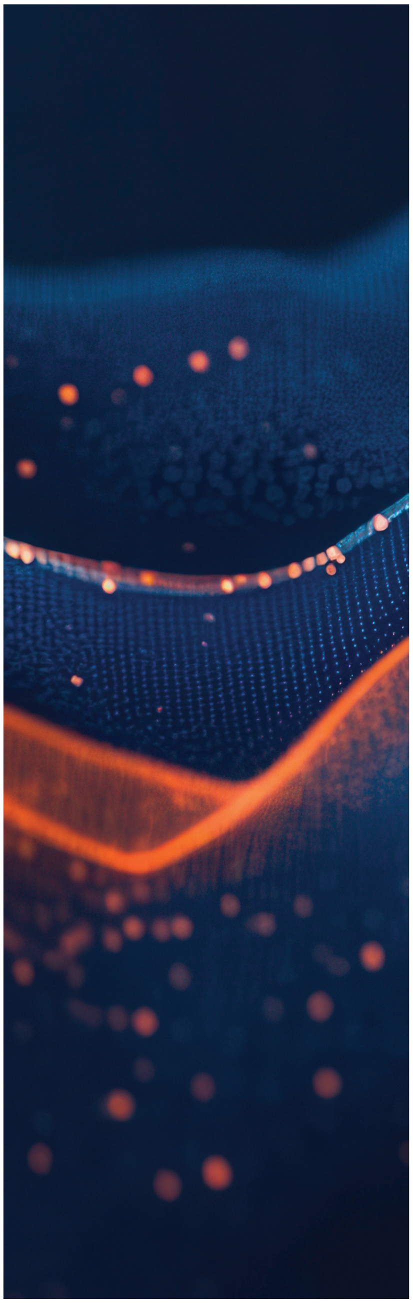
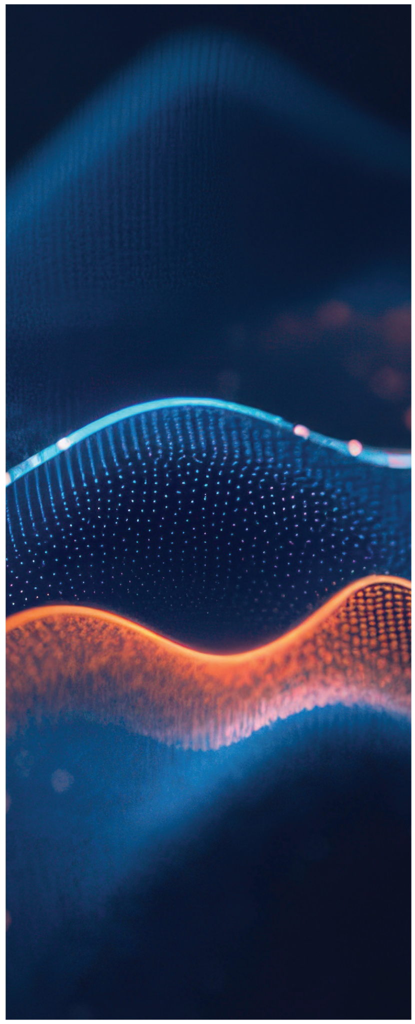
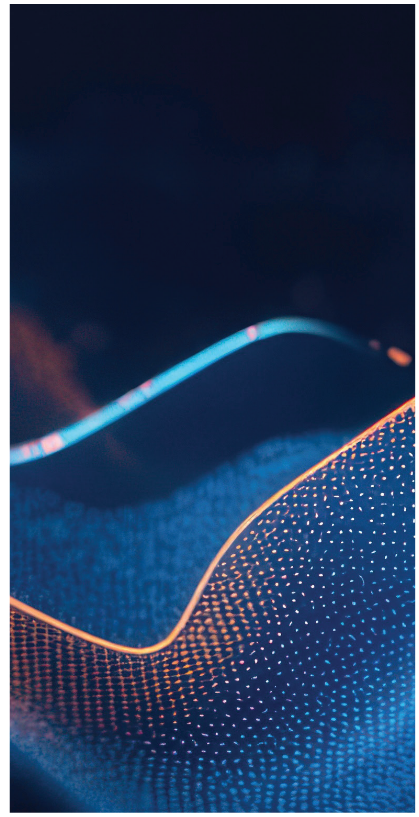
FROST & SULLIVAN
BEST PRACTICES

2026

GLOBAL GTM ORCHESTRATION AND REVENUE INTELLIGENCE PLATFORMS

COMPANY OF THE YEAR

6sense

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Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. 6sense excels in many of the criteria in the GTM orchestration and revenue intelligence platforms space.

