

BFSI Enterprise Pipeline Impact | 2025

Driving consistent enterprise pipeline across Financial Institutions

In 2025, Clarify supported global BFSI GTM teams with a focused, account-centric pipeline motion designed for complex, high-value financial services buyers. Through multi-threaded enterprise outreach and strategic account prioritization, we delivered \$80.7m in qualified BFSI pipeline across 169 enterprise opportunities.

\$80.7m

Pipeline to date

169

Qualified Opportunities

28

New logos engaged



Bank



Scotiabank

**Goldman
Sachs**

BSFI Opportunities