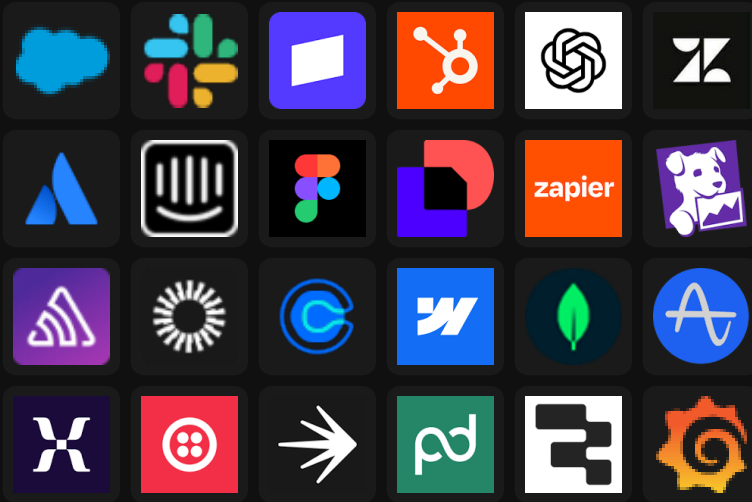


THE

# B2B Tech Stack Lookbook

What 30 Salesforce-powered tech companies actually run



**30**

companies profiled

**161**

unique tools mapped

**3**

growth tiers

# How to read this guide

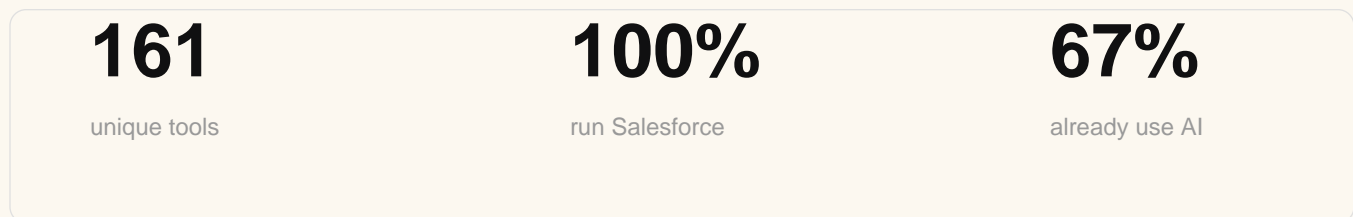
We pulled the tech stacks of 30 B2B tech companies using Built With, filtering for business-relevant tools only — no JavaScript libraries, no CDNs, no tracking pixels.

Every company in this guide runs Salesforce as their CRM. We organized their tools into functional categories so you can compare stacks at a glance.

Companies are grouped into three tiers by employee count:

- Tier 1: 10–50 employees**      Lean and focused. Every tool is intentional.
- Tier 2: 51–150 employees**      The stack is expanding. Overlap is emerging.
- Tier 3: 151–350 employees**      Full scale. The integration surface area is massive.

Each company profile shows their full business tool stack, categorized by function. Use this to benchmark your own stack, spot tools you might be missing, or see how companies at your stage are solving the same problems.



TIER 1

# 10 — 50 employees

Lean teams. Tight budgets. Every tool earns its seat. These companies run 11–28 tools, and the ops person probably manages all of them between strategic projects.

**71**

unique tools

**17**

avg per company











**11–28**

tool range

**\$73K–\$215K**

est. annual tool spend

## Companies in this tier

-  **Stoplight** API Design Platform
-  **Replit** AI/Developer Tools
-  **Coder** Cloud Dev Environments
-  **Temporal** Workflow Orchestration
-  **AppOmni** SaaS Security
-  **FOSSA** Open Source Compliance
-  **Productiv** SaaS Management
-  **Obsidian Security** Cloud Security
-  **Anyscale** AI Infrastructure
-  **Clarifai** AI/ML Platform

~40 employees



# Stoplight

API Design Platform · stoplight.io

## Tech stack — 13 tools

### CRM & MARKETING

 **Salesforce** CRM

 **Marketo** Marketing automation

 **HubSpot** Marketing automation

### COLLABORATION & COMMS

 **Miro** Visual collaboration

 **Office 365** Email & productivity

### WEBSITE & CMS

 **Webflow** Website builder

### SECURITY & COMPLIANCE

 **Mimecast** Email security

### ABM & SALES INTELLIGENCE

 **6sense** Intent data & ABM

 **ZoomInfo** B2B data & enrichment

### ANALYTICS & DATA

 **Hotjar** Heatmaps & feedback

 **GA4** Web analytics

 **Google Tag Manager** Tag management

### DEV TOOLS & INFRASTRUCTURE

 **StatusPage.io** Status page

~50 employees



# Replit

AI/Developer Tools · replit.com

## Tech stack — 17 tools

### CRM & MARKETING

 **Salesforce** CRM

### ABM & SALES INTELLIGENCE

 **ZoomInfo** B2B data & enrichment

### WEBSITE & CMS

 **Sanity** Headless CMS

### HR & OPERATIONS

 **Rippling** HR & IT platform

### CUSTOMER ENGAGEMENT

 **Zendesk** Customer support

### EMAIL DELIVERY

 **Mailgun** Email API


### PAYMENTS & BILLING

 **PayPal** Payment processing

### ANALYTICS & DATA

 **Segment** Customer data platform

 **Statsig** Feature flags & analytics

 **AppsFlyer** Mobile attribution

 **Hotjar** Heatmaps & feedback

 **GA4** Web analytics

 **Google Tag Manager** Tag management

### DEV TOOLS & INFRASTRUCTURE

 **Sentry** Error monitoring

 **Datadog RUM** Real user monitoring

### COLLABORATION & COMMS

 **Slack** Team messaging

 **Google Workspace** Email & productivity






# Coder




Cloud Dev Environments · coder.com

## Tech stack — 22 tools

### CRM & MARKETING

-  **Salesforce** CRM
-  **HubSpot** Marketing automation
-  **PathFactory** Content marketing



### ABM & SALES INTELLIGENCE

-  **6sense** Intent data & ABM
-  **Clearbit** Data enrichment
-  **ZoomInfo** B2B data & enrichment




### DOCUMENT & WORKFLOW

-  **Box** File management





### WEBSITE & CMS

-  **Webflow** Website builder
-  **DatoCMS** Headless CMS



### COLLABORATION & COMMS

-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **Google Workspace** Email & productivity

### ANALYTICS & DATA

-  **HockeyStack** Revenue attribution
-  **Hotjar** Heatmaps & feedback
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### DEV TOOLS & INFRASTRUCTURE

-  **Algolia** Search
-  **OpenAI** AI platform

### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...

