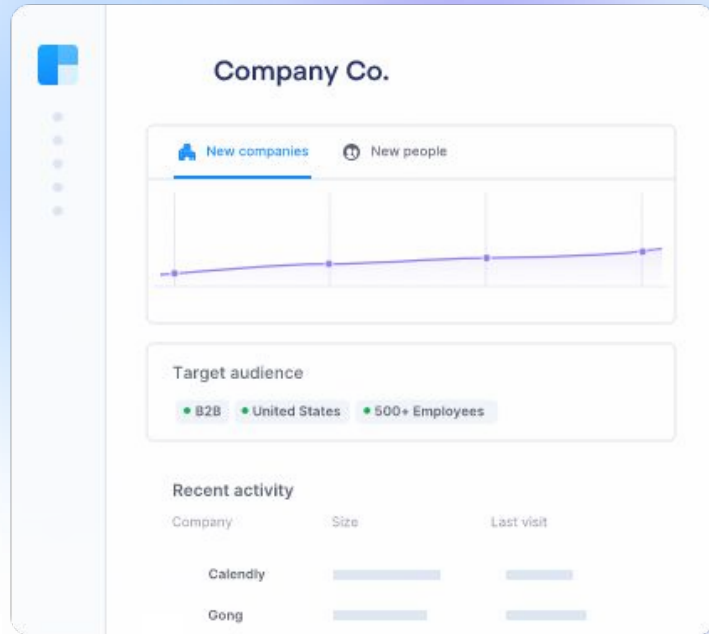# Clearbit Competitive Positioning Guide

For Internal Use Only

Clearbit

Why Clearbit is Better than ZI

We have significantly better data coverage.
Especially in cases where long-tail company data is critical.

We offer flexible APIs and an open Data Activation platform.
Our customers are building next-gen GTM systems. ZI sells data for sales teams.

Our team is much better to work with and we're growth experts.
People tell us they hate working with ZoomInfo. Bad service, renewal tricks, and slow support.

ZoomInfo

Clearbit and ZoomInfo are built for different purposes. ZoomInfo is designed for sales teams looking to smile and dial while Clearbit is designed to power GTM systems. When competing with ZoomInfo, it's important the prospect knows where we each fit.

Flexible APIs + DAP

Core Talking Points:
- This is a core difference for Clearbit and ZoomInfo - **we are focused on different areas.**
- **Clearbit customers are building next-generation GTM systems, ZoomInfo sells data to sales teams.**
- Clearbit is focused on helping GTM teams activate their ICP to create more, better pipeline & revenue
- This greatly benefits Sales because Clearbit empowers Marketing and Rev Ops teams to create more, better leads for sales to work intelligently

Customer Proof:
- Customers like Zendesk use Clearbit as their GTM foundation and ZI for sales contact data

Ecosystem vs All-In-One

Core Talking Points:
- **Leverage the best apps and use-cases in your stack instead of getting stuck with an "all-in-one"**
- **You can't afford to be locked into a platform with sub-par apps.**
- The kind of rip-out & replace approach that ZI is taking isn't something we see innovative growth teams really considering.
- The # of customer touchpoints, engagement tools and Martech use-cases is only going up. **The teams that activate more use-cases effectively are winning**

Customer Proof:
- Gong uses Clearbit + Chili Piper and increased their demo request conversions by 70%

Best Data for Marketing-Led Revenue

Core Talking Points:
- **We have significantly better data coverage and depth, especially in the areas that matter most to marketing-led revenue teams**
- We have a profile on every single company with a website that gets updated every few minutes in real-time
- This provides a "full market view" for our customers and a foundation to approach the whole market at scale
- **ZI data is meant to power "Sales cold calling". Clearbit data is meant to power GTM systems**

Customer Proof:
- Utilize Data Tests to show the difference in match rate & coverage in their target segment

Better Support & Expert Team

Core Talking Points:
- **You'll have a dedicated team working alongside you to drive success**
- People tell us they hate working with ZI because of bad service, renewal tricks, and slow support.
- Here at Clearbit, we are data-driven growth engineering fanatics. Improving funnel performance - for our customers and for ourselves - is all we think about. Work with true experts
- **As leaders in the growth engineering space, you will have access to our Solution Engineers to help you put Clearbit to work along with a dedicated CSM**

Customer Proof:
- "The support from the team at Clearbit has been incredible!" Director of Sales, Flexport

Why Clearbit is Better than 6Sense

Intent data can be valuable- but it's just one signal, not a GTM strategy.
Our customers are building next-gen GTM systems. ZI sells data for sales teams.

ABM is just one (sales- centric) approach to activicating your ICP.
Clearbit lets you activate your ICP via all GTM motions: ABM, PLG, Inbound, etc,.

Clearbit takes only a couple of days (or even hours) to set up.
We regularly hear that 6Sense takes 6+ months to implement (and that failures are common).

And... if ABM is really what you're looking for, then we suggest Clearbit + Bombora as a much cheaper & more flexible option!

6Sense

6Sense is a one-trick pony that is difficult to implement and unable to scale. Frame Clearbit as a flexible foundation for your long-term GTM strategy. As your business grows and adapts, Clearbit will be able to power your business at any and every stage with the best tech stack.

Combine & Activate Intent Data for best results

Core Talking Points:
- Intent data can be valuable but on it's own, it's not a GTM strategy. **Clearbit can combine & activate intent data from any source**
- Clearbit focuses on what we believe are the strongest intent signals - who's visiting your website and when a company's activity surge
- **We partner with the best intent providers (Bombora, G2) and can pull all their intent signals into our custom attributes for you to use** in prioritizing your funnel

Customer Proof:
- 6Sense only gives you 8 of Bombora's 26 intent signals

Flexible GTM Foundation

Core Talking Points:
- 6Sense has a good workflow for ABM, but don't have data excellence, APIs, or a flexible foundation
- **You can't afford to be locked into a platform with sub-par apps** - your customer touchpoints and martech use-cases are only going to grow
- **Audiences are a foundational piece of GTM strategy.** 6Sense signals is just that.. A single signal
- **Clearbit offers a range on how you can customize your solution based on your skillset.**

Customer Proof:
- Chargebee customer story
- Industry leaders that have used Clearbit to build advanced recipes:
  - Automate.io, make.com, Clay.co, Parabola

Fuel all your GTM motions - including ABM

Core Talking Points:
- **ABM is just one (sales-centric) approach to activating your ICP. Clearbit let's you activate ICP across ABM, PLG, Inbound, etc**
- With intent-based ABM (6Sense) as your only GTM strategy, you're putting all eggs in one basket
- The best teams are drawing from a range of proven GTM strategies and utilize Clearbit as their foundation
- **You need flexibility to adapt your strategy and create a GTM motion that suits your unique business**

Customer Proof:
- Proposify has been PLG and is now adding sales-led ABM using Clearbit

Speed to Value, Agility to Grow

Core Talking Points:
- **Clearbit only takes a couple of hours to set up. We regularly hear that 6S takes 6+ months to implement**
- Your team and prospects move too quickly for you to spend 6 months implement a brittle, one-trick pony
- **With Clearbit, you'll be set up and tuned for GTM impact within your first week.**
- By the time you would've finally gotten 6Sense implemented, you'll have applied audiences and data to your funnel for months - with flexibility to learn, adapt, and grow

Customer Proof:
- "With Clearbit, the integration took a few hours to complete, and the on-boarding process was instant - a lot simpler than the past provider." Ali Nizameddine EVP of Product, Payza