RECOGNITION CRITERIA

Visionary Innovation & Performance	*Customer Impact*
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

The Evolution of the GTM Orchestration and Revenue Intelligence Platforms Market

Structural changes in business-to-business (B2B) buying behavior have fundamentally altered how demand is created, detected, and converted, widening the gap between the data organizations collect and the revenue decisions they must make. 6sense's own account-readiness research, based on behavioral data from 594 B2B organizations and 18.8 million prospect accounts, shows that approximately 60% of accounts are dormant at any given moment, while roughly 40% show meaningful signs of buying activity. However, most of the active accounts remain in early-stage awareness or consideration rather than active purchase mode, with only a small share reaching decision or purchase readiness.[1] This reinforces the broader in-market/out-market principle articulated by the LinkedIn B2B Institute and Ehrenberg-Bass Institute: many potential buyers are out-market today but may become in-market in the future.[2]

"6sense not only highlights accounts that are ready to engage — but what I like (and probably the most rewarding feature) is the 'recent intent activities' that show up when you start outbounding to those accounts so you can see the results of your work."

— Haniya Hussain, Sales Development Representative, Coveo

[1] 6sense, "Nuancing the 95/5 Rule and Dead Zone of B2B Buying Journeys," 17 April 2025. https://6sense.com/science-of-b2b/nuancing-the-95-5-rule-and-dead-zone-of-b2b-buying-journeys/ (Accessed in June 2026)
[2] LinkedIn B2B Institute, "The 95-5 Rule," developed with the Ehrenberg-Bass Institute. https://business.linkedin.com/advertise/resources/b2b-institute/how-b2b-brands-grow (Accessed in June 2026)

For revenue teams, this creates a more complex demand environment. Buyers are not simply moving through a linear funnel from awareness to sales engagement. Instead, buying groups often conduct substantial independent research, compare vendors, shape requirements, and build internal consensus before direct interaction with sellers. 6sense's 2025 Buyer Experience Report, based on nearly 4,000 buyer responses across North America, Asia-Pacific, and Europe, the Middle East, and Africa, shows that buyers are able to complete roughly two-thirds of their buying journeys—including choosing winning vendors—before engaging with sellers. The same research found that buyers' first engagement with sellers shifted from about 69% of the buying journey in 2024 to about 61% in 2025, while the average buying cycle reduced from 11.3 months to 10.1 months.[3] Demand Gen Report's coverage of 6sense's earlier buyer research reinforces this point: the anonymous research phase has effectively become a decision-making phase for many B2B buyers.[4]

> *"Building on this foundation, 6sense has evolved beyond simply surfacing intent signals to enabling coordinated, execution-oriented GTM strategies. While earlier platform iterations focused on demand visibility, the current trajectory emphasizes supporting immediate, structured, and scalable action on intelligence."*
>
> ***- Riana Barnard***
> ***Industry Analyst, Digital Content Services***

These dynamics reveal three structural challenges. First, demand is largely invisible for most of the buying cycle, as customers spend months researching and evaluating options before vendors see explicit intent or inbound engagement. Second, even when signals such as web activity, third-party intent, job changes, funding events, and technographics do appear, they are scattered across different systems and rarely unified into a coherent, account-level narrative to drive prioritization and engagement. This issue is exacerbated by the move toward privacy-safe, first-party data and the decline of third-party tracking mechanisms. Third, predictive models in many tools remain opaque, offering scores without sufficient explanation. This lack of transparency limits trust and adoption in environments where stakeholders increasingly demand both outcome visibility and decision clarity.

In response, the market is moving toward contextual intelligence—real-time, explainable insights that link signals to buyer behavior and can be directly operationalized within GTM activities. This transition marks a broader evolution from mere insight generation to coordinated execution, where value is defined by the ability to translate data into timely, measurable action.

Frost & Sullivan's independent analysis finds that 6sense's vision is closely aligned with the market's shift toward contextual intelligence and more coordinated, data-driven GTM execution.