### PAYMENTS & BILLING

-  **Stripe** Payment processing

### CUSTOMER ENGAGEMENT

-  **Zendesk** Customer support

### EMAIL DELIVERY

-  **Mailgun** Email API

~50 employees





# Temporal



Workflow Orchestration · temporal.io

## Tech stack — 18 tools


### CRM & MARKETING

-  **Salesforce** CRM
-  **Marketo** Marketing automation

### PROJECT MANAGEMENT

-  **Airtable** Database & workflows
-  **Atlassian Cloud (Jira/Confluence)** Project man...



### WEBSITE & CMS

-  **Contentful** Headless CMS




### HR & OPERATIONS

-  **Rippling** HR & IT platform





### COLLABORATION & COMMS

-  **Zoom** Video conferencing
-  **Google Workspace** Email & productivity

### ANALYTICS & DATA

-  **Segment** Customer data platform
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### DOCUMENT & WORKFLOW

-  **DocuSign** E-signatures
-  **Figma** Design collaboration
-  **Twilio** Communications API
-  **Zapier** Workflow automation

### PAYMENTS & BILLING

-  **Stripe** Payment processing

### DEV TOOLS & INFRASTRUCTURE

-  **OpenAI** AI platform

### EMAIL DELIVERY

-  **Amazon SES** Email service

~40 employees

# AppOmni

SaaS Security · appomni.com



## Tech stack — 18 tools

### CRM & MARKETING

 **Salesforce** CRM

 **HubSpot** Marketing automation

### DEV TOOLS & INFRASTRUCTURE

 **New Relic** APM

 **Sentry** Error monitoring

 **Postman** API testing

 **OpenAI** AI platform

### WEBSITE & CMS

 **WordPress** CMS

### CUSTOMER ENGAGEMENT

 **Zendesk** Customer support

### EMAIL DELIVERY

 **Mailgun** Email API


### ABM & SALES INTELLIGENCE

 **6sense** Intent data & ABM

### ANALYTICS & DATA

 **Hotjar** Heatmaps & feedback

 **GA4** Web analytics

 **Google Tag Manager** Tag management

### DOCUMENT & WORKFLOW

 **DocuSign** E-signatures

### COLLABORATION & COMMS

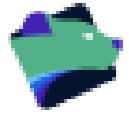
 **Miro** Visual collaboration

 **Slack** Team messaging

 **WebEx** Video conferencing

 **Google Workspace** Email & productivity

~40 employees



# FOSSA

Open Source Compliance · fossa.com

## Tech stack — 11 tools

### CRM & MARKETING

 **Salesforce** CRM

 **Pardot** Marketing automation

### DEV TOOLS & INFRASTRUCTURE

 **Algolia** Search

 **StatusPage.io** Status page

### COLLABORATION & COMMS

 **Slack** Team messaging

 **Google Workspace** Email & productivity

### ABM & SALES INTELLIGENCE

 **Koala** Visitor identification

### ANALYTICS & DATA

 **Heap** Auto-capture analytics

 **GA4** Web analytics

 **Google Tag Manager** Tag management

### EMAIL DELIVERY

 **Mailgun** Email API








# Productiv

SaaS Management · productiv.com

## Tech stack — 28 tools



### CRM & MARKETING

-  **Salesforce** CRM
-  **HubSpot** Marketing automation
-  **Drift** Conversational marketing
-  **Mailchimp** Email marketing
-  **Marketo** Marketing automation




### CUSTOMER ENGAGEMENT

-  **Intercom** Live chat & support
-  **Zendesk** Customer support

### DOCUMENT & WORKFLOW

-  **DocuSign** E-signatures
-  **Box** File management

### COLLABORATION & COMMS

-  **Miro** Visual collaboration
-  **Slack** Team messaging
-  **Google Workspace** Email & productivity





### WEBSITE & CMS

-  **WordPress** CMS

### PAYMENTS & BILLING

-  **Stripe** Payment processing



### ANALYTICS & DATA

-  **Segment** Customer data platform
-  **Microsoft Clarity** Session replay
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management




### ABM & SALES INTELLIGENCE

-  **Clearbit** Data enrichment
-  **ZoomInfo** B2B data & enrichment



### SECURITY & COMPLIANCE

-  **OneTrust** Privacy compliance
-  **Okta** Identity management

### PROJECT MANAGEMENT

-  **Smartsheet** Work management
-  **Wrike** Work management
-  **Atlassian Cloud (Jira/Confluence)** Project man...

