

2025

# State of SaaS Integrations

Survey results from 100+ B2B SaaS companies on how they build, and drive growth through their integration strategies.



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# Introduction

As B2B SaaS products continue to evolve, integrations have solidified from high importance to a fundamental market expectation.

In 2024, we identified integrations as key drivers of growth and retention. Now, our 2025 data confirms that **integrations have become table stakes** rather than differentiators in the SaaS ecosystem, with AI fundamentally reshaping how these integrations are built and managed.

After surveying leaders at more than 150 B2B SaaS companies, with participants across partnerships, product management, executive leadership and more, we've uncovered critical insights about how **integrations continue to drive business outcomes** and how companies are leveraging AI to transform their integration strategies.

## The claim

**Integrations have become a fundamental expectation for B2B buyers**, with most customers using integrations and discussing them during sales conversations.

Companies are increasingly recognizing integrations as retention drivers, with 98% reporting that customers with active integrations are less likely to churn (up 6%).

While AI adoption has skyrocketed (**76% of products now include generative AI features**), AI-specific integrations are still an emerging frontier (**25-34% adoption**) that represents both a challenge and opportunity for SaaS leaders.

# Key takeaways from the report

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## Customers and prospects of B2B SaaS companies expect integrations



Over **66%** of customers use integrations



**60%** of companies use integrations as an upsell lever (+30% YoY)



**98%** report customers with integrations are less likely to churn (+6% YoY)

## B2B SaaS companies are investing strategically in integration capabilities



Integration ecosystems are growing, with **26%** of companies now offering over 100 integrations



**40%** rely heavily on partners (+19% YoY)

## AI is transforming both SaaS products and their integration strategies



**76%** of surveyed products now include generative AI features



**34%** are building integrations for data ingestion to support RAG/ AI context



**25%** are implementing AI agents that interact with third-party applications

# Before we get into it

Here's some background on the partners that made this all happen.

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.....  **Paragon**

## Integration Infrastructure for B2B & AI Products

The all-in-one platform developers rely on to build, ship, and manage native product integrations

[→ Learn more](#)

.....  **PARTNER  
FLEET**

## White-labeled Partner Marketplace

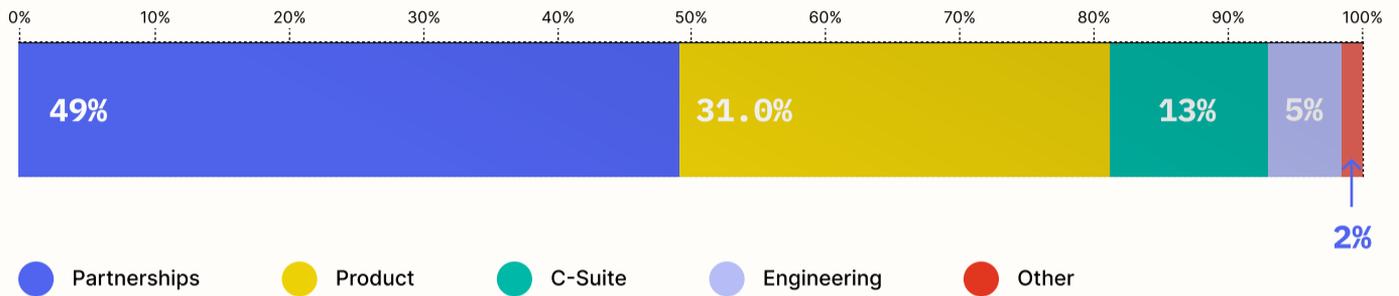
Turn your partnerships into trackable revenue with a custom-built, out-of-the-box marketplace.

