Gong

The #1 AI OS for Revenue Teams

Est. 2015 | San Francisco Bay Area, United States | Sales | www.gong.io

BEST FOR

+ Revenue teams that want conversation intelligence tied directly to pipeline execution. Gong combines calls, emails, CRM data, deal signals, and AI recommendations instead of treating call recording as a standalone activity.
+ Sales leaders and RevOps teams that want AI-assisted pipeline inspection and forecasting. Gong Deal Predictor analyzes more than 300 signals and surfaces deal-likelihood rankings alongside forecast and deal-board workflows.
+ Organizations that want sales engagement to use real customer context. Gong Engage can personalize outreach and prioritize seller actions using interaction history already captured in the platform.
+ Enablement teams that want coaching and practice grounded in real conversations. Gong supports automatic AI scorecard review and simulated AI Trainer roleplays based on customer interactions captured in Gong.

NOT IDEAL FOR

! Buyers that require transparent self-service pricing or simple month-to-month procurement. Gong publishes neither standard seat prices nor its platform fee, and its standard terms provide for noncancelable, non-refundable payment obligations and automatic one-year renewal unless notice is given at least 60 days before term end.
! Teams that only need low-cost meeting transcription and summaries. Gong is packaged as a broader revenue intelligence platform with a Foundation license, optional application seats, and a platform fee rather than as a lightweight standalone meeting recorder.
! Organizations that need several CRMs connected to one Gong instance at the same time. Gong's current CRM documentation says only one CRM can be connected at a time, although Salesforce, HubSpot, Microsoft Dynamics 365, and a CRM API are supported.
! Teams expecting unlimited high-volume agentic AI processing to be included in seat pricing. Selected AI Trackers, APIs, MCP workflows, and automated briefs consume Gong Credits, and processing for credit-based features stops when the shared credit pool is exhausted.

Key Features

Conversation Intelligence

Gong captures and analyzes calls, meetings, emails, and other customer interactions to surface topics, objections, buying signals, deal risks, summaries, and coaching opportunities. Its conversation-intelligence product uses purpose-built AI models and embedded agents rather than transcription alone.

Gong AI Agents

Gong Foundation includes AI capabilities such as AI Briefer, AI Tracker, AI Ask Anything and Gong Assistant, while AI Data Extractor can turn conversation content into structured deal and account fields. AI Deal Predictor analyzes more than 300 signals from CRM data, calls, emails, and conversation intelligence to rank the relative health of open deals.

AI Sales Engagement

Gong Engage organizes prospecting and customer outreach with multi-step flows, automated follow-ups, task prioritization, templates, and AI-assisted personalization. It uses interaction context from Gong to help sellers decide who to contact, what to say, and what action to take next.

Pipeline and Forecasting

Gong Forecast and Forecast Essentials combine deal boards, pipeline views, forecast submissions, risk signals, and AI-powered deal intelligence. Deal likelihood scores are percentile rankings from 1 to 99, with Gong AI comparing each open opportunity against other deals in the pipeline.

AI Coaching and Training

Enable Essentials and Gong Enable add AI-assisted coaching through scorecards, automatic call review, and performance feedback. Gong AI Trainer creates simulated buyer conversations from interactions already captured in Gong so reps can practice messaging and objection handling before live customer calls.

Revenue Graph and Integrations

Gong Revenue Graph connects calls, emails, meetings, CRM records, contacts, and external signals to give Gong AI business context. Gong documents 300+ ecosystem integrations, with native CRM support for Salesforce, HubSpot, and Microsoft Dynamics 365 plus a CRM API for other systems.