### DEV TOOLS & INFRASTRUCTURE

-  **StatusPage.io** Status page
-  **Sentry** Error monitoring

### EMAIL DELIVERY

-  **Postmark** Transactional email

~40 employees






# Obsidian Security

Cloud Security · obsidiansecurity.com

## Tech stack — 23 tools




### CRM & MARKETING

-  **Salesforce** CRM
-  **Marketo** Marketing automation
-  **Hushly** Lead capture

### PROJECT MANAGEMENT

-  **Airtable** Database & workflows





### DOCUMENT & WORKFLOW

-  **Box** File management
-  **Figma** Design collaboration
-  **AdRoll** Retargeting


### WEBSITE & CMS

-  **Webflow** Website builder





### COLLABORATION & COMMS

-  **Wistia** Video hosting
-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **Google Workspace** Email & productivity



### ABM & SALES INTELLIGENCE

-  **Clearbit** Data enrichment
-  **ZoomInfo** B2B data & enrichment

### ANALYTICS & DATA

-  **Microsoft Clarity** Session replay
-  **Ahrefs** SEO analytics
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### DEV TOOLS & INFRASTRUCTURE

-  **Postman** API testing
-  **OpenAI** AI platform

### HR & OPERATIONS

-  **Rippling** HR & IT platform

### CUSTOMER ENGAGEMENT

-  **Zendesk** Customer support

### SECURITY & COMPLIANCE

-  **Proofpoint** Email security

~50 employees






# Anyscale

AI Infrastructure · [anyscale.com](https://anyscale.com)

## Tech stack — 13 tools




### CRM & MARKETING

-  **Salesforce** CRM
-  **HubSpot** Marketing automation
-  **Mutiny** Website personalization

### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...

### COLLABORATION & COMMS

-  **Wistia** Video hosting
-  **Slack** Team messaging
-  **Google Workspace** Email & productivity

### ABM & SALES INTELLIGENCE

-  **Clearbit** Data enrichment

### ANALYTICS & DATA

-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### WEBSITE & CMS

-  **Contentful** Headless CMS

### PAYMENTS & BILLING

-  **Stripe** Payment processing

### EMAIL DELIVERY

-  **Amazon SES** Email service

~45 employees



# Clarifai






AI/ML Platform · clarifai.com

## Tech stack — 20 tools



### CRM & MARKETING

-  **Salesforce** CRM
-  **HubSpot (CMS + CRM)** CMS & marketing automat...

### ANALYTICS & DATA

-  **Amplitude** Product analytics
-  **Hotjar** Heatmaps & feedback
-  **Microsoft Clarity** Session replay
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management




### DEV TOOLS & INFRASTRUCTURE

-  **LucidWorks** Enterprise search
-  **Sentry** Error monitoring

### EMAIL DELIVERY

-  **Amazon SES** Email service



### ABM & SALES INTELLIGENCE

-  **Apollo.io** Sales intelligence
-  **FullContact** Identity resolution
-  **Warmly** Visitor identification

### CUSTOMER ENGAGEMENT

-  **Intercom** Live chat & support




### SECURITY & COMPLIANCE

-  **OneTrust** Privacy compliance
-  **Sophos** Endpoint security

### PAYMENTS & BILLING

-  **Stripe** Payment processing

### COLLABORATION & COMMS

-  **Slack** Team messaging
-  **Google Workspace** Email & productivity
-  **Office 365** Email & productivity

TIER 2

# 51 — 150 employees

This is where the stack starts to sprawl. Sales engagement tools appear. Multiple analytics platforms stack on top of each other. The ops person is managing 15–37 integrations.

**101**

unique tools

**24**

avg per company











**11–37**

tool range

**\$200K–\$590K**

est. annual tool spend

## Companies in this tier

-  **15Five** Performance Management
-  **Retool** Internal Tools Platform
-  **Aircall** Cloud Phone System
-  **Cribl** Observability Pipeline
-  **Contrast Security** Application Security
-  **Render** Cloud Hosting
-  **Coralogix** Observability
-  **Productboard** Product Management
-  **ChurnZero** Customer Success
-  **Affinity** Relationship Intelligence CRM









# 15Five





Performance Management · 15five.com

## Tech stack — 24 tools

### CRM & MARKETING

-  **Salesforce** CRM
-  **HubSpot (CMS + CRM)** CMS & marketing automat...
-  **Qualified** Conversational marketing
-  **PathFactory** Content marketing
-  **Clearbit (VWO)** Data enrichment & A/B testing
-  **Drift** Conversational marketing

### DEV TOOLS & INFRASTRUCTURE

-  **New Relic** APM
-  **Lever** Recruiting
-  **Sentry** Error monitoring
-  **OpenAI** AI platform

### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...





### WEBSITE & CMS

-  **WordPress** CMS

### ABM & SALES INTELLIGENCE

-  **6sense** Intent data & ABM






### ANALYTICS & DATA

-  **FullStory** Session replay
-  **Hotjar** Heatmaps & feedback
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### DOCUMENT & WORKFLOW

-  **DocuSign** E-signatures

### COLLABORATION & COMMS

-  **Miro** Visual collaboration
-  **Wistia** Video hosting
-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **Google Workspace** Email & productivity

### CUSTOMER ENGAGEMENT

-  **Zendesk** Customer support

~120 employees




# Retool

Internal Tools Platform · retool.com

## Tech stack — 19 tools


### CRM & MARKETING

-  **Salesforce** CRM
-  **Customer.io** Messaging automation

### OPTIMIZATION & TESTING

-  **Intellimize** AI personalization






### DOCUMENT & WORKFLOW

-  **Typeform** Forms & surveys




### WEBSITE & CMS

-  **Sanity** Headless CMS





### COLLABORATION & COMMS

-  **Miro** Visual collaboration
-  **Loom** Video messaging
-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **Google Workspace** Email & productivity

### ANALYTICS & DATA

-  **Hotjar** Heatmaps & feedback
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### DEV TOOLS & INFRASTRUCTURE

-  **Datadog RUM** Real user monitoring
-  **Sentry** Error monitoring
-  **Greenhouse** Recruiting
-  **OpenAI** AI platform

### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...

