

Revenue Intelligence Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY

***iSG** Research



Key Takeaways

Revenue intelligence has evolved from CRM-based sales analytics and forecasting into a data and decisioning layer that captures buyer and seller activity and converts signals into actionable guidance. Enterprises increasingly expect it to improve pipeline visibility, forecast confidence, and seller productivity while fitting naturally into revenue workflows. AI, GenAI, automated activity capture, conversation intelligence and workflow orchestration are shifting the category from retrospective analysis toward continuous, governed revenue execution.

Software Provider Summary

The ISG Buyers Guide™ for Revenue Intelligence evaluates 12 software providers offering products supporting revenue activity capture, pipeline and deal intelligence, forecasting and guided selling. The research ranked the top three overall as Salesforce, Gong and Salesloft. Gong, Outreach, Salesforce and Salesloft were rated Exemplary, with Aviso and Salesloft (Clari) rated Innovative. Microsoft, Revenue Grid and Revenue.io were rated as providers of Assurance, and Backstory, Mediafly and Terret were rated providers of Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (60%) and Platform (20%), including adaptability, manageability, reliability and usability. Salesforce, Gong and Salesloft (Clari) were the Product Experience Leaders. Performance reflects capabilities such as deal and pipeline health analysis, predictive forecasting, conversation intelligence, next-best-action guidance and workflow orchestration, alongside secure and scalable platforms capable of integrating insights into daily seller and manager workflows.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Microsoft, Salesloft, Gong and Salesforce were the Customer Experience Leaders and best communicate commitment and dedication to customer needs. Providers with lower performance may lack sufficient information demonstrating customer success, customer commitment or TCO/ROI value.

Strategic Recommendations

Enterprises should evaluate revenue intelligence software based on its ability to improve sales execution, pipeline management and forecasting using dependable, explainable data. Priorities should include activity association accuracy, conversation intelligence, deal-risk and pipeline-change detection, predictive forecasting, relevant next-best actions, workflow integration and privacy and governance controls. Organizations should also assess GenAI and emerging AI agents for timely, explainable recommendations and automated actions while preserving human review, data lineage and accountability.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds Salesforce atop the list, followed by Gong and Salesloft. Providers that place in the top three of a category earn the designation of Leader. Salesforce has done so in five categories; Gong in four; Salesloft in three; and Microsoft and Salesloft (Clari) in two.

Revenue Intelligence

Overall

Providers	Grade	Performance
Salesforce	A-	Leader 82.0%
Gong	B++	Leader 79.0%
Salesloft	B++	Leader 78.2%
Outreach	B++	77.7%
Salesloft (Clari)	B++	76.8%
Microsoft	B+	73.9%
Aviso	B+	72.8%
Revenue.io	B+	69.5%
Revenue Grid	B	65.8%
Mediafly	B	62.6%
Backstory	B-	62.2%
Terret	C++	51.1%



Source: ISG Research
Revenue Intelligence Buyers Guide
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Barika Pace leads the software research and advisory for the Office of Revenue expertise at ISG. Her coverage areas include CRM, RevOps, Revenue Intelligence, Partner Relationship Management, and subscription and commerce platforms. Her research focuses on the integration of data, process and technology to align go-to-market functions and accelerate revenue growth.



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Robert Kugel leads business software research for ISG. His team covers technology and applications spanning front- and back-office enterprise functions, and he personally runs the Office of Finance area of expertise. Rob is a CFA charterholder and a published author and thought leader on integrated business planning (IBP).