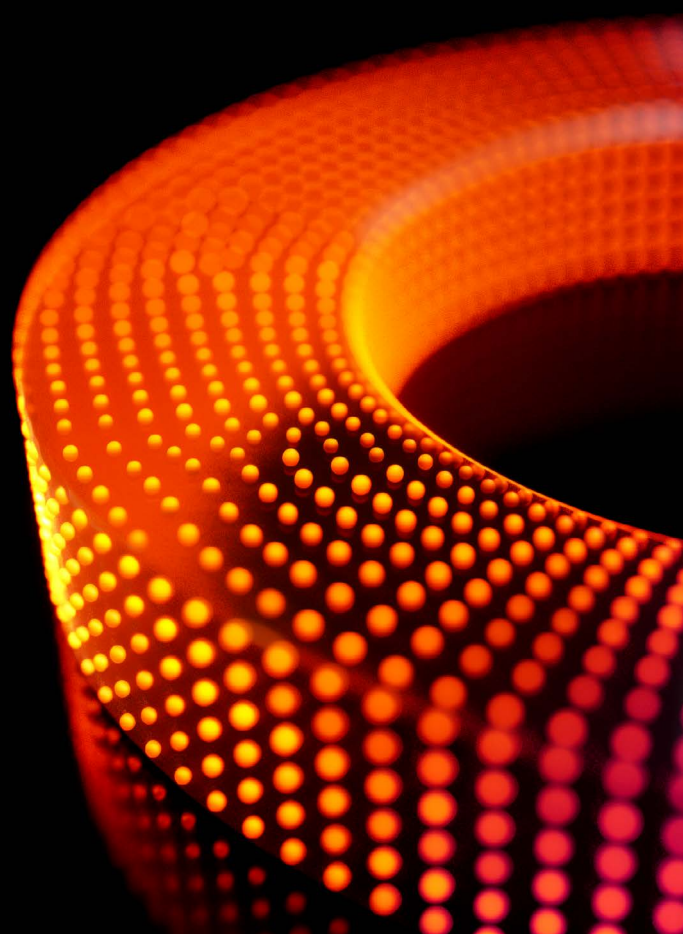
A look at some of its features:

- **Cross-Channel Behavioral Tracking:** Monitors user interactions across email, web, mobile, and social.
- **Campaign Analytics and Attribution:** Shows which campaigns and touchpoints contribute to pipeline and revenue.
- **Lead Scoring Analytics:** Highlights high-quality leads based on engagement patterns and fit.
- **Customer Journey Visualization:** Maps how prospects move through buying stages and nurture flows.
- **A/B Testing and Optimization:** Compares campaign variations to find the most effective approach.
- **Custom Reporting Dashboards:** Builds visual reports on marketing performance and business outcomes.

Does it offer a free trial? No

Perplexity

perplexity.ai



What does it do?

Perplexity is an AI-powered search and research tool that helps marketers gather insights and conduct deep research with source-backed answers. Unlike traditional search engines, it synthesizes information from multiple sources and provides citations, making it ideal for competitive intelligence, market research, and trend analysis. The platform helps marketers validate assumptions and gather credible data to inform strategic decisions.

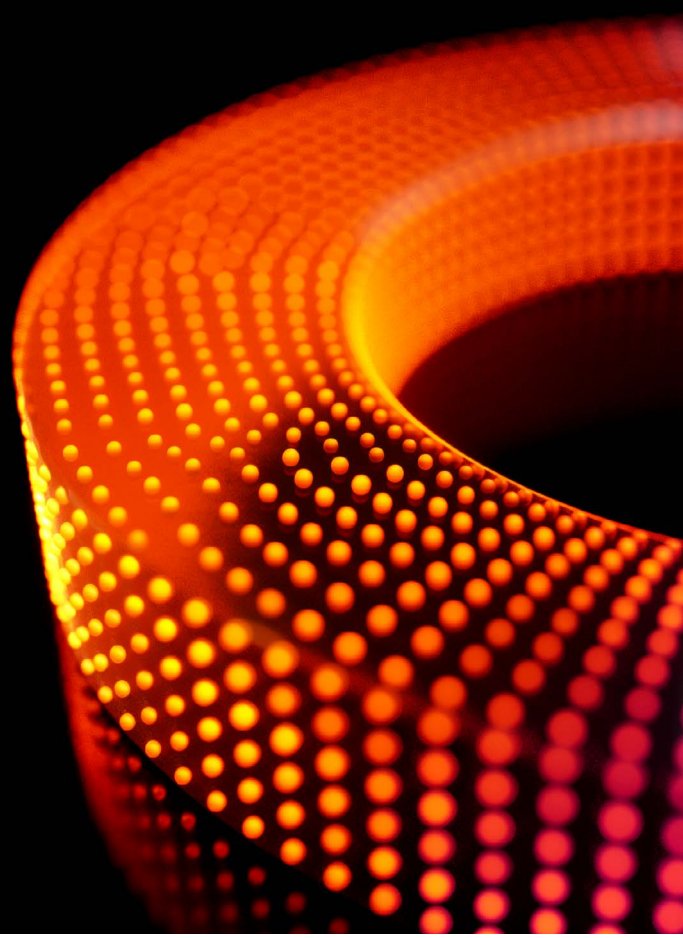
A look at some of its features:

- **AI-Powered Research:** Generates synthesized answers with citations from multiple credible sources.
- **Real-Time Information Retrieval:** Pulls current data and recent developments for timely insights.
- **Follow-Up Question Suggestions:** Offers relevant prompts to deepen market or competitive research.
- **Source Attribution:** Provides links to original sources for verification and further exploration.
- **Trend Analysis Support:** Helps identify and understand emerging market patterns and developments.
- **Competitive Intelligence Gathering:** Synthesizes information about competitors, positioning, and market moves.

Does it offer a free trial? Yes

Pipedrive

pipedrive.com



What does it do?

Pipedrive is a CRM and sales pipeline management platform that gives teams clear visibility into deal activity and conversion performance. It tracks leads through each stage of the buyer journey, offering analytics on win rates, deal speed, and pipeline health. These insights help marketers understand which channels and campaigns generate the strongest opportunities and support better alignment with sales.