Pricing & Plan Guidance

PLAN	PRICE (ANNUAL)	KEY INCLUDES
Gong Foundation	**Pricing available on request**	Core revenue intelligence platform Conversation capture and AI insights AI Briefer, AI Tracker and Gong Assistant capabilities Deal and account intelligence 2,000 Gong Credits annually per paid core seat
Gong Engage	**Pricing available on request**	Sales engagement workflows AI-assisted personalization Automated follow-ups Task and account prioritization Requires Gong Foundation
Gong Forecast	**Pricing available on request**	Forecast boards and submissions Pipeline visibility AI-powered deal intelligence Deal likelihood scoring Requires Gong Foundation
Enable Essentials	**Pricing available on request**	AI-based coaching Scorecards and call review Automatic AI Call Reviewer Performance feedback Requires Gong Foundation

PLAN GUIDANCE

Gong does not publish standard package prices. Its pricing page says licenses are priced per user and adds a platform fee based on the number of users supported, while integrations with an existing tech stack are included without an additional integration fee. Gong Foundation is the current core license, with applications such as Gong Engage, Gong Forecast, Forecast Essentials, Enable Essentials, and Data Cloud added according to the workflow and seats required. Each paid core seat currently contributes 2,000 Gong Credits per contract year to a shared company pool; selected AI Trackers, MCP and API workflows consume credits based on the data processed, and additional credits are purchased separately. Gong's June 2026 terms say subscription length and fees are set in the Order Form, payment is generally due within 30 days, payment obligations are noncancelable and fees are non-refundable, and subscriptions automatically renew for one-year periods unless either party gives at least 60 days' written notice before the term ends.

Compliance Transparency Index™

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Score: 65 / 100

Security 40/40 | Pricing 0/25 | Data Rights 10/20 | Legitimacy 15/15

Methodology: blocksentient.com/about

COMPLIANCE SNAPSHOT

- SOC 2 — Yes
- GDPR — Yes
- SSO — Documented
- Data Retention — Documented
- Public Pricing — Not documented
- Free Trial — Not documented
- Data Export — Yes
- Data Deletion — Yes

KEY FACTS

Starting Price	**Pricing available on request**	Output Ownership	**Unclear**
AI Training Opt-Out	**Unclear**	Legal Entity	**Gong.io Inc.**

HOW IT WORKS

You connect Gong to your CRM, email and calendar systems, and the meeting or calling platforms your team uses. Gong captures permitted customer interactions, transcribes and analyzes them, associates activity with the relevant accounts and opportunities, and builds a Revenue Graph that combines conversation context with CRM and other revenue signals. Your reps and managers then work from Gong's account, deal, conversation, coaching and forecasting surfaces. Gong AI can summarize interactions, answer questions, detect concepts, extract structured CRM data, flag deal risks, score opportunities, prepare sellers for meetings, and automate selected workflows. You can add Engage for outreach, Forecast for forecasting, or Enable products for coaching and training as your deployment expands.

ALTERNATIVE CONSIDERATIONS

01 Avoma: Covers the transparent-pricing and lighter-weight conversation-intelligence gap for teams that do not need Gong's full revenue platform. As listed in September 2026, Avoma Startup costs $19 per recorder seat per month billed annually and its Conversation Intelligence add-on costs $29 per seat per month; Avoma also offers a 14-day Organization trial with all add-ons enabled and no payment details required. Tradeoff: adding Conversation Intelligence and Revenue Intelligence separately can narrow the price advantage, and Avoma has a more modular scope than Gong's integrated Revenue AI OS.

02 HubSpot Sales Hub: Covers the integrated-CRM gap for teams that prefer sales software and CRM records in the same HubSpot platform instead of adding a separate revenue-intelligence layer. As listed in September 2026, Sales Hub has a free tier for up to 2 users, Starter from $7 per seat per month billed annually, and Professional from $90 per seat per month billed annually with a required $1,500 onboarding fee. Tradeoff: HubSpot spans a wider CRM and customer-platform workload, while Gong is more specialized around conversation-derived revenue intelligence and deal execution.

03 Apollo: Covers the prospecting-data and transparent-sales-engagement gap for teams that need contact data, sequencing, enrichment, dialing, and AI call insights in one self-service platform. As listed in September 2026, Apollo offers a free plan, Basic at $49 per seat per month billed annually, Professional at $79, and Organization at $119 with a 3-seat minimum. Tradeoff: Apollo is stronger as a prospecting and outbound platform, while Gong provides deeper conversation intelligence, coaching, pipeline inspection, and forecasting across existing revenue data.

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Full review: blocksentient.com/review/gong