

UNVARNISHED REVIEWS

Gong vs. Chorus vs. Clari: The 40% Overlap Problem

Market Position: Big Picture

Gong, Chorus, and Clari are the three most-compared revenue intelligence platforms, tools that sit above the CRM turning sales calls, pipeline activity, and forecast data into coaching insight and deal risk signals. They are not interchangeable: Gong leads on conversation intelligence and call coaching, Clari leads on forecast accuracy and pipeline governance, and Chorus is conversation intelligence bundled specifically for organizations already committed to the ZoomInfo ecosystem. None of the three publishes pricing; every deployment requires a sales conversation, and the figures in this report are independently sourced buyer-reported ranges, not vendor-confirmed rate cards.

The finding that should change how any of the three gets budgeted: Gong's headline per-user rate is not the real price. A mandatory platform fee, \$5,000 to \$50,000 a year depending on deployment size, sits separately on top of per-user licensing and is easy to miss when comparing platforms on a per-seat basis alone. Layered on top of that: Independently reported data puts the customer overlap between Gong and Clari at roughly 40%, meaning a meaningful share of Gong's own customer base pays for Clari as well, despite Gong's Forecast module being positioned as a direct Clari competitor.

Platform Ratings at a Glance

Platform	G2 Rating	Reviews (G2)	Note
Gong	4.7 / 5	~2,000+	Category leader in conversation intelligence; 4,000+ customers reported
Clari	4.6 / 5	~5,559	Largest review base by a wide margin; named a Leader in Gartner's first Magic Quadrant for Revenue Action Orchestration (December 2025)
Chorus (ZoomInfo)	4.5 / 5	~2,900+	Independent analysis describes product innovation as stagnant since the ZoomInfo acquisition

All three rate closely, within 0.2 points of each other. The real differentiators in this comparison are pricing structure, product overlap, and, for Clari specifically, real ownership disruption already underway.

Gong: The Platform Fee Nobody Budgets For

Gong prices per user plus a separate, mandatory platform fee, independently reported at \$1,200-\$1,600/user/year at entry-to-mid tier, scaling to \$1,500+/user for enterprise deployments, on top of a platform fee ranging \$5,000-\$50,000/year depending on deployment size. A 2025 pricing restructure split the platform into three modules (Foundation, Engage, Forecast); buyer-reported data shows this pushed some mid-market renewal customers from roughly \$160/user/month on legacy contracts to \$250/user/month on the new structure. All-in, independent analysis estimates a 50-rep Gong deployment can exceed \$200,000 in year one once platform fees and implementation are included.

Gong's conversation intelligence and coaching depth are consistently rated the strongest of the three; transcription accuracy in particular is repeatedly cited as best-in-class compared to Chorus. Gong's own Forecast module competes directly with Clari's core use case, but the reported 40% customer overlap with Clari suggests that competition hasn't fully played out in Gong's favor even among Gong's own installed base.

Chorus: Bundled Into ZoomInfo, and Reportedly Stagnant Since

Chorus is sold as part of the ZoomInfo ecosystem rather than standalone; ZoomInfo Sales OS starts around \$15,000/year, with Chorus reportedly adding \$8,000-\$12,000/year for smaller teams on top of that base. For organizations already paying for ZoomInfo, Chorus is meaningfully cheaper all-in than adding standalone Gong; for organizations not otherwise committed to ZoomInfo, the required base platform cost changes the comparison significantly.

The consistent, independently documented weakness: Chorus's transcription accuracy is described by users as "pretty hit or miss," a direct contrast to Gong's more favorably reviewed accuracy, and multiple sources characterize Chorus's product innovation pace as stagnant since the ZoomInfo acquisition, a real, repeated pattern worth weighing against its lower incremental cost for existing ZoomInfo customers specifically.

Clari: The Forecasting Standard, Now Reshaped by a Real Merger

Clari's core forecasting product runs independently reported at \$100-125/user/month; adding the Copilot conversation-intelligence module (acquired via the June 2022 Wingman acquisition) brings the combined stack to \$200-400+/user/month, with minimum enterprise contracts commonly \$40,000-\$75,000+ per year. Clari's forecasting accuracy rates the strongest of the three, described by reviewers and independent analysts as the boardroom standard for enterprise CRO-level forecast confidence.

Clari completed a merger with Salesloft on December 3, 2025, combining Clari's forecasting and pipeline intelligence with Salesloft's sales engagement platform under new CEO Steve Cox, not Clari founder Andy Byrne. This is not a pending or speculative risk, it has already produced measurable impact: The combined company cut 76 positions in February 2026, including renewals managers and account executives, and multiple user reviews from existing customers specifically cite reduced access to dedicated customer success managers and slower support response times as a direct, already-realized consequence. As of mid-2026, the two platforms' interfaces remain separate and the joint product roadmap has not shipped; Clari's own materials describe full platform unification as "coming years" away.

Pricing (July 2026)

Platform	Per-User Rate	Additional Mandatory Cost	Note
Gong	\$1,200-\$1,600/user/year (entry-to-mid)	\$5,000-\$50,000/year platform fee	2025 restructure split into 3 modules
Chorus	~\$1,200/user/year (bundled)	~\$15,000/year ZoomInfo Sales OS base	Not available standalone
Clari	\$100-125/user/month, Core forecasting	Copilot add-on: \$60-110/user/month	Merged with Salesloft, Dec 2025

TCO Comparison: 50-User Revenue Team, Year One

This scenario models each platform's real, independently reported year-one cost at 50 users, including the mandatory add-ons the headline per-user rate doesn't capture.