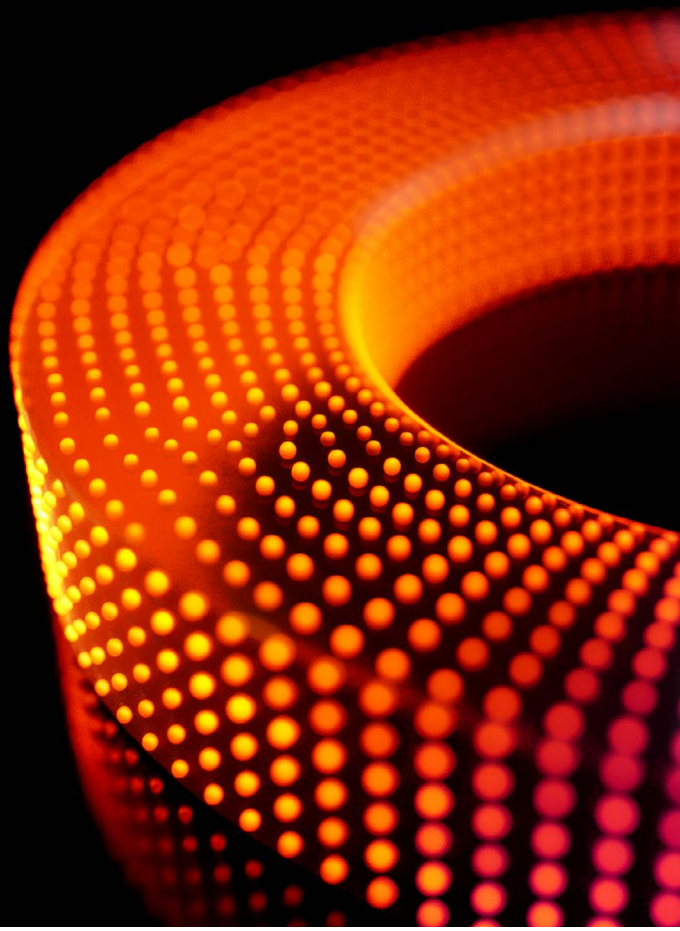
A look at some of its features:

- **Visual Pipeline Analytics:** Shows deal progression and conversion rates across each pipeline stage.
- **Lead Source Performance:** Measures which marketing channels generate the highest-quality opportunities.
- **Deal Velocity Metrics:** Tracks how quickly leads move through the pipeline and highlights bottlenecks.
- **Win/Loss Analysis:** Identifies patterns in closed deals to inform targeting and messaging.
- **Custom Reporting Dashboards:** Visualizes KPIs such as conversion rates, pipeline value, and forecast accuracy.
- **Activity Tracking:** Monitors interactions and engagement to show what actions move deals forward.

Does it offer a free trial? No

Podium

podium.com



What does it do?

Podium is a customer engagement and feedback platform that helps marketers capture leads and gather customer insights through messaging channels. It centralizes conversations from webchat, SMS, and social platforms, providing analytics on response times, conversion rates, and customer sentiment. These insights help marketers understand how prospects prefer to engage and optimize communication strategies for better conversion.

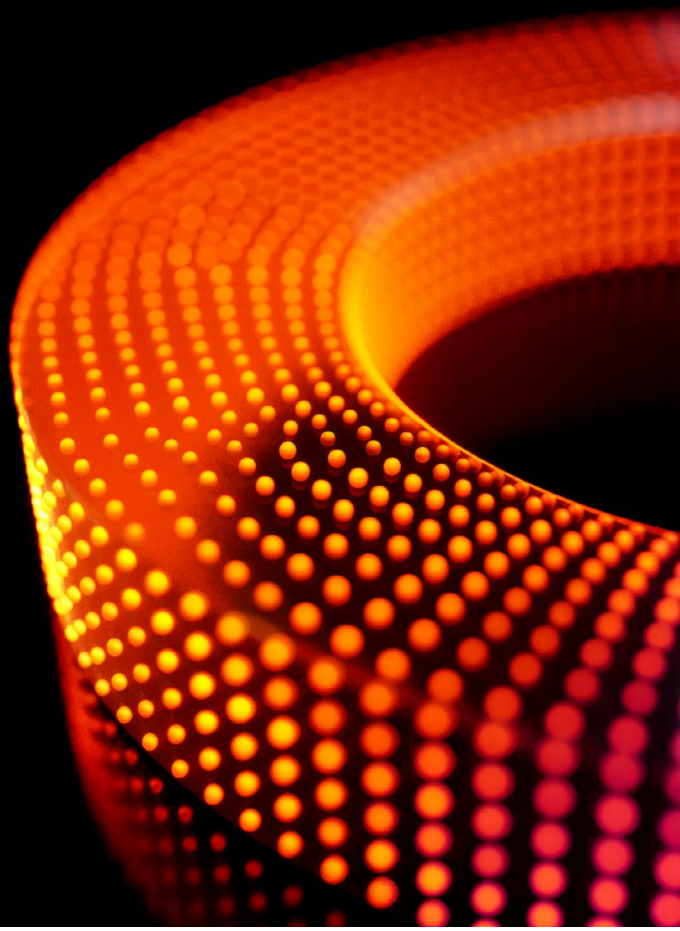
A look at some of its features:

- **Multi-Channel Engagement Analytics:** Tracks conversation quality and response rates across SMS, web, and social.
- **Lead Conversion Metrics:** Measures how messaging interactions convert to qualified opportunities.
- **Customer Sentiment Analysis:** Analyzes message tone and feedback to gauge satisfaction levels.
- **Review Analytics:** Tracks online review volume, ratings, and sentiment for reputation management.
- **Response Time Tracking:** Monitors team performance and identifies opportunities to improve engagement speed.
- **Campaign Performance Reports:** Measures effectiveness of messaging campaigns and customer outreach.

Does it offer a free trial? Yes

Rival IQ

rivaliq.com



What does it do?

Fantastic for those after strong social listening platforms, Rival IQ is a competitive social analytics platform that helps marketers understand market positioning, benchmarking performance, and competitive opportunities. The tool also turns social and digital signals into actionable insights that can help guide your strategy and messaging.