### PAYMENTS & BILLING

-  **Stripe** Payment processing

~100 employees






# Aircall





Cloud Phone System · aircall.io

## Tech stack — 22 tools

### CRM & MARKETING

-  **Salesforce** CRM
-  **Marketo** Marketing automation
-  **Brevo** Email marketing

### ANALYTICS & DATA

-  **RudderStack** Customer data pipeline
-  **Microsoft Clarity** Session replay
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### OPTIMIZATION & TESTING

-  **Storylane** Interactive demos



### WEBSITE & CMS

-  **Storyblok** Headless CMS




### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...




### COLLABORATION & COMMS

-  **Zoom** Video conferencing
-  **Google Workspace** Email & productivity

### CUSTOMER ENGAGEMENT

-  **Aircall** Cloud phone system
-  **Intercom** Live chat & support
-  **Zendesk** Customer support



### DEV TOOLS & INFRASTRUCTURE

-  **Datadog RUM** Real user monitoring
-  **StatusPage.io** Status page
-  **OpenAI** AI platform

### SECURITY & COMPLIANCE

-  **OneTrust** Privacy compliance

### DOCUMENT & WORKFLOW

-  **DocuSign** E-signatures
-  **Zapier** Workflow automation

### EMAIL DELIVERY

-  **Mandrill (Mailchimp)** Transactional email







# Cribl


Observability Pipeline · cribl.io

## Tech stack — 26 tools

### CRM & MARKETING

-  **Salesforce** CRM
-  **Marketo** Marketing automation
-  **Qualified** Conversational marketing
-  **PathFactory** Content marketing




### OPTIMIZATION & TESTING

-  **Optimizely** A/B testing

### DEV TOOLS & INFRASTRUCTURE

-  **New Relic** APM
-  **Algolia** Search

### PROJECT MANAGEMENT

-  **Airtable** Database & workflows
-  **Smartsheet** Work management
-  **Atlassian Cloud (Jira/Confluence)** Project man...





### WEBSITE & CMS

-  **Contentful** Headless CMS
-  **WordPress** CMS

### ABM & SALES INTELLIGENCE

-  **6sense** Intent data & ABM





### ANALYTICS & DATA

-  **FullStory** Session replay
-  **Microsoft Clarity** Session replay
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management




### SECURITY & COMPLIANCE

-  **OneTrust** Privacy compliance
-  **1Password** Password management

### DOCUMENT & WORKFLOW

-  **Box** File management
-  **DocuSign** E-signatures
-  **LogMeIn** Remote access
-  **Zapier** Workflow automation

### COLLABORATION & COMMS

-  **Slack** Team messaging
-  **Vimeo** Video hosting
-  **Google Workspace** Email & productivity



# Contrast Security

Application Security · contrastsecurity.com

## Tech stack — 26 tools

### CRM & MARKETING

- Salesforce** CRM
- HubSpot (CMS + CRM)** CMS & marketing automat...
- Qualified** Conversational marketing

### ANALYTICS & DATA

- Hotjar** Heatmaps & feedback
- Microsoft Clarity** Session replay
- GA4** Web analytics
- Google Tag Manager** Tag management

### SECURITY & COMPLIANCE

- 1Password** Password management
- Agari** Email protection

### COLLABORATION & COMMS

- Miro** Visual collaboration
- Wistia** Video hosting
- Slack** Team messaging
- Zoom** Video conferencing
- WebEx** Video conferencing
- Google Workspace** Email & productivity

### DEV TOOLS & INFRASTRUCTURE

- Dynatrace** APM & observability
- StatusPage.io** Status page

### ABM & SALES INTELLIGENCE

- Engagio** ABM orchestration
- Allbound** Partner management
- ZoomInfo Chat** Conversational ABM

### DOCUMENT & WORKFLOW

- OptinMonster** Lead capture
- DocuSign** E-signatures

### PROJECT MANAGEMENT

- Smartsheet** Work management
- Wrike** Work management
- Atlassian Cloud (Jira/Confluence)** Project man...

### CUSTOMER ENGAGEMENT

- Zendesk** Customer support

~90 employees



# Render

Cloud Hosting · render.com

## Tech stack — 17 tools

### CRM & MARKETING

 **Salesforce** CRM

### OPTIMIZATION & TESTING

 **GrowthBook** Feature flags & A/B testing

### DOCUMENT & WORKFLOW

 **DocuSign** E-signatures

 **Figma** Design collaboration

 **Zapier** Workflow automation

### HR & OPERATIONS

 **Rippling** HR & IT platform

### COLLABORATION & COMMS

 **Slack** Team messaging

 **Zoom** Video conferencing

 **Google Workspace** Email & productivity

### ANALYTICS & DATA

 **Segment** Customer data platform

 **GA4** Web analytics

 **Google Tag Manager** Tag management

### DEV TOOLS & INFRASTRUCTURE

 **Algolia** Search

 **StatusPage.io** Status page

 **OpenAI** AI platform

### WEBSITE & CMS

 **Sanity** Headless CMS

### PAYMENTS & BILLING

 **Stripe** Payment processing







# Coralogix




Observability · coralogix.com

## Tech stack — 32 tools

### CRM & MARKETING

-  **Salesforce** CRM
-  **Marketo** Marketing automation
-  **Qualified** Conversational marketing
-  **PathFactory** Content marketing

### DEV TOOLS & INFRASTRUCTURE

-  **New Relic** APM
-  **Sentry** Error monitoring
-  **OpenAI** AI platform

### CUSTOMER ENGAGEMENT

-  **Intercom** Live chat & support

### OTHER

**Airtable** (? - not seen)  
let me recheck... no Airtable here)




### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...

