

Gong vs. Venntive: The Deep-Dive

For revenue teams — sales and marketing alike — evaluating Gong against a unified Revenue Architecture

1. What Gong Actually Costs a 10-Person B2B Team

Gong doesn't publish pricing. Based on Vendr negotiation data and procurement-leak reporting, Gong runs a three-layer model: a platform fee, per-seat licensing, and (as of 2025) unbundled add-on modules that used to be included.

Line Item	Details	Annual Cost
Platform fee	\$5,000–\$50,000/year, charged regardless of seat count	\$5,000 (floor)
Per-seat licensing	~\$1,400/seat/year average (15-seat minimum), rising toward \$200–\$250/user/month on renewal as modules get unbundled	\$14,000–\$25,000
Add-on modules	Forecast, Engage, Enable Essentials, Data Cloud — each \$800–\$1,600/user/year, priced separately since the 2025 restructure	Varies by module
Implementation	\$15,000–\$65,000, typically requiring a dedicated RevOps lead or consulting partner; 3–6 months to full operational status	\$15,000–\$65,000
Gong Year One Total	Reported floor for a 10-seat team, before most modules	~\$28,000–\$90,000+
Venntive Grow Plan — Year One	7,500 contacts included. 2 seats included. \$50/mo per additional user. All features, no paywalls, no platform fee, no module tax.	\$6,000 — all in.

For most B2B revenue teams, the platform fee is the tell: you pay for access to the infrastructure before a single license, then pay again per module as features that used to be bundled get split out. Venntive's Grow plan is \$6,000 all in — nothing metered, nothing modular.

2. A Recording Layer, Not a Business Model

Gong is genuinely excellent at what it does — 4.7/5 across 6,500+ G2 reviews is earned, and its “film room” call review is a real strength reps and managers like. But Gong's own positioning creates its central irony: it pitches itself as the layer that means your CRM shouldn't be the system of record — yet it requires a CRM (Salesforce or HubSpot) underneath it to function at all, and reviewers name data portability out of Gong as one of the more common frustrations.

The architecture shows up in implementation, too: reviewers report 3–4 weeks minimum just to get Gong wired into Zoom, Slack, and CRM workflows, and up to 3–6 months to full operational status for larger teams — with Smart Trackers needing 50–100 training examples each and multiple retraining cycles before they're reliable.

Your revenue team finally stops arguing about whose numbers are right.

That's the opposite problem Gong solves for. Gong tells you what happened on the call. It doesn't reconcile what the call means for the number your CRM shows — because Gong isn't the system holding that number. It's a layer sitting on top of whichever CRM you already have, subject to how well that CRM's data model matches what Gong expects.

Neither platform coaches reps mid-call — that's a fair, apples-to-apples limitation on both sides. Where they diverge is what happens with the recording afterward: Gong's analysis lives in a separate tool synced back to your CRM; Venntive's AI copilot evaluates the same call against the same Contact, Company, and Deal record it already lives in, with no export or sync step in between.

Gong: Recording Layer, Not System of Record	Venntive: Unified Architecture
Requires a separate CRM (Salesforce/HubSpot) underneath to function	One platform — CRM, email, pipeline, contacts, calls, analytics, one logic throughout
Data export/portability named as a recurring frustration	Your data, fully portable, always
3–6 months to full operational status; Smart Trackers need manual training	Easy no-code customization, configured by your team
Platform fee plus per-module pricing on top of seats	Nothing paywalled or metered — full feature set, one flat cost
No real-time in-call coaching — insights arrive after the call ends	No real-time in-call guidance either — but calls are recorded, transcribed, and evaluated by a Venntive AI copilot, with suggestions surfaced against the same record the deal lives in
Forecasting is an add-on module, not native to the core product	One number for pipeline, commit, and revenue — one database, not a bolt-on

3. Calls Were Never the Gap — Venntive Built This In From 2012

To be fair to Gong: conversation intelligence at this depth was a genuine category creation, and its transcript-and-tag “film room” workflow is a real coaching tool many sales orgs value. The honest caveat is scope — Gong records and analyzes calls; it doesn’t own the record those calls are about.