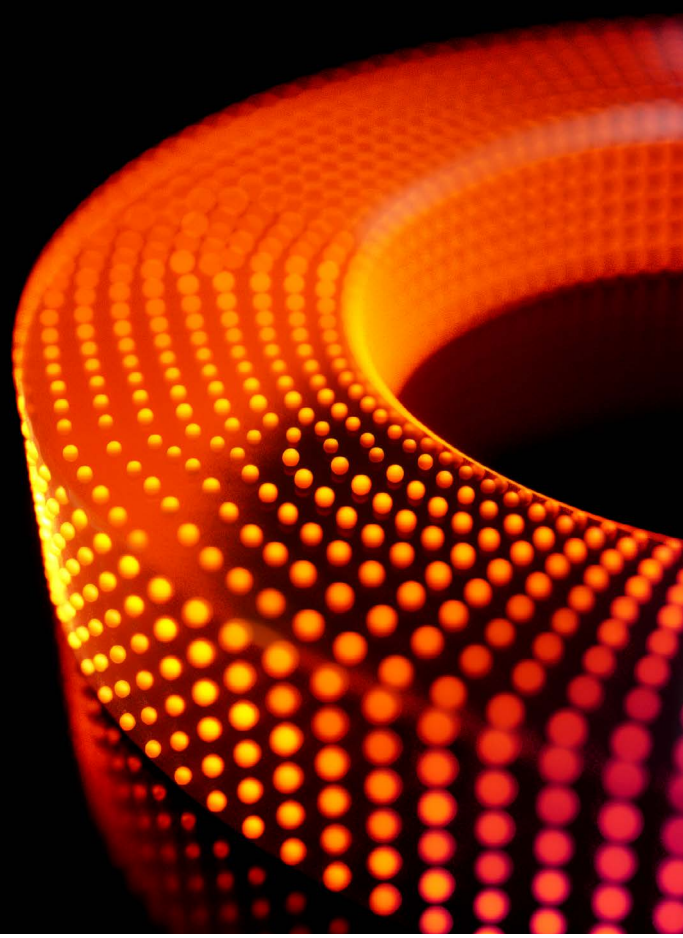
A look at some of its features:

- **Competitive Benchmarking:** Compares your social, content, and engagement performance against competitors to identify gaps and opportunities.
- **Social Performance Analytics:** Can track follower growth, engagement rates, posting frequency, and content effectiveness across multiple platforms.
- **Competitive Alerts:** Notifies marketers of significant competitor moves, campaign shifts, trends or performance spikes in real time.
- **Content Analysis:** Identifies which content formats, themes, and channels are driving the strongest engagement within your market.
- **Custom Dashboards and Reports:** Visualizes competitive and performance data to support data-driven decision-making and reporting.

Does it offer a free trial? Yes

Rollworks

rollworks.com



What does it do?

Rollworks is an ABM platform that enables marketers to uncover in-market accounts, analyze buying signals, and measure account-level engagement. In addition, the tech tool turns intent data and insights into actionable targeting and better performance analysis all in an effort to drive pipeline growth and revenue impact.

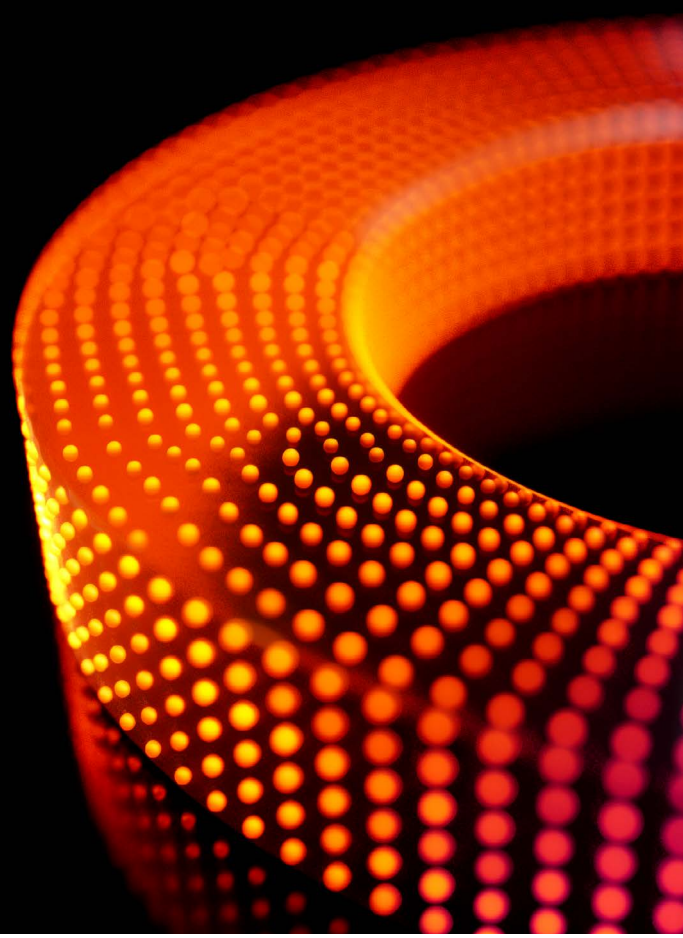
A look at some of its features:

- **Account Identification and Intent Insights:** Uses firmographic and third-party intent data to reveal accounts actively researching relevant solutions.
- **Account Scoring and Prioritization:** Ranks accounts based on fit and engagement to focus marketing and sales efforts on high-value opportunities.
- **Engagement Analytics:** Tracks how target accounts interact with various content experiences across the funnel.
- **Multi-Touch Attribution Reporting:** Measures the influence of ABM campaigns on pipeline progression and revenue contribution.
- **Sales and Marketing Alignment Dashboards:** Provides shared visibility into account insights and performance to support coordinated decision-making.

Does it offer a free trial? No

Salesforce

salesforce.com/uk/



What does it do?

Salesforce is a CRM and data platform that enables commercial marketers to aggregate customer data, analyze buyer behavior, and measure impact across the full funnel. Ideal if you're looking to grow your analytical thinking, the tool provides the foundation needed to turn engagement data into insights that drive better targeting, forecasting, and revenue-aligned decision-making.

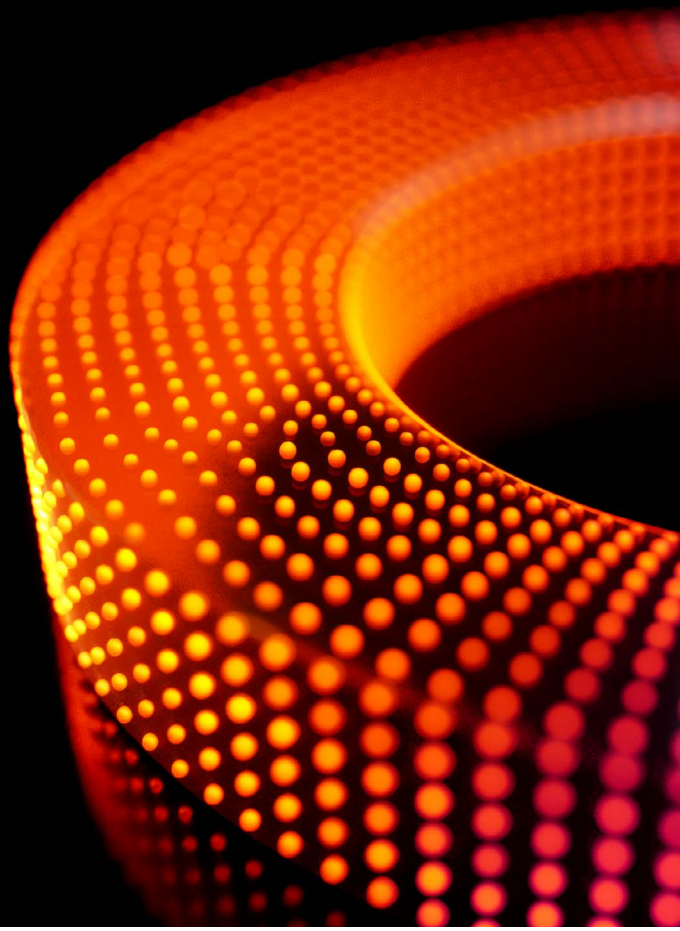
A look at some of its features:

- **Unified Customer Data (360 View):** Consolidates sales, marketing, and service data to reveal patterns in buyer behavior and engagement.
- **Marketing Attribution and ROI Analytics:** Tracks campaign performance across touchpoints to quantify impact on pipeline and revenue.
- **Einstein Predictive Insights:** Uses AI to surface lead scores, opportunity likelihood, and next-best actions.
- **Custom Dashboards and Reports:** Enables marketers to analyze funnel performance, conversion rates, and velocity in real time.
- **Cross-Functional Data Visibility:** Aligns marketing and sales teams with shared insights and performance metrics.

Does it offer a free trial? Yes

Seismic

seismic.com/uk/



What does it do?

Seismic is a sales enablement and content platform that helps commercial marketers understand how content is used, what resonates with buyers, and how marketing assets influence revenue. It turns content engagement data into actionable insights that improve messaging, content strategy, and commercial impact.

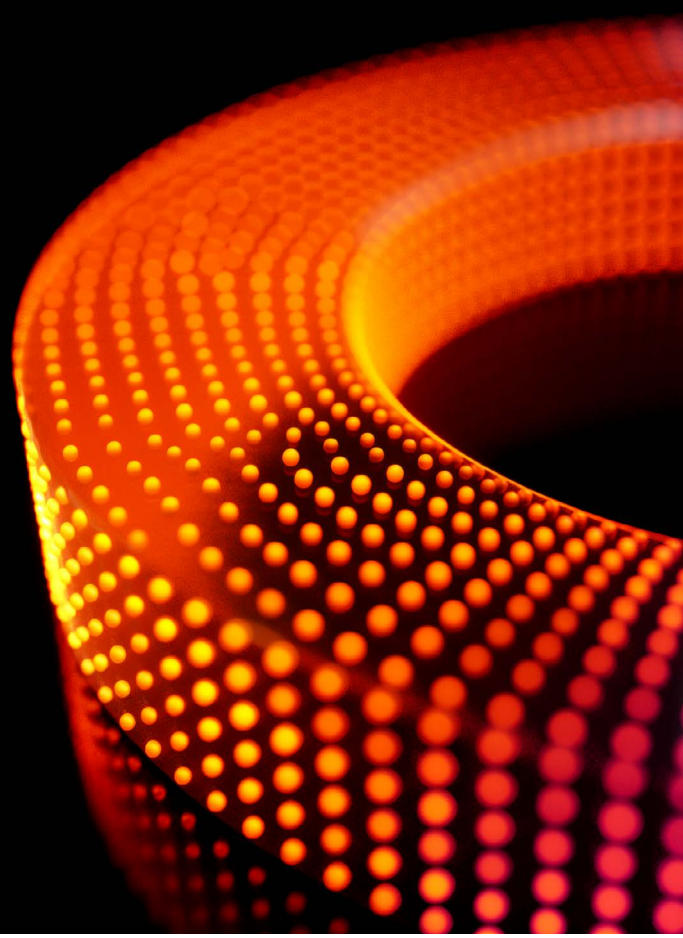
A look at some of its features:

- **Content Performance Analytics:** Tracks how buyers and sales teams engage with marketing content to identify what drives conversion.
- **Buyer Engagement Insights:** Reveals which assets are viewed, shared, and acted upon at different stages of the buyer journey.
- **Content Recommendations:** Utilizes AI to suggest the most effective content based on buyer behavior and deal context.
- **Revenue Attribution Reporting:** Connects content usage to pipeline progression and deal outcomes.
- **Sales and Marketing Alignment Dashboards:** Provides shared visibility into content effectiveness and buyer engagement trends.

Does it offer a free trial? No

SEMrush

semrush.com/home



What does it do?

Ideal for SEO-driven content creation, SEMrush is a competitive and search intelligence platform that helps marketers understand market demand, audience intent, and competitive visibility across digital channels. The platform can turn search, content and data into actionable insights that can help inform a sound marketing strategy and performance optimization.

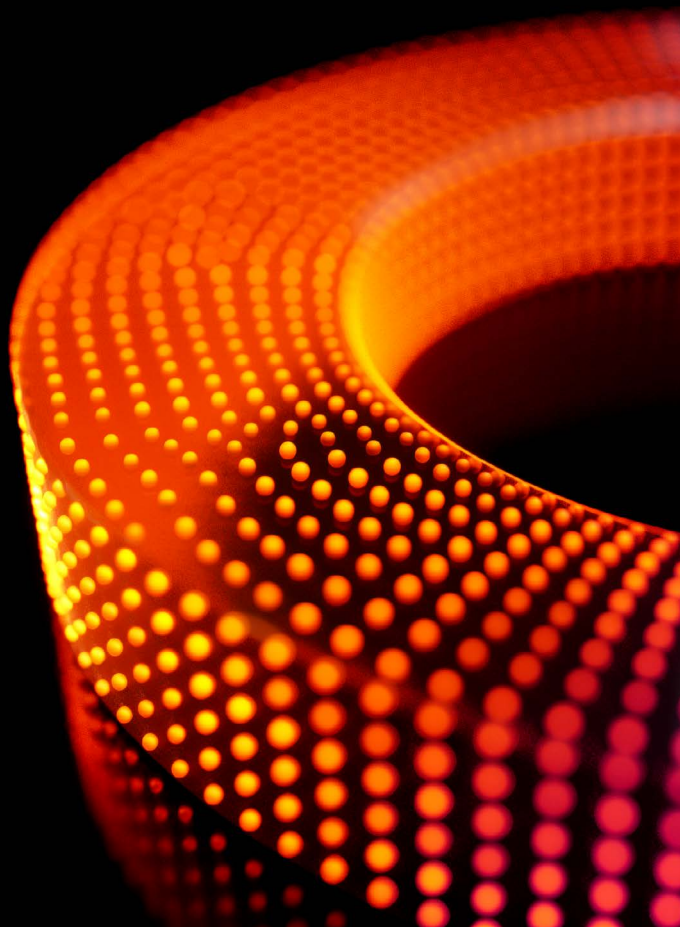
A look at some of its features:

- **Keyword and Search Intent Analysis:** Identifies what buyers are searching for and how intent shifts across the funnel.
- **SEO and Paid Media Reporting:** Tracks performance across organic and paid channels to guide budget and effort allocation.
- **Competitive Market Share Insights:** Analyzes competitor visibility, rankings, and traffic to uncover positioning opportunities.
- **Content Performance Analytics:** Evaluates which content topics and formats drive traffic, engagement, and conversions.
- **Trend and Opportunity Identification:** Surfaces emerging keywords, topics, and demand signals to inform future campaigns.