### WEBSITE & CMS

-  **WordPress** CMS
-  **Unbounce** Landing pages







### EMAIL DELIVERY

-  **SendGrid** Transactional email
-  **Amazon SES** Email service
-  **Marketo Mail** Marketing email




### ABM & SALES INTELLIGENCE

-  **6sense** Intent data & ABM






### ANALYTICS & DATA

-  **Segment** Customer data platform
-  **Bizible** Marketing attribution
-  **FullStory** Session replay
-  **Plausible Analytics** Privacy-first analytics
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### DOCUMENT & WORKFLOW

-  **DocuSign** E-signatures
-  **Figma** Design collaboration
-  **AdRoll** Retargeting

### COLLABORATION & COMMS

-  **Miro** Visual collaboration
-  **Wistia** Video hosting
-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **Google Workspace** Email & productivity

### PAYMENTS & BILLING

-  **Stripe** Payment processing







# Productboard



Product Management · productboard.com

## Tech stack — 37 tools

### CRM & MARKETING

-  **Salesforce** CRM
-  **Pardot** Marketing automation
-  **Marketo** Marketing automation
-  **Qualified** Conversational marketing



### OPTIMIZATION & TESTING

-  **Navattic** Interactive demos
-  **Storylane** Interactive demos



### CUSTOMER ENGAGEMENT

-  **Intercom** Live chat & support
-  **Zendesk** Customer support




### SECURITY & COMPLIANCE

-  **OneTrust** Privacy compliance
-  **Detectify** Vulnerability scanning

### PROJECT MANAGEMENT

-  **Productboard** Product management
-  **Atlassian Cloud (Jira/Confluence)** Project man...




### DEV TOOLS & INFRASTRUCTURE

-  **Sentry** Error monitoring
-  **OpenAI** AI platform
-  **MongoDB** Database











### DOCUMENT & WORKFLOW

-  **Zapier** Workflow automation

### ABM & SALES INTELLIGENCE

-  **6sense** Intent data & ABM
-  **Clearbit** Data enrichment
-  **MadKudu** Lead scoring




### ANALYTICS & DATA

-  **Segment** Customer data platform
-  **Mixpanel** Product analytics
-  **Amplitude** Product analytics
-  **Heap** Auto-capture analytics
-  **FullStory** Session replay
-  **Sprig** In-product surveys
-  **Hotjar** Heatmaps & feedback
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management
-  **SatisMeter** NPS & feedback

### WEBSITE & CMS

-  **Builder.io** Visual CMS




### COLLABORATION & COMMS

-  **Wistia** Video hosting
-  **Slack** Team messaging
-  **Google Workspace** Email & productivity

### PAYMENTS & BILLING

-  **Stripe** Payment processing

### EMAIL DELIVERY

-  **SendGrid** Transactional email
-  **Mailgun** Email API
-  **Postmark** Transactional email



~120 employees






# ChurnZero




Customer Success · churnzero.com

## Tech stack — 23 tools

### CRM & MARKETING

-  **Salesforce** CRM
-  **HubSpot** Marketing automation
-  **PathFactory** Content marketing

### ANALYTICS & DATA

-  **Hotjar** Heatmaps & feedback
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management






### PAYMENTS & BILLING

-  **Sage Intacct** Financial management



### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...

### COLLABORATION & COMMS

-  **Vimeo** Video hosting
-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **Office 365** Email & productivity
-  **Google Workspace** Email & productivity

### CUSTOMER ENGAGEMENT

-  **ChurnZero** Customer success
-  **Chili Piper** Scheduling & routing



### ABM & SALES INTELLIGENCE

-  **ZoomInfo** B2B data & enrichment

### SECURITY & COMPLIANCE

-  **KnowBe4** Security awareness



### DOCUMENT & WORKFLOW

-  **Gravity Forms** Forms
-  **DocuSign** E-signatures

### WEBSITE & CMS

-  **WordPress** CMS

### DEV TOOLS & INFRASTRUCTURE

-  **Sentry** Error monitoring
-  **OpenAI** AI platform

### EMAIL DELIVERY

-  **SendGrid** Transactional email

~110 employees






# Affinity

Relationship Intelligence CRM · affinity.co

## Tech stack — 21 tools




### CRM & MARKETING

-  **Salesforce** CRM
-  **Pardot** Marketing automation
-  **Qualified** Conversational marketing

### SECURITY & COMPLIANCE

-  **1Password** Password management




### DOCUMENT & WORKFLOW

-  **DocuSign** E-signatures
-  **Figma** Design collaboration
-  **Zapier** Workflow automation



### HR & OPERATIONS

-  **Rippling** HR & IT platform





### COLLABORATION & COMMS

-  **Loom** Video messaging
-  **Zoom** Video conferencing
-  **Google Workspace** Email & productivity

### ABM & SALES INTELLIGENCE

-  **6sense** Intent data & ABM
-  **Vector** Contact-based marketing

### ANALYTICS & DATA

-  **CrazyEgg** Heatmaps & A/B testing
-  **Ahrefs** SEO analytics
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### WEBSITE & CMS

-  **Webflow** Website builder

### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...

### DEV TOOLS & INFRASTRUCTURE

-  **Sentry** Error monitoring

### CUSTOMER ENGAGEMENT

-  **Zendesk** Customer support

TIER 3

# 151 — 350 employees

Full-scale operations. Dedicated security tools, multiple CMS platforms, advanced attribution. The stack is 22–38 tools deep and the integration surface area is massive.

