FullFunnel

CLAY VS. 6SENSE FOR ABM
WHICH ONE IS RIGHT FOR YOU?

Quick Comparison

ABM Framework	Clay	6sense
Approach	Modular, customizable workflows	Pre-packaged, rigid playbooks
Buyer Intent	Build your own triggers (e.g., hiring, funding, tech changes)	Proprietary intent data from partners like Bombora, G2
Segmentation	Dynamic ICP scoring using any attribute (firmographic, custom)	Standard scoring model with some customization
Account Journeys	Build your own lifecycle logic with CRM + external data	Pre-built journey stages: unaware → engaged → in-market
Contact Prioritization	Custom logic per persona, signal strength, and channel	Built-in scoring, limited override options
Tech Integration	API-first, works with anything	Works best with Salesforce /Marketo stack
Pricing	Pay-as-you-go per row/action	High annual commitment (6-figure contracts typical)
Implementation Time	Days to build something usable	Weeks to months to deploy fully
Team Required	RevOps + growth marketers (tech-friendly)	ABM strategists + marketing ops

Why Clay Wins for Modern ABM

✓ **You're not buying someone else's playbook.**
Clay lets you *design* your motion, based on how your buyers behave and what your GTM team can execute.

✓ **Intent isn't magic—it's just a signal.**
Clay helps you build your own intent engine using live data signals— like job postings, tech installs, or social engagement—not just branded third-party data.

✓ **Less vendor dependency, more flexibility.**
Clay connects to your stack and grows with your team. You're not locked into a platform with a 12-month roadmap you don't control.

✓ **Real ABM is about action, not dashboards.**
Clay isn't just telling you who's "in-market." It's automating what you do next with that information.

The Bottom Line

6sense is a platform. Clay is an **engine**.

If you want to control your data, customize your triggers, and launch ABM campaigns your way, Clay is the better choice—**faster, cheaper, and more flexible.**