Unifying Invisible Demand for Coordinated GTM Action

6sense is a leading GTM intelligence and revenue intelligence platform that empowers B2B sales and marketing teams to identify in-market accounts, interpret buyer signals, prioritize engagement, and

[3] 6sense, "The B2B Buyer Experience Report for 2025: How AI Is (and Isn't) Disrupting Buying Journeys." https://6sense.com/science-of-b2b/buyer-experience-report-2025/ (Accessed in June 2026)
[4] https://www.demandgenreport.com/industry-news/80-of-b2b-buyers-initiate-first-contact-once-theyre-70-through-their-buying-journey/48394/ (Accessed in June 2026)

convert pipeline into revenue. Founded in 2013 and headquartered in San Francisco, California, 6sense serves enterprise and mid-market organizations worldwide across industries such as software, technology, financial services, manufacturing, and business services. Notable customers include SAP, Cisco, Zendesk, Qualtrics, PTC, Qlik, Shell, Okta/Auth0, Cognizant, Nasdaq, Iron Mountain, Blue Yonder, and Autodesk.[5]

"Recognizing the potential of 6sense to revolutionize our marketing and sales alignment, we invested in the tool and began to shift our focus towards account-centric targeting. This initial phase laid the foundation for our comprehensive ABM strategy."

— George Samaras, Director of Marketing Operations & Technology, Coveo

The platform is built on a unified signal foundation that integrates first- and third-party data, anchored by an embedded customer data and identity graph developed since inception. Its robust architecture enables identity resolution across complex buying groups, consolidating disparate interactions into a single, account-level view. Leveraging this foundation, 6sense applies predictive buying-stage models that estimate which accounts are likely to generate opportunities within the next 60 to 90 days—surfacing demand ahead of traditional pipeline visibility while maintaining transparency into the underlying signals.

Building on this foundation, 6sense has evolved beyond simply surfacing intent signals to enabling coordinated, execution-oriented GTM strategies. While earlier platform iterations focused on demand visibility, the current trajectory emphasizes supporting immediate, structured, and scalable action on intelligence.

"Operational transparency is central to its approach. Deal-risk indicators, engagement trends, and competitive signals enable earlier detection of shifts in account behavior. Natural language interfaces further accelerate time-to-value, empowering users to access insights and recommended actions without technical expertise."

- Riana Barnard
Industry Analyst, Digital Content Services

Two closely linked developments underpin this evolution. First, data is now broadly accessible across revenue teams. Insight generation has shifted from manual, specialist-driven analysis to real-time, role-based access for both sales and marketing, reducing reliance on static dashboards and enabling more consistent, timely decision-making aligned with live account activity.

Second, execution has been consolidated into a unified operational environment. Instead of treating marketing and sales as adjacent but separate workflows, the platform now connects signal detection, prioritization, and engagement through shared processes. This reduces fragmentation and enables more coordinated, cross-functional workflows aligned with buying group behavior.

Conversational AI plays a central role in this transition. 6sense's RevvyAI layer, embedded across core interfaces, allows users to interact with account data, retrieve insights, and generate recommended actions through natural language. This reduces the time from question to action and expands access to advanced analytics beyond specialist users.

[5] https://6sense.com/about-us/ (Accessed in June 2026)

In parallel, legacy orchestration capabilities have been unified within the Intelligent Workflows canvas. This environment supports cross-functional activities, such as audience creation, customer relationship management (CRM) enrichment, and campaign activation, from a single interface. Enhanced usability and governance ensure these workflows scale effectively without duplication or operational risk.

Measurement capabilities have also advanced beyond engagement tracking to directly linking activities with revenue outcomes. Enhanced reporting ties account-level interactions to pipeline creation and opportunity development, providing clearer visibility into how coordinated activities drive performance over time. Additionally, the continued expansion of global signal coverage and enterprise-grade governance supports deployment across large, distributed organizations, ensuring consistency, compliance, and scalability.

Together, these developments mark a clear progression from insight generation to integrated action, where data, intelligence, and activation operate within a single, coordinated system.

Redefining Advantage through Embedded Ecosystem Intelligence

Within this context, 6sense has evolved from a traditional account-based marketing (ABM) platform into an intelligence layer seamlessly embedded within the GTM ecosystem. Instead of confining users to a separate, monolithic environment, the platform delivers insights directly into the tools teams already rely on, including CRM systems, sales engagement solutions, and browser-based workspaces. This approach reduces adoption friction and aligns with enterprise initiatives to rationalize and optimize marketing technology investments.

This repositioning reflects a shift in competitive dynamics. Today, differentiation hinges on the ability to combine AI-enabled orchestration, deep data intelligence, buying-group visibility, and outcome-based measurement—not just standalone campaign execution. Platforms that unify signal capture, interpret intent in context, and activate insights within revenue workflows are becoming the primary drivers of measurable GTM performance.

6sense stands apart through the depth and structure of its predictive and contextual capabilities. Its buying-stage model estimates each account’s position and pinpoints those nearing a decision window. This empowers organizations to distinguish between long-term prospects and accounts in need of immediate engagement. Simultaneously, contextual signal synthesis weaves together third-party intent, first-party engagement, job changes, funding data, and technographics into a unified view underpinned by more than a decade of historical signals. Advanced identity resolution maintains behavioral insight continuity even as individuals move between roles and organizations.