**112**

unique tools

**30**

avg per company











**22–38**

tool range

**\$460K–\$1.35M**

est. annual tool spend

## Companies in this tier

-  **LaunchDarkly** Feature Flags
-  **Fullstory** Digital Experience Analytics
-  **Highspot** Sales Enablement
-  **Calendly** Scheduling
-  **Fivetran** Data Integration
-  **Grafana Labs** Observability/Monitoring
-  **Webflow** Web Development Platform
-  **Dashlane** Password Management
-  **Verkada** Physical Security/IoT
-  **PandaDoc** Document Automation

~300 employees








# LaunchDarkly

Feature Flags · launchdarkly.com

## Tech stack — 35 tools





### CRM & MARKETING

-  **Salesforce** CRM
-  **Pardot** Marketing automation
-  **Marketo** Marketing automation
-  **Qualified** Conversational marketing
-  **Mutiny** Website personalization

### OPTIMIZATION & TESTING

-  **LaunchDarkly** Feature flags




### DEV TOOLS & INFRASTRUCTURE

-  **New Relic** APM
-  **Algolia** Search
-  **StatusPage.io** Status page
-  **OpenAI** AI platform

### CUSTOMER ENGAGEMENT

-  **Intercom** Live chat & support



### DOCUMENT & WORKFLOW

-  **DocuSign** E-signatures
-  **Zapier** Workflow automation
-  **AdRoll** Retargeting




### PAYMENTS & BILLING

-  **Stripe** Payment processing










### EMAIL DELIVERY

-  **Opensense** Email signatures
-  **Amazon SES** Email service

### ABM & SALES INTELLIGENCE

-  **6sense** Intent data & ABM
-  **Clearbit** Data enrichment
-  **Pocus** Sales intelligence

### ANALYTICS & DATA

-  **Segment** Customer data platform
-  **HockeyStack** Revenue attribution
-  **Mixpanel** Product analytics
-  **Datadog** Cloud monitoring
-  **CrazyEgg** Heatmaps & A/B testing
-  **Bizible** Marketing attribution
-  **Microsoft Clarity** Session replay
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### SECURITY & COMPLIANCE

-  **Vanta** Compliance automation




### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...

### WEBSITE & CMS

-  **Prismic** Headless CMS

### COLLABORATION & COMMS

-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **Google Workspace** Email & productivity





# FullStory




Digital Experience Analytics · fullstory.com

## Tech stack — 24 tools



### CRM & MARKETING

-  **Salesforce** CRM
-  **Mailchimp** Email marketing





### ANALYTICS & DATA

-  **FullStory** Session replay
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### DOCUMENT & WORKFLOW

-  **DocuSign** E-signatures
-  **Zapier** Workflow automation

### COLLABORATION & COMMS

-  **Miro** Visual collaboration
-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **Google Workspace** Email & productivity



### PAYMENTS & BILLING

-  **Stripe** Payment processing

### CUSTOMER ENGAGEMENT

-  **Zendesk** Customer support

### ABM & SALES INTELLIGENCE

-  **6sense** Intent data & ABM
-  **Clearbit** Data enrichment

### OPTIMIZATION & TESTING

-  **AB Tasty** A/B testing



### SECURITY & COMPLIANCE

-  **OneTrust** Privacy compliance

### WEBSITE & CMS

-  **Contentful** Headless CMS

### PROJECT MANAGEMENT

-  **Wrike** Work management
-  **Atlassian Cloud (Jira/Confluence)** Project man...

### HR & OPERATIONS

-  **Rippling** HR & IT platform

### DEV TOOLS & INFRASTRUCTURE

-  **Sentry** Error monitoring

### EMAIL DELIVERY

-  **Marketo Mail** Marketing email
-  **Pardot Mail** Marketing email

~300 employees






# Highspot




Sales Enablement · highspot.com

## Tech stack — 29 tools





### CRM & MARKETING

-  **Salesforce** CRM
-  **Marketo** Marketing automation
-  **Qualified** Conversational marketing







### ANALYTICS & DATA

-  **Bizible** Marketing attribution
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management

### DOCUMENT & WORKFLOW

-  **Box** File management
-  **DocuSign** E-signatures
-  **Dropbox Business** File storage
-  **AdRoll** Retargeting





### COLLABORATION & COMMS

-  **Miro** Visual collaboration
-  **Vimeo** Video hosting
-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **WebEx** Video conferencing
-  **Google Workspace** Email & productivity

### ABM & SALES INTELLIGENCE

-  **6sense** Intent data & ABM


### DEV TOOLS & INFRASTRUCTURE

-  **Highspot** Sales enablement
-  **New Relic** APM
-  **MongoDB** Database
-  **OpenAI** AI platform



### OPTIMIZATION & TESTING

-  **VWO** A/B testing

### WEBSITE & CMS

-  **Canva** Design tool
-  **WordPress** CMS



### PROJECT MANAGEMENT

-  **Smartsheet** Work management
-  **Atlassian Cloud (Jira/Confluence)** Project man...

### PAYMENTS & BILLING

-  **Stripe** Payment processing

### EMAIL DELIVERY

-  **SendGrid** Transactional email
-  **Marketo Mail** Marketing email

~300 employees



# Calendly

Scheduling · calendly.com

## Tech stack — 38 tools

### CRM & MARKETING

- Salesforce** CRM
- Pardot** Marketing automation

### ANALYTICS & DATA

- Segment** Customer data platform
- Mixpanel** Product analytics
- FullStory** Session replay
- Statsig** Feature flags & analytics
- Hotjar** Heatmaps & feedback
- GA4** Web analytics
- Google Tag Manager** Tag management

### CUSTOMER ENGAGEMENT

- Ada Support** AI chatbot
- Calendly** Scheduling
- Zendesk** Customer support

### WEBSITE & CMS

- Contentful** Headless CMS

### COLLABORATION & COMMS

- Miro** Visual collaboration
- Slack** Team messaging
- Zoom** Video conferencing
- Google Workspace** Email & productivity

### PAYMENTS & BILLING

- Stripe** Payment processing
- PayPal** Payment processing

### ABM & SALES INTELLIGENCE

- 6sense** Intent data & ABM
- Clearbit** Data enrichment
- ZoomInfo** B2B data & enrichment

### OPTIMIZATION & TESTING

- Optimizely** A/B testing
- Navattic** Interactive demos

### DEV TOOLS & INFRASTRUCTURE

- New Relic** APM
- Postman** API testing
- OpenAI** AI platform

### SECURITY & COMPLIANCE

- OneTrust** Privacy compliance
- Valimail** Email authentication

### DOCUMENT & WORKFLOW

- JotForm** Forms
- Box** File management
- DocuSign** E-signatures
- LogMeIn** Remote access
- Twilio** Communications API
- Citrix** Remote access

### PROJECT MANAGEMENT

- Atlassian Cloud (Jira/Confluence)** Project man...