Does it offer a free trial? Yes

Tableau

tableau.com/en-gb



What does it do?

Tableau is a data visualization and business intelligence platform that enables commercial marketers to explore, analyze, and understand complex data clearly. In addition, the tool transforms marketing, sales and customer data into insights that can support measurement, forecasting, cross-functional alignment and decision making.

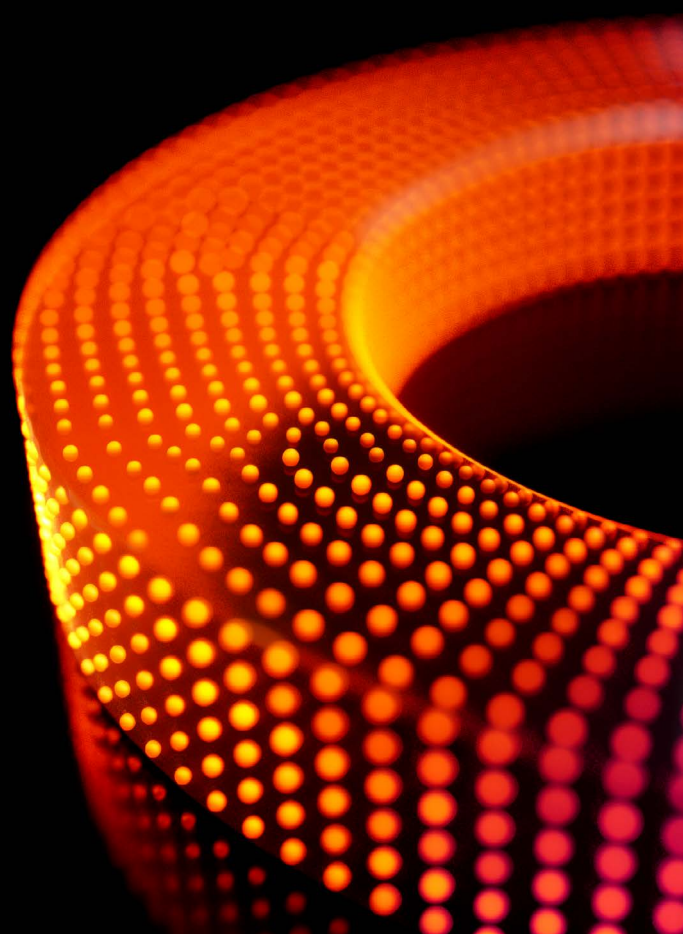
A look at some of its features:

- **Interactive Data Visualization:** Converts datasets into dashboards that reveal trends, patterns, and anomalies.
- **Marketing Performance Analysis:** Helps with deep analysis of campaign effectiveness, funnel performance, and customer behavior.
- **Multi-Source Data Integration:** Connects data from CRMs, marketing automation platforms, web analytics, and databases into a single view.
- **Predictive and Trend Analysis:** Applies statistical modeling to forecast outcomes and identify future opportunities or risks.
- **Insight Sharing and Collaboration:** Allows teams to share dashboards and insights securely to support cross-functional alignment.

Does it offer a free trial? Yes

TrustRadius

trustradius.com



What does it do?

TrustRadius is a B2B buyer intelligence and review platform that helps marketers comprehend buyer needs, perceptions, and purchase drivers through customer reviews and intent data. In addition, the platform transforms buyer feedback and research into actionable insights that help guide with positioning, messaging and demand strategy.

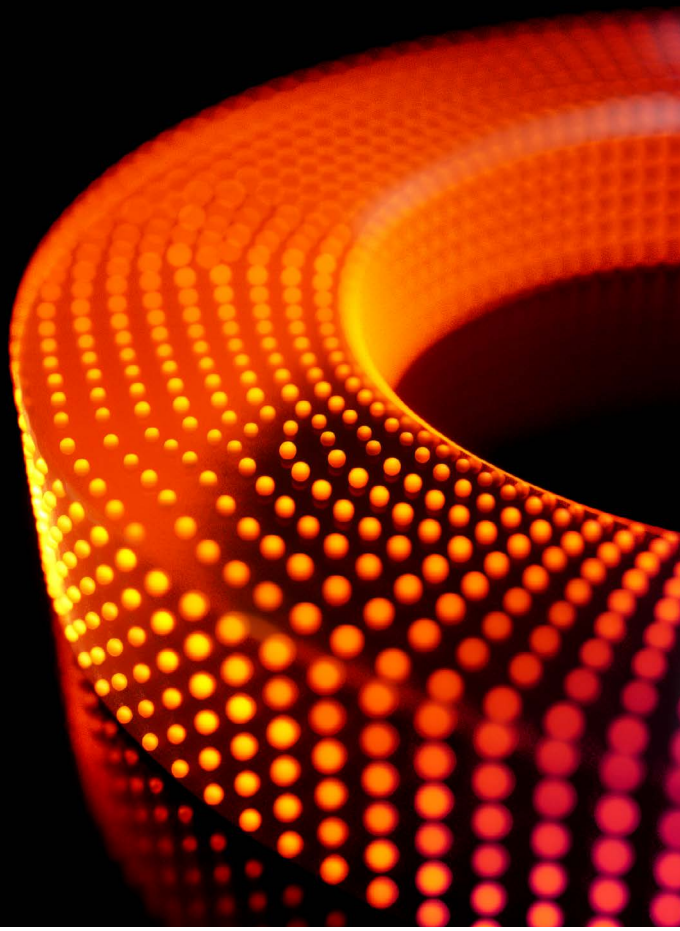
A look at some of its features:

- **Buyer Intent Insights:** Identifies companies actively researching product categories or competitors based on on-site behavior.
- **Voice-of-Customer Analysis:** Aggregates and analyzes detailed, verified reviews to uncover buyer priorities and objections.
- **Competitive Perception Insights:** Shows how buyers compare vendors across use cases, industries, and feature sets.
- **Content and Review Performance Analytics:** Measures how reviews and trust assets influence engagement and conversion.
- **Pipeline Influence Reporting:** Connects buyer research activity and intent signals to downstream pipeline and revenue impact.