[→ Learn more](#)

# Respondent Demographics

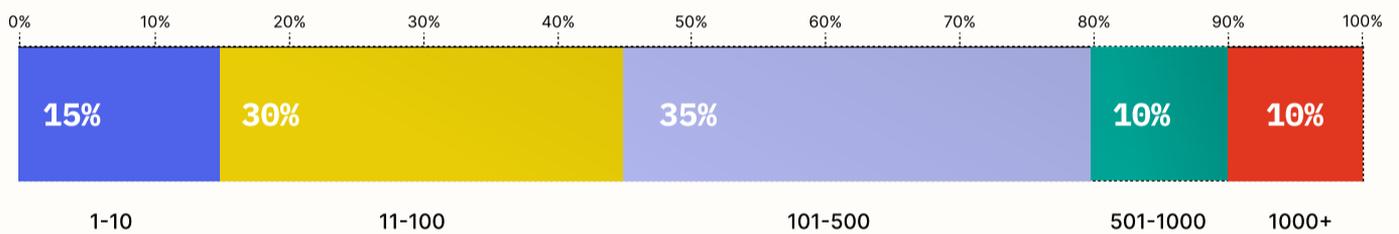
CHART

## Leaders by department



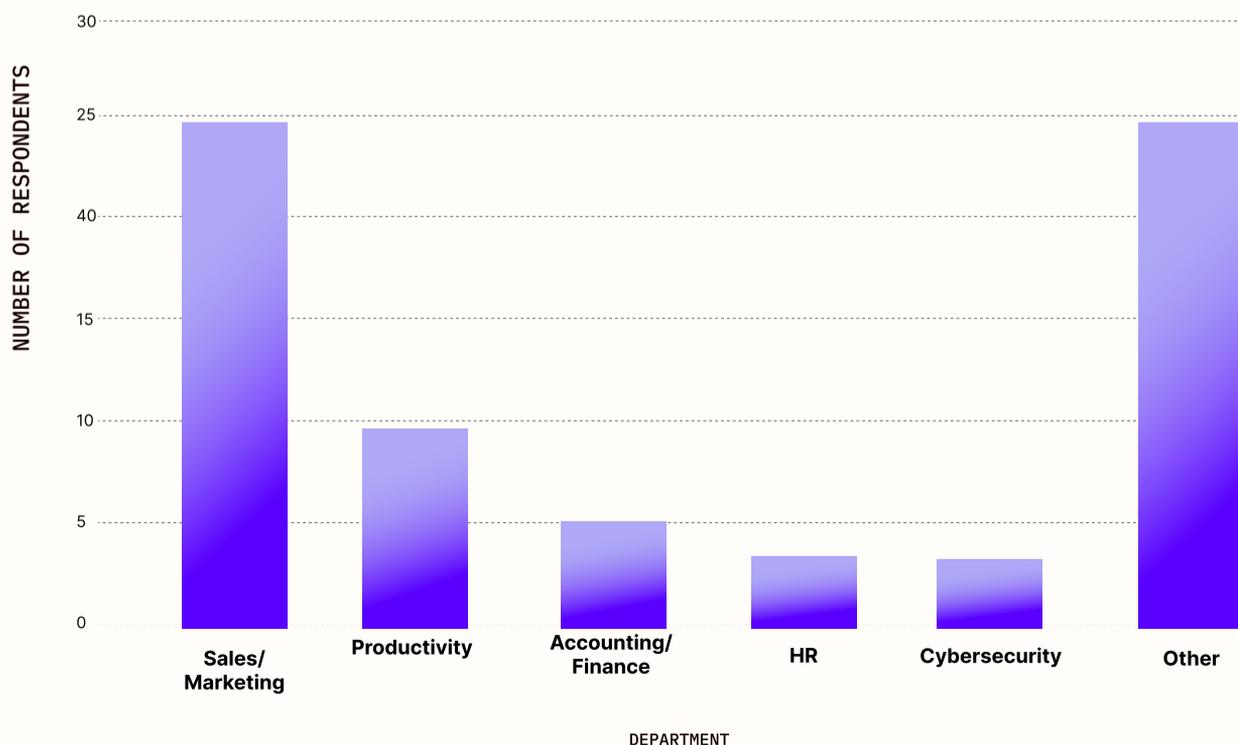
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## Company size by employees



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## Number of respondents by SaaS category



# B2B SaaS Buyers Expect Integrations

The data overwhelmingly shows that integrations are no longer just a consideration but a fundamental expectation for B2B SaaS customers:

- Over **66%** of customers use integrations
- Integrations come up in **62%** of sales conversations