### EMAIL DELIVERY

- SendGrid** Transactional email
- Marketo Mail** Marketing email







# Fivetran









Data Integration · fivetran.com

## Tech stack — 36 tools

### CRM & MARKETING

-  **Salesforce** CRM
-  **Drift** Conversational marketing



### ANALYTICS & DATA

-  **Segment** Customer data platform
-  **Heap** Auto-capture analytics
-  **CrazyEgg** Heatmaps & A/B testing
-  **ContentSquare** Digital experience analytics
-  **Hotjar** Heatmaps & feedback
-  **Microsoft Clarity** Session replay
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management






### CUSTOMER ENGAGEMENT

-  **Intercom** Live chat & support
-  **Zendesk** Customer support

### WEBSITE & CMS

-  **Canva** Design tool
-  **Webflow** Website builder



### COLLABORATION & COMMS

-  **Wistia** Video hosting
-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **WebEx** Video conferencing
-  **Google Workspace** Email & productivity






### ABM & SALES INTELLIGENCE

-  **Demandbase** ABM platform
-  **Clearbit** Data enrichment

### OPTIMIZATION & TESTING

-  **Navattic** Interactive demos
-  **Intellimize** AI personalization



### DEV TOOLS & INFRASTRUCTURE

-  **Fivetran** Data integration
-  **Algolia** Search
-  **StatusPage.io** Status page
-  **Sentry** Error monitoring
-  **OpenAI** AI platform

### SECURITY & COMPLIANCE

-  **OneTrust** Privacy compliance




### DOCUMENT & WORKFLOW

-  **DocuSign** E-signatures
-  **AdRoll** Retargeting

### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...

### PAYMENTS & BILLING

-  **Stripe** Payment processing
-  **PayPal** Payment processing
-  **Klarna** Buy now, pay later

### EMAIL DELIVERY

-  **Marketo Mail** Marketing email

~300 employees



# Grafana Labs

Observability/Monitoring · grafana.com

## Tech stack — 37 tools

### CRM & MARKETING

 **Salesforce** CRM

### ABM & SALES INTELLIGENCE

 **Clearbit** Data enrichment

### CUSTOMER ENGAGEMENT

 **Intercom** Live chat & support

 **LiveChat** Live chat

 **Chili Piper** Scheduling & routing

 **Zendesk** Customer support

### SECURITY & COMPLIANCE

 **OneTrust** Privacy compliance

 **Sophos** Endpoint security

### DEV TOOLS & INFRASTRUCTURE

 **Algolia** Search

 **Greenhouse** Recruiting

 **StatusPage.io** Status page

 **Sentry** Error monitoring

 **OpenAI** AI platform

### COLLABORATION & COMMS

 **Vimeo** Video hosting

 **Slack** Team messaging

 **Google Workspace** Email & productivity

### EMAIL DELIVERY

 **SendGrid** Transactional email

 **Mailgun** Email API

### ANALYTICS & DATA

 **Mixpanel** Product analytics

 **CleverTap** Behavioral analytics

 **FullStory** Session replay

 **Segment** Customer data platform

 **RudderStack** Customer data pipeline

 **CrazyEgg** Heatmaps & A/B testing

 **Mouseflow** Session replay

 **Hotjar** Heatmaps & feedback

 **Microsoft Clarity** Session replay

 **PostHog** Product analytics

 **Grafana** Observability dashboards

 **Adobe Analytics** Enterprise analytics

 **GA4** Web analytics

 **Google Tag Manager** Tag management

### DOCUMENT & WORKFLOW

 **DocuSign** E-signatures

 **Qualtrics** Survey platform

### PROJECT MANAGEMENT

 **Atlassian Cloud (Jira/Confluence)** Project man...

### PAYMENTS & BILLING

 **Stripe** Payment processing

 **NetSuite** ERP & finance



# Webflow

Web Development Platform · webflow.com

## Tech stack — 38 tools

### CRM & MARKETING

- Salesforce** CRM
- Marketo** Marketing automation
- Iterable** Lifecycle marketing
- Drift** Conversational marketing
- Mailchimp** Email marketing

### OPTIMIZATION & TESTING

- Intellimize** AI personalization

### CUSTOMER ENGAGEMENT

- Calendly** Scheduling
- Zendesk** Customer support

### DOCUMENT & WORKFLOW

- Box** File management
- DocuSign** E-signatures
- Dropbox Business** File storage

### COLLABORATION & COMMS

- Miro** Visual collaboration
- Wistia** Video hosting
- Vimeo** Video hosting
- Slack** Team messaging
- Google Workspace** Email & productivity

### WEBSITE & CMS

- Webflow** Website builder

### EMAIL DELIVERY

- MailJet** Email delivery

### ABM & SALES INTELLIGENCE

- 6sense** Intent data & ABM
- Clearbit** Data enrichment
- PartnerStack** Partner management
- GrowSumo** Referral marketing

### ANALYTICS & DATA

- Segment** Customer data platform
- Dreamdata** B2B attribution
- Datadog** Cloud monitoring
- Sprig** In-product surveys
- Statsig** Feature flags & analytics
- Amplitude** Product analytics
- Microsoft Clarity** Session replay
- GA4** Web analytics
- Google Tag Manager** Tag management

### DEV TOOLS & INFRASTRUCTURE

- Bugsnag** Error tracking
- MongoDB** Database
- Postman** API testing
- Sentry** Error monitoring
- OpenAI** AI platform

### PROJECT MANAGEMENT

- Atlassian Cloud (Jira/Confluence)** Project man...