Venntive integrated Twilio in 2012, well before “revenue intelligence” was a category — meaning calls, recordings, and communications have always lived in the same database as the contact, deal, and pipeline record they belong to, not in a separate tool exporting data back into a CRM.

Standard	Gong	Venntive
Call recording origin	Core product, launched as a standalone category	Integrated (Twilio) since 2012, native to the platform
Where call data lives	Separate system; synced to CRM via integration	Same database as the Contact/Company/Deal record
Data portability	Named recurring complaint across reviews	Your data, fully portable, always
Real-time in-call guidance	Not available — insights are post-call only	Not available either — but post-call evaluation runs through a Venntive AI copilot inside the same record
Sales forecasting	Unbundled add-on module (Forecast), priced separately since the 2025 restructure	Sales Forecasting Copilot included — uses historical sales data to project performance, native to the Sales module
Implementation timeline	3–6 months for full deployment, per independent analysis	Free onboarding on annual plan, no RevOps project required

For most B2B revenue teams, the question isn’t whether Gong is good at analyzing calls — it’s whether you want a separate \$28K–\$90K+ layer analyzing calls that live outside your system of record, or one platform where the call was never separate from the deal to begin with, and forecasting comes included rather than priced as a module. The exception is narrow: enterprise sales orgs (250+ reps) with a mature RevOps function and an existing CRM they’re not looking to replace may find Gong’s specialized coaching depth worth running alongside that CRM.

4. The Switching Cost Question

Step	What It Means in Practice
Data migration	Gong reviewers report data export as one of the more common frustrations; Venntive's calls and communications already live with the contact record, so there's nothing separate to migrate
CRM dependency	Gong requires Salesforce or HubSpot underneath it — you're paying for two platforms minimum, not one
Team onboarding	3–4 weeks minimum to basic integration, 3–6 months to full operational status, per independent reviewer analysis
Integration setup	Venntive's Zapier connector and API mean existing tool connections migrate without custom development work
Ongoing support	Reviewers cite slow response times on Gong support; direct access with no tiered model on Venntive

5. Who Gong Is Actually Built For — and Who Venntive Is Actually Built For

Who Gong Is Actually Built For	Who Venntive Is Actually Built For
Enterprise sales orgs (250+ reps) with a dedicated RevOps function	Owner-operated B2B firms — startup through enterprise — that want calls native to the record, not a separate tool
Teams that already run Salesforce or HubSpot and want a coaching layer on top	Teams that want one flat cost, not a platform fee plus per-module pricing
Organizations that can absorb 3–6 months of implementation before value shows up	Firms that want calls, email, and pipeline in one database from day one
Sales-only use cases where marketing and CS aren't part of the same system	Revenue teams — sales and marketing alike — that need one trusted number
Teams comfortable managing two vendor relationships (CRM + Gong)	Professional services, financial services, and healthcare-adjacent firms needing one system of record

For most B2B revenue teams, Venntive is the stronger choice: calls, communications, and the deal record have lived in one database since 2012 — not a separate intelligence layer bolted onto a CRM you're still paying for, with forecasting included rather than metered as an add-on. The exception is narrow: large, sales-only enterprise orgs with a mature RevOps team and an existing CRM they're not replacing may find Gong's specialized call-coaching depth worth running as an add-on.

Ready to see what a platform built around your business actually looks like?

Free for 7 days — no credit card, no onboarding fee, no sales pressure. venntive.com

This comparison was generated using AI based on publicly available pricing and product information and verified user reviews as of July 2026. Gong pricing varies by configuration, negotiated discounts, and add-on modules; the cost example represents a typical 10-person B2B revenue team scenario and is provided for illustrative purposes. | venntive.com | Less friction. More business.