"Precision always beats volume. We didn't need more campaigns; we needed a smarter way to engage the right prospects at the right time. 6sense gave us the foundation."

— Director of Marketing Operations, Global Consulting Firm

For example, when a senior decision-maker transitions to a new company, the platform links historical advocacy, prior engagement, and current technographic context across both organizations, revealing expansion opportunities and highlighting potential competitive risks.

Explainability further reinforces this differentiation. Each predictive score is backed by contributing signals and trend data, allowing stakeholders across marketing, sales, and finance to understand both the prioritization and the underlying rationale.

Fueling Enterprise Innovation with Deep Data Science

6sense's strategic growth is propelled by disciplined execution and sustained innovation. Founded more than a decade ago as an AI and ML-first organization, the company has continually invested in product development, with annual research and development spending and more than 150 patents filed or granted. These investments are evident in an architecture purpose-built for real-world buying behavior. Predictive models mirror observed buying cycles, and the data infrastructure spans approximately 19 million accounts. Integrated activation capabilities ensure insights translate into coordinated marketing and sales actions, all supported by closed-loop measurement.

"6sense Email Agents are fully executing campaigns and following up with leads that our SDRs didn't have the bandwidth to go after."

— Rich Fong, Senior Manager of Sales Development, Vendavo

Operational transparency is central to its approach. Deal-risk indicators, engagement trends, and competitive signals enable earlier detection of shifts in account behavior. Natural language interfaces further accelerate time-to-value, empowering users to access insights and recommended actions without technical expertise.

Organizationally, 6sense has grown to nearly 1,000 employees, fostering greater specialization across product development, data science, strategy, and customer success.[6] This structure enables consistent execution and continuous product evolution driven by customer and market feedback.

Maximizing Pipeline Yield while Reducing Operational Overhead

From a cost and performance perspective, 6sense drives revenue efficiency by aligning activities with accounts most likely to convert. By concentrating resources on high-potential opportunities while sustaining engagement with longer-term prospects, organizations can increase yield without a proportional rise in spending.

The platform also reduces operational overhead by embedding intelligence directly into daily workflows and enabling faster access to critical information. This shortens the path from analysis to action. Real-time analytics deliver visibility into performance across campaigns and buying stages, allowing for more responsive optimization.

"The ability to pair account scoring with engagement scoring is critical for campaigns to work better — and it ultimately enables us to have more use cases across the organization."

— Joe Rapolla, Sales and Marketing Operations Manager, Nanawall

Throughout the customer journey, these capabilities enable phased adoption and expansion. Seamless integration within existing systems reduces implementation friction, while intuitive interfaces minimize

[6] Frost & Sullivan interview with 6sense, 27 May 2026

dependence on specialist users. Ongoing access to analytics and structured engagement models supports continuous optimization, not just one-time deployment.

Conclusion

Structural shifts, including extended buying cycles, a majority of accounts remaining out of market, increased reliance on AI-driven research, and declining marketing technology utilization, have created an environment in which traditional demand generation approaches are no longer sufficient. 6sense addresses these unmet needs with a strong leadership focus. The company has evolved beyond providing visibility into demand toward enabling coordinated action. Capabilities such as conversational access to data through RevvyAI, unified orchestration through Intelligent Workflows, and a direct linkage between engagement and pipeline outcomes reflect a broader shift in how GTM systems operate. Intelligence is no longer delivered as a separate analytical layer but embedded within day-to-day workflows.

"6sense is our foundation for developing a precise and effective ABM ecosystem. It empowers us with unparalleled insights into buyer intent, guiding us to deliver personalized experiences and foster meaningful engagements that drive transformative business outcomes."

— Marilou Simard-Baril, Head of Account-Based Marketing, Coveo

This positions 6sense not only as a provider of insight, but as a system that enables organizations to translate fragmented signals into timely, explainable, and scalable revenue actions. By embedding these capabilities within existing sales and marketing environments, the platform reduces friction between insight and execution while improving accountability for outcomes. As a result, Frost & Sullivan recognizes 6sense as a leading platform based on its AI-first strategy, integrated orchestration, and sustained growth. Moreover, 6sense demonstrates strong alignment across vision, innovation, and customer impact, supported by consistent execution and measurable value delivery.

With its strong overall performance, 6sense earns Frost & Sullivan's Global Company of the Year recognition in the GTM orchestration and revenue intelligence platforms market.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging megatrends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** Industry Leadership

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)