### PAYMENTS & BILLING

- Stripe** Payment processing

~200 employees



# Dashlane

Password Management · dashlane.com

## Tech stack — 22 tools

### CRM & MARKETING

 **Salesforce** CRM

 **Drift** Conversational marketing

### OPTIMIZATION & TESTING

 **VWO** A/B testing

### SECURITY & COMPLIANCE

 **Detectify** Vulnerability scanning

### PROJECT MANAGEMENT

 **Wrike** Work management

 **Atlassian Cloud (Jira/Confluence)** Project man...

### DEV TOOLS & INFRASTRUCTURE

 **Sentry** Error monitoring

 **Greenhouse** Recruiting

 **OpenAI** AI platform

### EMAIL DELIVERY

 **SendGrid** Transactional email

 **Marketo Mail** Marketing email

### ABM & SALES INTELLIGENCE

 **6sense** Intent data & ABM

### ANALYTICS & DATA

 **Adjust** Mobile attribution

 **GA4** Web analytics

 **Google Tag Manager** Tag management

### WEBSITE & CMS

 **GraphCMS (Hygraph)** Headless CMS

 **WordPress** CMS

### COLLABORATION & COMMS

 **Miro** Visual collaboration

 **Slack** Team messaging

 **Google Workspace** Email & productivity

### PAYMENTS & BILLING

 **Stripe** Payment processing

### CUSTOMER ENGAGEMENT

 **Zendesk** Customer support

~300 employees



# Verkada





Physical Security/IoT · verkada.com

## Tech stack — 22 tools

### CRM & MARKETING

-  **Salesforce** CRM
-  **HubSpot** Marketing automation

### ANALYTICS & DATA

-  **Statsig** Feature flags & analytics
-  **CrazyEgg** Heatmaps & A/B testing
-  **GA4** Web analytics
-  **Google Tag Manager** Tag management





### DOCUMENT & WORKFLOW

-  **DocuSign** E-signatures




### PROJECT MANAGEMENT

-  **Atlassian Cloud (Jira/Confluence)** Project man...

### COLLABORATION & COMMS

-  **Slack** Team messaging
-  **Zoom** Video conferencing
-  **WebEx** Video conferencing
-  **Google Workspace** Email & productivity



### ABM & SALES INTELLIGENCE

-  **Apollo.io** Sales intelligence
-  **ZoomInfo** B2B data & enrichment
-  **Retention.com** Customer retention

### CUSTOMER ENGAGEMENT

-  **Intercom** Live chat & support



### SECURITY & COMPLIANCE

-  **OneTrust** Privacy compliance
-  **Verkada** Physical security

### WEBSITE & CMS

-  **Contentful** Headless CMS

### DEV TOOLS & INFRASTRUCTURE

-  **Sentry** Error monitoring
-  **OpenAI** AI platform

### EMAIL DELIVERY

-  **Mailgun** Email API



# PandaDoc

Document Automation · pandadoc.com

## Tech stack — 26 tools

### CRM & MARKETING

- Salesforce** CRM
- HubSpot** Marketing automation

### ABM & SALES INTELLIGENCE

- Clearbit** Data enrichment

### SECURITY & COMPLIANCE

- OneTrust** Privacy compliance

### WEBSITE & CMS

- Contentful** Headless CMS
- Webflow** Website builder
- WordPress** CMS

### DEV TOOLS & INFRASTRUCTURE

- Postman** API testing
- Sentry** Error monitoring
- OpenAI** AI platform

### PROJECT MANAGEMENT

- Atlassian Cloud (Jira/Confluence)** Project man...

### EMAIL DELIVERY

- Mailgun** Email API

### ANALYTICS & DATA

- Segment** Customer data platform
- FullStory** Session replay
- GA4** Web analytics
- Google Tag Manager** Tag management

### OPTIMIZATION & TESTING

- VWO** A/B testing

### DOCUMENT & WORKFLOW

- PandaDoc** Document automation
- Figma** Design collaboration
- Twilio** Communications API
- TrustRadius** Review management

### COLLABORATION & COMMS

- Miro** Visual collaboration
- Wistia** Video hosting
- Slack** Team messaging
- Google Workspace** Email & productivity

### PAYMENTS & BILLING

- PayPal** Payment processing

# What we noticed

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## **Every company runs Salesforce, GA4, and Google Tag Manager.**

These three are table stakes. If you're missing any of them, you're behind the baseline.

## **The stack grows 76% from Tier 1 to Tier 3.**

Average tools per company jumps from 17 to 30. That's not just more tools — it's exponentially more integration surface area to manage.

## **87% run Slack. 77% run Atlassian.**

Collaboration infrastructure is nearly as universal as CRM. These aren't optional anymore.

## **67% are already using OpenAI.**

AI adoption in B2B tech is already majority. Companies not experimenting with AI integrations are falling behind their peers.

## **Tool spend scales faster than headcount.**

Tier 1 companies spend an estimated \$73K–\$215K/year on tools. By Tier 3, that number is \$460K–\$1.35M. The ops team managing those integrations needs to scale with it.

## **Security tools appear almost exclusively in Tier 3.**

Vanta, 1Password, Proofpoint, Okta — these show up when companies hit compliance thresholds. If you're approaching 150 employees, plan for this now.

## **Most of these tools need to talk to Salesforce.**

The majority of the tools in this guide — from marketing automation to billing to support — feed data into or pull data from Salesforce. When those integrations break, your single source of truth breaks with them. Having a dedicated Salesforce team that knows how to build, maintain, and scale these integrations isn't a luxury — it's how you protect the data your entire company runs on.

WHAT'S NEXT

**You just saw 161 tools across  
30 companies.**

**We know how to connect  
every single one to Salesforce.**

Simply Scale helps B2B tech companies build Salesforce systems that actually work — from \$3M to \$100M ARR and beyond.

Integrations. Automations. Architecture that scales with you. We've done it for 50+ companies. We'll do it for yours.

**Book a call**

[gosimpyscale.com](https://gosimpyscale.com)