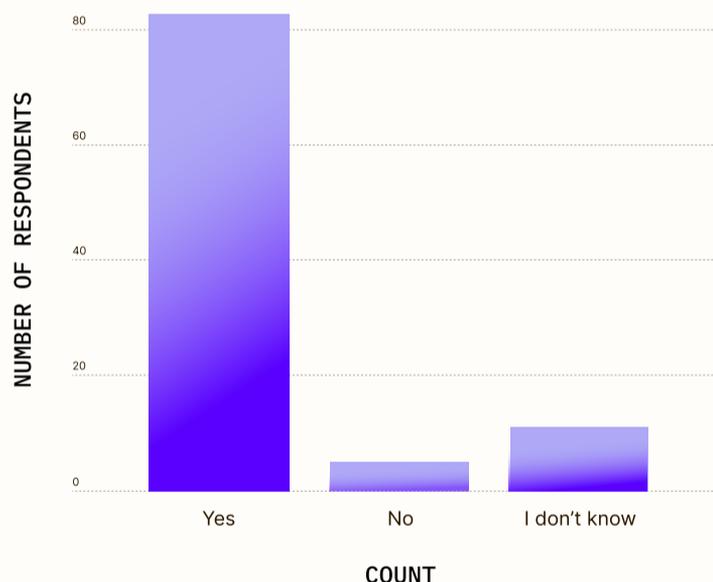
## Impact of integrations on core business metrics

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### Are customers with integrations less likely to churn?

An overwhelming **98%** (+6% YoY) of respondents who measured this data, shared that customers **who have enabled integrations are less likely to churn**. This represents a strong majority and underscores the critical role of integrations in customer retention.

After all, the more integrations you offer, the more processes and dependencies your customers will build on top of your application. Removing your solution from their stack would require a painful transition period and potentially disrupt their day-to-day workflows.



## Percentage of deals/expansions driven by integrations

Integrations have significant influence in expansion revenue

60%

respondents use integrations as an upsell lever (+30% YoY)

62%

respondents see integrations brought up in sales conversations

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The impact of product integrations on B2B SaaS businesses remains clear.

Integrations are:

1. Expected by nearly every buyer, with **66%** of customers using integrations
2. A key driver to reducing churn (**98%** of respondents who know confirm this)
3. Requested in **62%** of sales conversations
4. Key drivers of expansion revenue

# AI is transforming SaaS products and their integration strategies

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## AI Adoption in SaaS Products



76% of surveyed products now include generative AI features, demonstrating how rapidly AI has transitioned from an emerging technology to a mainstream feature in SaaS products.

