

Predictive Metrics Tools Leveraging AI

Tool	Features	Benefits
Salesforce Einstein Analytics	Provides AI-powered insights and predictive analytics within the Salesforce CRM platform. It helps forecast sales, identify high-potential leads, and optimize sales processes.	Integrates seamlessly with Salesforce, offering real-time insights and recommendations to boost sales productivity.
HubSpot Sales Hub	Utilizes machine learning to predict deal outcomes, score leads, and recommend the best next actions. It integrates with HubSpot's CRM for a comprehensive sales solution.	Enhances lead targeting and sales forecasting, improving overall sales efficiency and effectiveness.
Microsoft Dynamics 365 Sales Insights	Uses AI to provide predictive lead scoring, opportunity scoring, and sales forecasting. It also offers relationship analytics to help sales teams better understand customer interactions.	Integrates with Microsoft's suite of products, providing a robust and cohesive sales management experience.
Zoho CRM	Incorporates Zia, an AI-powered sales assistant, to predict sales trends, score leads, and provide insights on customer behavior. Zia also offers conversational AI for sales automation.	Affordable and customizable, suitable for small to mid-sized businesses looking for AI-driven sales analytics.
Clari	Focuses on sales forecasting and pipeline management using AI and machine learning. Clari provides real-time insights into sales activities, deal health, and forecast accuracy.	Helps sales teams manage pipelines more effectively and improve forecasting accuracy.
InsideSales.com (XANT)	Uses AI to analyze sales data and predict the best leads to target and the optimal times to contact them. It also offers predictive forecasting and sales cadence recommendations.	Enhances sales productivity and decision-making with data-driven insights and recommendations.
Aviso	Provides AI-powered sales forecasting, deal insights, and pipeline management. Aviso's platform uses machine learning to predict sales outcomes and identify risks.	Improves sales forecast accuracy and helps sales teams focus on the most promising opportunities.
Anaplan	Offers a comprehensive platform for sales planning and performance management, using AI to provide predictive insights and scenario modeling for sales forecasts.	Enables strategic sales planning and improved resource allocation.
Pega Sales Automation	Utilizes AI to predict customer needs, score leads, and recommend the next best actions. Pega's platform integrates with existing CRM systems for enhanced sales automation.	Streamlines sales processes and improves customer engagement with personalized recommendations.
Infer	Focuses on predictive lead scoring and sales forecasting using AI. Infer analyzes historical data to identify high-value leads and forecast sales performance.	Helps sales teams prioritize leads and improve conversion rates.