Does it offer a free trial? Yes

Vista Social

vistasocial.com



What does it do?

Vista Social is a social media management and analytics platform that helps commercial marketers monitor audience behavior, analyze content performance, and extract insights from social engagement. It also turns social data into actionable intelligence that informs messaging and audience prioritization.

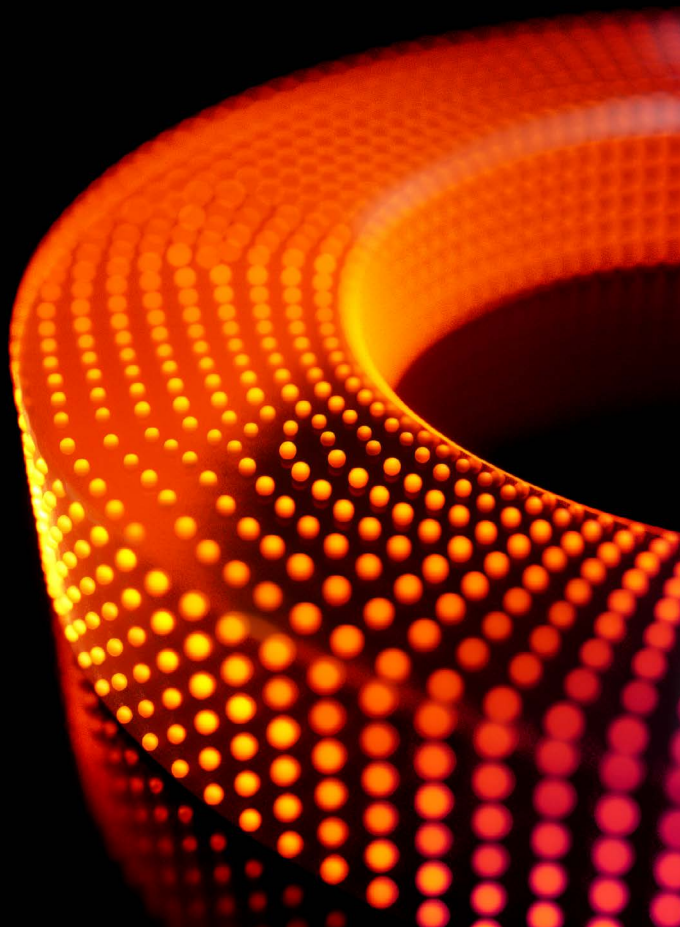
A look at some of its features:

- **Social Performance Analytics:** Measures engagement, reach, impressions, and growth across social channels to assess what resonates with audiences.
- **Audience Behavior Insights:** Analyzes follower activity, interaction patterns, and content preferences to guide content strategy.
- **Competitive Social Benchmarking:** Compares brand performance against competitors to identify gaps and opportunities.
- **Unified Reporting Dashboards:** Consolidates social metrics into customizable reports for insight-driven decision-making.
- **Trend and Sentiment Monitoring:** Tracks emerging topics and sentiment shifts to inform timely, relevant campaigns.

Does it offer a free trial? Yes

Zoho CRM

zoho.com



What does it do?

Zoho CRM helps marketers collect, analyze, and act on customer and prospect data across the buyer journey. The tool also provides behavioral insights, performance analytics, and predictive intelligence that help marketers optimize targeting, improve conversion, and align activity with the revenue outcomes you're after.

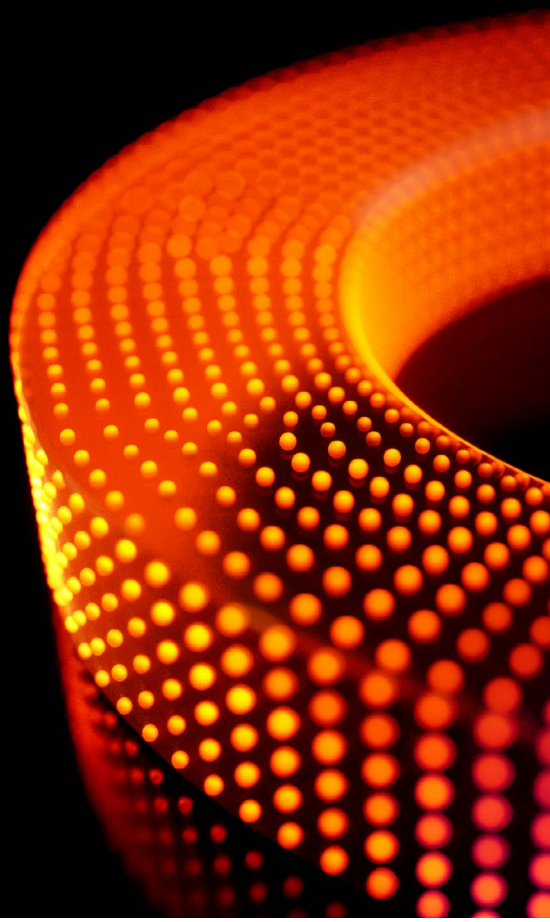
A look at some of its features:

- **360° Customer View:** Aggregates interactions across email, web, social, and sales touchpoints to reveal buyer behavior patterns.
- **Lead Scoring and Segmentation Analytics:** Analyzes engagement and fit to prioritize high-intent leads and accounts.
- **Predictive Sales Signals (Zia AI):** Uses AI to forecast deal outcomes and identify trends impacting pipeline performance.
- **Campaign and Attribution Reporting:** Measures how marketing activities influence lead progression and revenue.
- **Custom Dashboards and Reports:** Visualizes funnel metrics, conversion rates, and performance KPIs for insight-led decisions.

Does it offer a free trial? Yes

ZoomInfo

zoominfo.com



What does it do?

ZoomInfo is the GTM Intelligence Platform that unifies company, contact, and signal data into a single, AI-ready foundation. The platform empowers sales, marketing, and operations teams to stay aligned and take action directly from the platform turning intelligence into execution. In addition, with GTM Studio, teams can design and orchestrate precise GTM motions, while Copilot delivers real-time guidance and recommendations that drive productivity and focus. Backed by industry-leading data quality, advanced AI models, and deep ecosystem integrations, ZoomInfo provides the clarity, context, and actionability needed to power predictable revenue growth.

