Clari vs Salesforce Revenue Intelligence: Key Features

Features	Clari	Revenue Intelligence
Integration with Salesforce	Integrates with Salesforce to pull in data, but the workflow can be redundant and not always bi-directional — leading to inconsistent call, best case, and pipeline numbers across the two systems	Allow sales reps and sales leaders to get complete visibility of pipeline, forecasting, and rep performance directly in Sales Cloud from the get-go
Pipeline Management	Clari's pipeline health scoring can be inconsistent and potentially misleading, with no option to manually improve scoring due to automated algorithms	Gives users a fully customizable analytics suite with configurable components, and the ability to build your own scoring model to improve forecasting accuracy
Opportunity Management	Only shows reasons for opportunity failure	Einstein Opportunity Scoring & Deal Health Insights help sales teams understand the factors driving pipeline and account health with AI-powered insights
Predictive Analytics	Clari's AI and predictive capabilities can sometimes become unreliable	Collaborative and Predictive Forecasting allows you to forecast sales from your opportunity pipeline and use AI insights to bring more certainty and visibility to your forecasts
Team Use	Mostly beneficial to managers. Focuses on forecasting and reporting for managers, with limited value for sales reps	Give everyone on the sales team a personalized command center to track progress toward quotas. Sales leaders can evaluate team performance against goals quickly with visualizations of individual performance and commit numbers
Customization	Customization can be difficult and complex with limited self service functionality. Built for a limited set of use cases and comes with standard functionality such as forecasting	Right out-of-the-box you have access to predictive analytics and dashboard that are embedded into Sales Cloud with lots of options for customization
Value for Money	Clari requires additional costs for some features. The average cost for Clari is about $160,000 annually while the maximum price can reach up to $1,200,000 (vendr.com)	Einstein 1 Edition for Sales gives you the most bang for your buck with access to Revenue Intelligence along with Einstein Copilot, built-in AI features like Einstein Activity Capture and Lead Scoring, Data Cloud, Slack Sales Elevate, Performance Management, and much more

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