Platform	License Cost (50 users)	Mandatory Add-On	Year 1 Total (Range)
Clari (Core forecasting only)	\$60,000-\$75,000	Included	\$60,000-\$75,000
Chorus (requires ZoomInfo base)	~\$56,400	~\$15,000 ZoomInfo base	~\$69,400-\$79,400 (with implementation)
Gong	\$80,000	\$5,000-\$50,000 platform fee	\$85,000-\$130,000

Gong's real year-one cost at this scale runs meaningfully above its per-user rate alone would suggest, and above both Clari's forecasting-only cost and Chorus's ZoomInfo-bundled cost. None of these totals include the two platforms combined; organizations running both Gong and Clari, the documented 40% overlap pattern, should budget \$100,000-\$250,000+ annually for the pairing, not either platform's standalone figure.

Costs the Pricing Table Misses

- **Gong's platform fee is separate from and additional to per-user licensing.** Confirm this specific line item in writing before comparing Gong's per-seat rate to Clari's or Chorus's; it's the single most consistently under-budgeted cost in this comparison.
- **The 40% Gong-Clari overlap is a real budgeting signal, not a rare edge case.** If conversation coaching and forecast accuracy are both real requirements, budget for the possibility of running both platforms rather than assuming one will fully replace the other's core function.
- **Chorus requires a ZoomInfo base subscription; it is not available as a true standalone purchase.** Organizations not already committed to ZoomInfo should include that full base cost in any Chorus comparison, not just the incremental Chorus add-on.
- **Clari's post-merger customer support has already changed, not just its roadmap.** Confirm current customer success and support staffing commitments given the documented February 2026 headcount reduction, rather than assuming pre-merger service levels still apply.
- **Implementation costs run real money on all three.** Independently reported ranges span \$5,000-\$30,000 depending on platform and deployment size; get this itemized separately from license cost in any quote.

Complexity Comparison

Implementation timeline and admin overhead track closely with what each platform is actually built to do: Chorus and Gong both start from call recording, a comparatively contained integration surface, while Clari starts from CRM data modeling and forecast hierarchy configuration, a structurally deeper undertaking regardless of team size.

Dimension	Gong	Chorus	Clari
Implementation	Independently documented at 2-4 weeks to first value (call recording live, initial patterns emerging), with full revenue-intelligence configuration, tracker tuning, and deal-board setup extending to 4-8 weeks for a 100-rep team	Fastest of the three per independent sources: 2-4 weeks for core call-recording and coaching functionality, a lighter setup that trades some feature depth for speed to value	Slowest of the three, independently documented at 6-12 weeks, since forecast model calibration depends on clean CRM stage data and deeper Salesforce configuration; post-Salesloft-merger deployments add a further 2-4 weeks of integration friction
Admin dependency	Moderate; calendar, conferencing, and CRM integration are the main technical touchpoints, with AI tracker training independently described by reviewers as a laborious, ongoing task rather than a one-time setup step	Lowest of the three; its narrower scope (call recording and coaching, not full pipeline forecasting) means a correspondingly lighter admin footprint	Highest of the three per independent sources: CRM data-model mapping and forecast-hierarchy configuration are described as requiring dedicated RevOps support, not a self-serve setup, and that support need persists after go-live, not just during implementation

Dimension	Gong	Chorus	Clari
Learning curve	Rated easier to adopt than Clari in direct comparisons: Reps see immediate value from call recordings and transcripts, with a clean, intuitive review interface	Comparable entry curve to Gong for its narrower coaching-and-recording scope; the tradeoff for that faster ramp is less analytical depth than either Gong or Clari offer	Steepest of the three per independent, head-to-head comparisons, especially for forecasting dashboards; independent reviewers note that teams under 50 reps commonly find the implementation and ongoing admin complexity outweighs the forecasting-accuracy benefit at that scale

The pattern is consistent with what each platform is optimized for. Gong and Chorus both start from the same core primitive, call recording, so their implementation curves are comparatively contained; Chorus trades depth for speed, Gong trades a longer tracker-tuning period for deeper coaching analytics. Clari's implementation and admin burden are structurally higher because its core value, board-ready forecast accuracy, depends on CRM data quality and configuration work no amount of product polish can shortcut. Independent sources are consistent on this point: Clari's complexity is a real cost even organizations that ultimately value the platform should budget for accurately, not a red flag to avoid it outright.

The Decision Framework

Choose Gong if: Call coaching depth and conversation intelligence accuracy are the primary requirement, and you can budget for the mandatory platform fee as a real, separate line item, not an afterthought discovered at contract signing.

Choose Chorus if: Your organization is already committed to the ZoomInfo ecosystem and the base subscription cost is already sunk; Chorus becomes meaningfully cheaper in that specific context, with the tradeoff of reportedly slower product innovation and less consistent transcription accuracy than Gong.

Choose Clari if: Forecast accuracy and pipeline governance at the CRO and board level are the primary requirement, and you've confirmed current post-merger support and roadmap commitments given the real, already-realized disruption from the Salesloft merger.

Everyone: If your organization needs both conversation coaching and enterprise-grade forecasting, budget for the realistic possibility of running both Gong and Clari together, a documented pattern among roughly 40% of Gong's own customer base, rather than assuming either platform's expansion module will fully replace the other.

The Bottom Line

Gong, Chorus, and Clari are all credible, well-reviewed platforms solving distinctly different core problems: Gong for conversation intelligence and coaching, Clari for forecast accuracy and pipeline governance, and Chorus for organizations already inside the ZoomInfo ecosystem. The real finding this comparison surfaces isn't which platform is cheapest, it's that Gong's true cost includes a mandatory platform fee most per-seat comparisons miss, and that a documented 40% of Gong's own customers still pay for Clari as well, evidence that neither platform's forecasting or coaching expansion has fully solved the other's core problem. Budget accordingly, and confirm Clari's post-merger support commitments given the already-realized impact of the Salesloft merger.