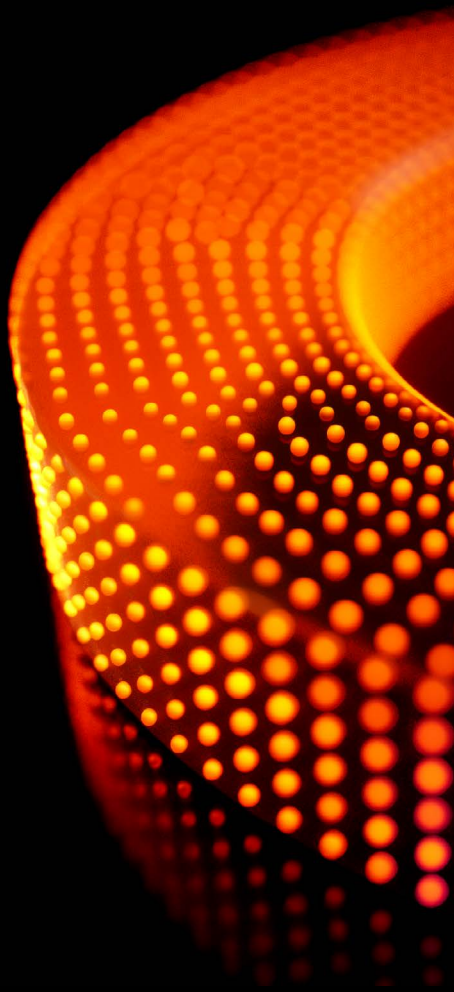
A look at some of its features:

- **Competitor Benchmarking:** Enables teams to analyze intent and engagement signals to understand how target markets interact with competitors. Through GTM Studio, teams can visualize competitive landscapes and orchestrate plays that target whitespace and growth opportunities.
- **Intent Data:** Surfaces real-time buying signals across millions of digital sources, revealing which accounts are most ready to engage. Sellers and marketers can act instantly with Copilot, or coordinate campaigns through GTM Studio to drive timely, personalized outreach.
- **Predictive Analytics:** Uses AI-powered predictive models to score and prioritize accounts based on historical activity, firmographics, and intent patterns. These predictions feed directly into Copilot, enabling sellers to focus on the highest-propensity opportunities and improve conversion efficiency.
- **Data Enrichment:** Continuously enriches and unifies first- and third-party data to maintain a complete, AI-ready customer view. Within GTM Studio, this enriched data becomes the foundation for segmentation, territory planning, and activation across CRM and engagement tools.
- **Business Intelligence Tools:** Delivers dashboards and intelligence that unify sales and marketing performance, pipeline activity, and account engagement. Insights from GTM Studio keep go-to-market teams aligned, while Copilot provides real-time guidance to drive coordinated execution.

Does it offer a free trial? Yes

6sense

6sense.com



What does it do?

6sense was founded on the simple idea that B2B marketing and selling would be a whole lot easier if instead of going after companies you think might want to buy from you, you knew exactly which companies are actively in market for what you sell – and could use those insights to activate campaigns and engagement across channels and teams.

6sense Revenue Intelligence has solved the anonymous buyer problem by using AI to capture and make sense of the digital footprint left by companies researching a solution, allowing us to accurately predict when an account is in market for any product/service and recommend the best course of action to engage anonymous buying teams.

Revenue Intelligence captures all the hidden buying activity going on inside prospect accounts and then uses that data to predict which of those accounts are ready to buy, allowing you to prioritize your marketing and sales efforts on the best opportunities. And, if they're not ready to buy, Revenue Intelligence goes to work to get them there, doing things like adding accounts to specific campaigns and experiences (via both native channels and integrations) based on how far along they are in their buying process, or updating all of the account's contact data so sales isn't wasting time trying to figure out who to call and what to say. Revenue Intelligence takes the guesswork out of creating and converting pipeline to revenue.

A look at some of its features:

- **Customer Behavior Analysis:** Continuously tracks and monitors customer/prospect behavior across 1st, 2nd, and 3rd party data, from campaign engagement to website activity to intent signals that indicate likelihood to purchase, churn, or move to a competitor. Behavior and intent are trackable at both the account and segment level, giving users insights to make informed, analytics-based decisions based.
- **Intent:** Its native, unlimited keyword-based intent provides the broadest 3rd party intent coverage in the industry from its proprietary B2B publisher network, and keywords can also be grouped into custom topics. 6sense also has a unique partnership with Bombora whereby all platform customers receive 12 Bombora topics with subscriptions, and 6sense can also ingest data from 2nd party intent providers like G2, TrustRadius, TechTarget, Peerspot, Sourceforge, and Gartner Digital Markets.
- **Predictive Analytics:** Determines which accounts are in-market and whether they're a fit based on historical data, and within each account 6sense determines which contacts are most likely part of the buying group and whether they're engaged at a level that's likely to lead to an opportunity.
- **Data Enrichment:** 6sense's Signalverse processes 1T signals a day, giving customers the broadest set of signals available in the market to understand buying behavior, target the most meaningful audiences, and personalize buying journeys. Its firmographic, demographic, and technographic data is curated solely for B2B buying audiences, and we also provide unique datasets like account-level psychographics and market intelligence data.
- **A/B Testing:** 6sense AI Email provides A/B testing for variations such as subject lines, CTAs, and personalizing email content based on factors like persona or intent signals.

Does it offer a free trial? No

> *"Not having 6sense is like walking into a room with the lights off. How would you know where to look for the accounts that matter in the market? That's what 6sense has brought to us."*
>
> Carole Groombridge, *Senior Director of Global Marketing Programs*

