

Turn revenue and activity signals into execution insights

A CRM system alone doesn't give you a complete and up-to-date picture of your business. Clari automatically captures and analyzes business activity signals throughout your revenue process to drive actions that align with go-to-market goals and expectations. Armed with those insights, you can know what is going on in your business, teams, territories, accounts, and deals so you can propel your go-to-market execution forward.

Automatically capture data

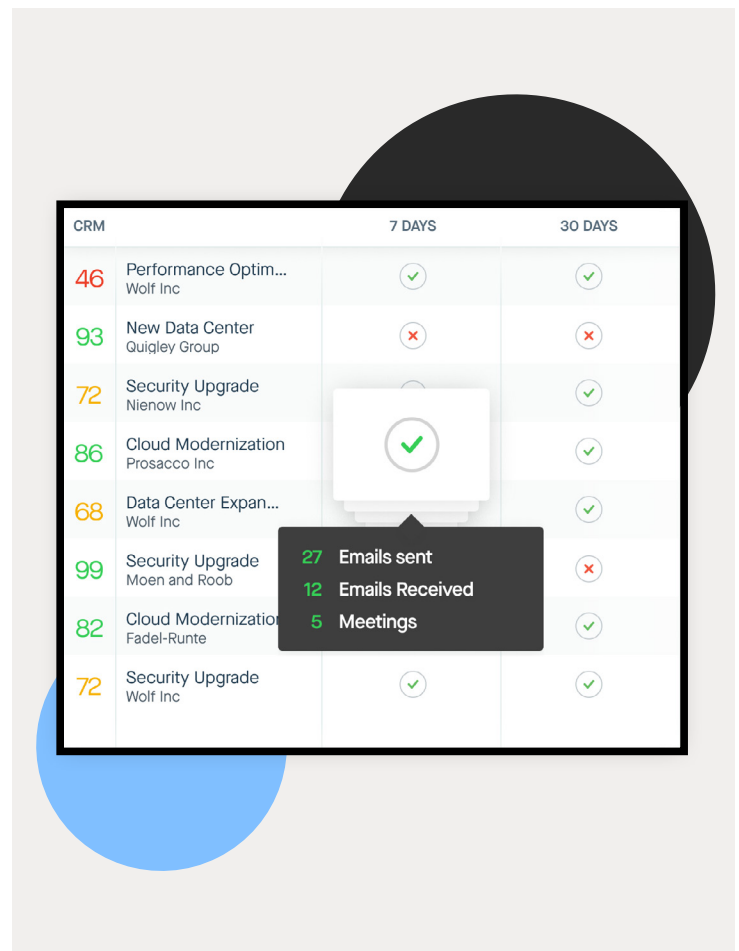
Track the complete history of all revenue data across signals including CRM, emails, calendars, marketing automation, and sales engagement platforms.

Enable real-time visibility

Understand what's going on with deals, accounts, territories, teams, and the business.

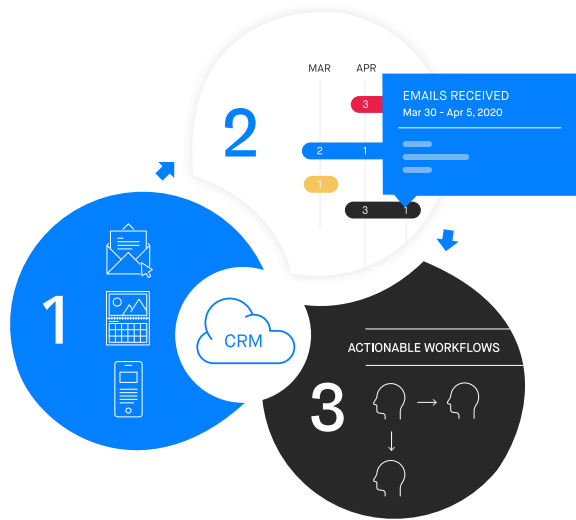
Provide execution insights

Know how opportunities are tracking, what accounts are not being worked, and how reps are performing.



How Clari's Revenue Intelligence works.

Clari automatically captures activity from a wide variety of signals including CRM, email, calendars, marketing automation, and sales engagement platforms, and gives everyone execution insights about the overall business that drive action to align with go-to-market goals and expectations.



- 1 Automatically captures business activity signals and augments CRM systems
- 2 Surface key revenue insights about deals, accounts, and reps
- 3 Turns revenue data into actionable workflows that propel go-to-market execution

Execution insights use cases

Rep/manager one-on-ones: Inspect recent changes and activity on deals to give your reps strategic guidance on how to move their deals forward.

Account engagement: Track activity on your target accounts and keep your team focused on the right accounts.

Territory planning: Make sure your accounts are properly allocated among reps. Adjust owners based on activity data and seller capacity.

Data automation use cases

Relationship mapping: Identify all the key stakeholders engaged in your deals and the strength of each relationship, based on activity.

Marketing attribution: Associate all engaged contacts automatically with opportunities to have a complete data set for attribution.

Buying group nurturing: Include every contact engaged with your sellers in nurture campaigns to drive deal acceleration.