About our Author



Oliver Matejka,
Head of Brand & Communications
Unmind

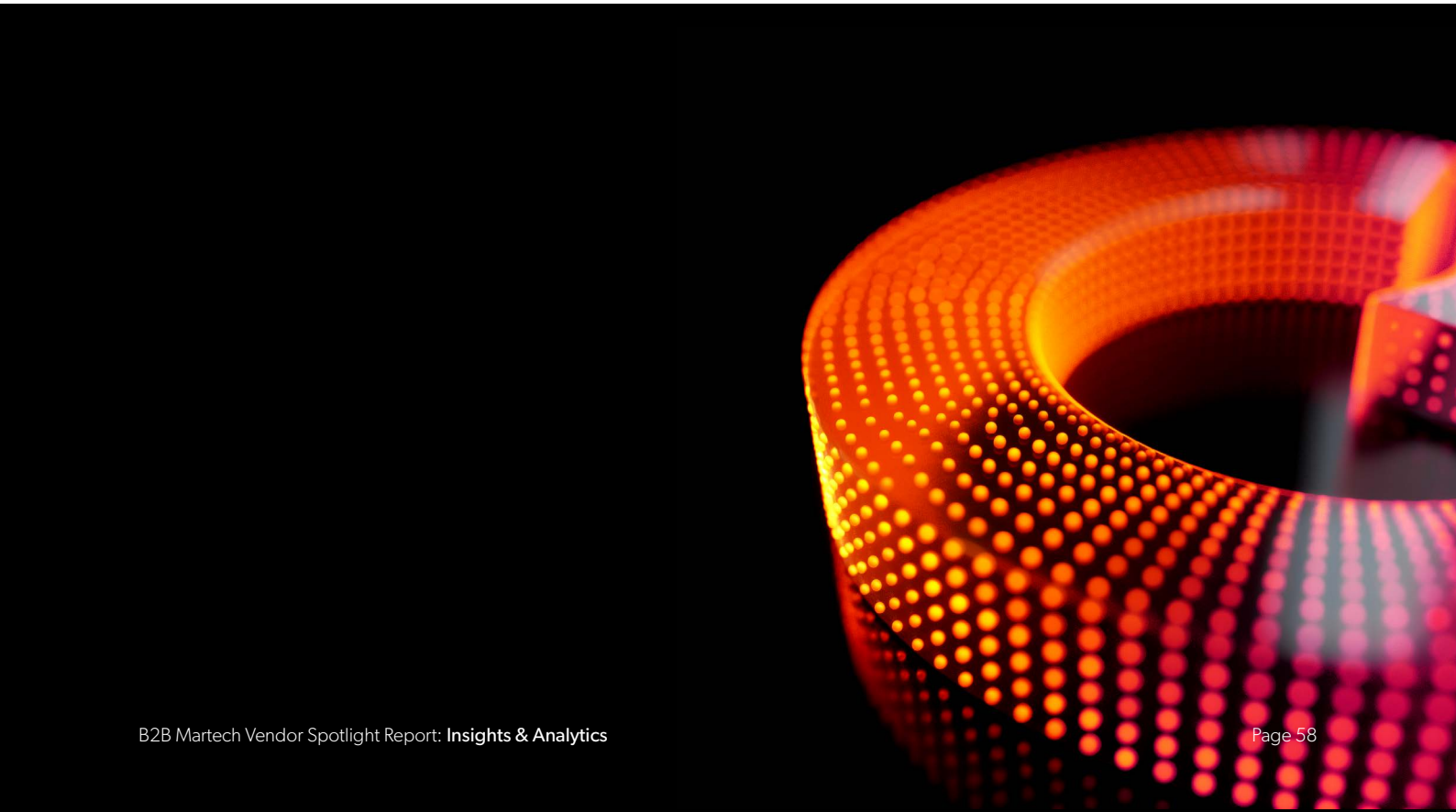
Oliver has spent the last decade at the coalface of B2B marketing, working where strategy, creativity and storytelling overlap. He began life as a journalist, before crossing into marketing to help tech companies grow through content, communications and brand.

Since then, he's led rebrands, corporate narratives, product launches, and countless campaigns spanning EMEA, the US and APAC – helping organizations find a voice their audience wants to listen to.

Across that time, Oliver has written extensively about ABM in all its guises – in theory and in practice. His work has explored how incisive, creative programs can zag where others zig, earn trust with buyers and bring home bags of revenue.

He is currently Head of Brand & Communications at Unmind, the workplace mental health platform, where he oversees global comms and brand activity – from PR and campaigns to thought leadership and executive profiling.

His perspective draws on a blend of lived experience as a practitioner and years of writing about B2B's evolving playbook.

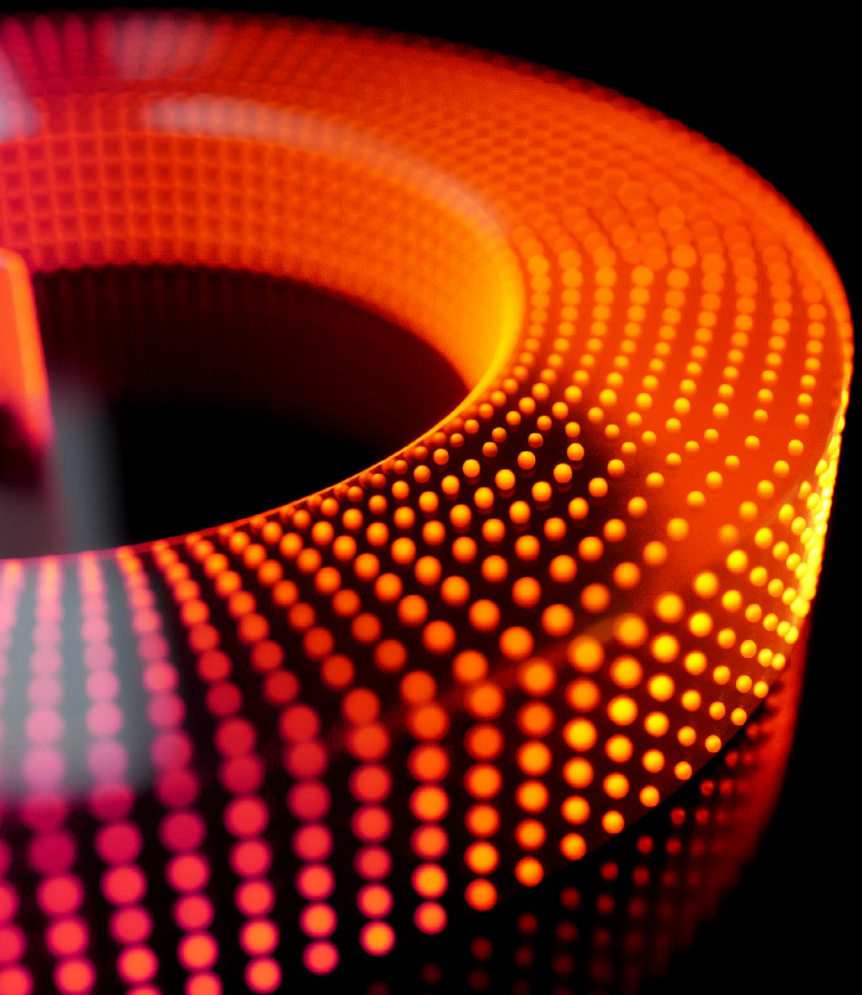


Other reports in the series

Financial Acumen & Strategy: May 2026

AI: August 2026

ABM: Nov 2026



About B2B MARKETING

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

wfaudience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

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