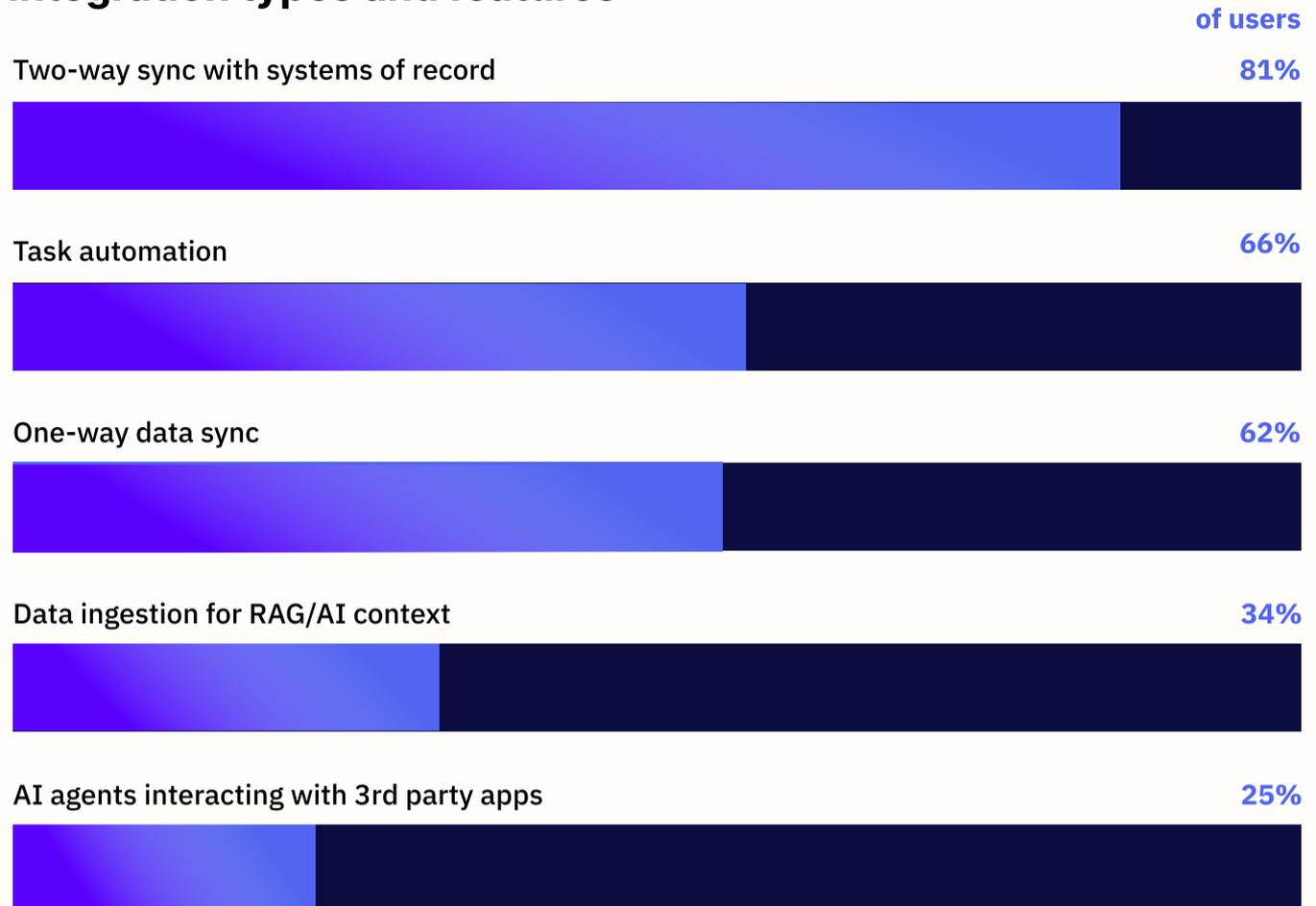
## AI-Specific Integration Types

Two new integration patterns are emerging specifically for AI-enabled applications:

1. Data ingestion for RAG/AI context (**34%**): These integrations focus on pulling data from various sources to provide context for Retrieval-Augmented Generation systems, allowing AI features to respond with company-specific knowledge.
2. AI agents interacting with third-party apps (**25%**): These more advanced integrations enable AI agents to take actions across multiple systems on behalf of users, representing a new frontier in workflow automation.

This represents the new paradigm of integration strategies, where connecting data sources for AI context and enabling AI features to work across applications is becoming increasingly important for competitive differentiation.

## Integration types and features



The most common integration types in 2025 are traditional data syncs and automation patterns, but we're seeing significant growth in AI-enabled integrations:

### Traditional Integration Types:

- Two-way sync with systems of record (**81%**)
- Task automation (**66%**)
- One-way data sync (**62%**)

### AI-related Integrations (New in 2025):

- Data ingestion for RAG/AI context (**34%**)
- AI agents interacting with 3rd party apps (**25%**)

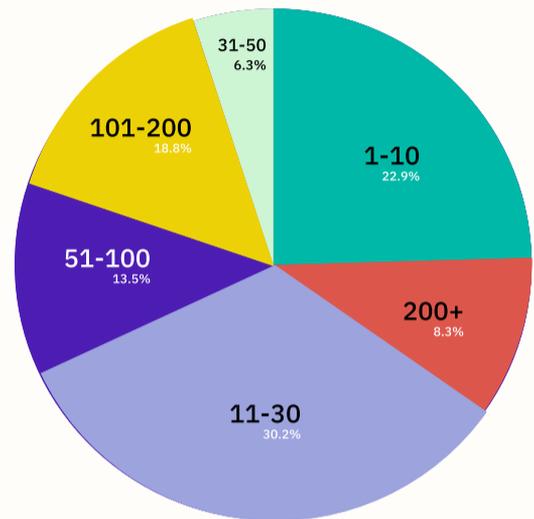
The emergence of AI-specific integration patterns represents a new frontier that didn't exist in the 2024 report. This reflects how rapidly generative AI has been incorporated into SaaS products, creating new integration requirements.

# There is significant investment towards scaling integration ecosystems.

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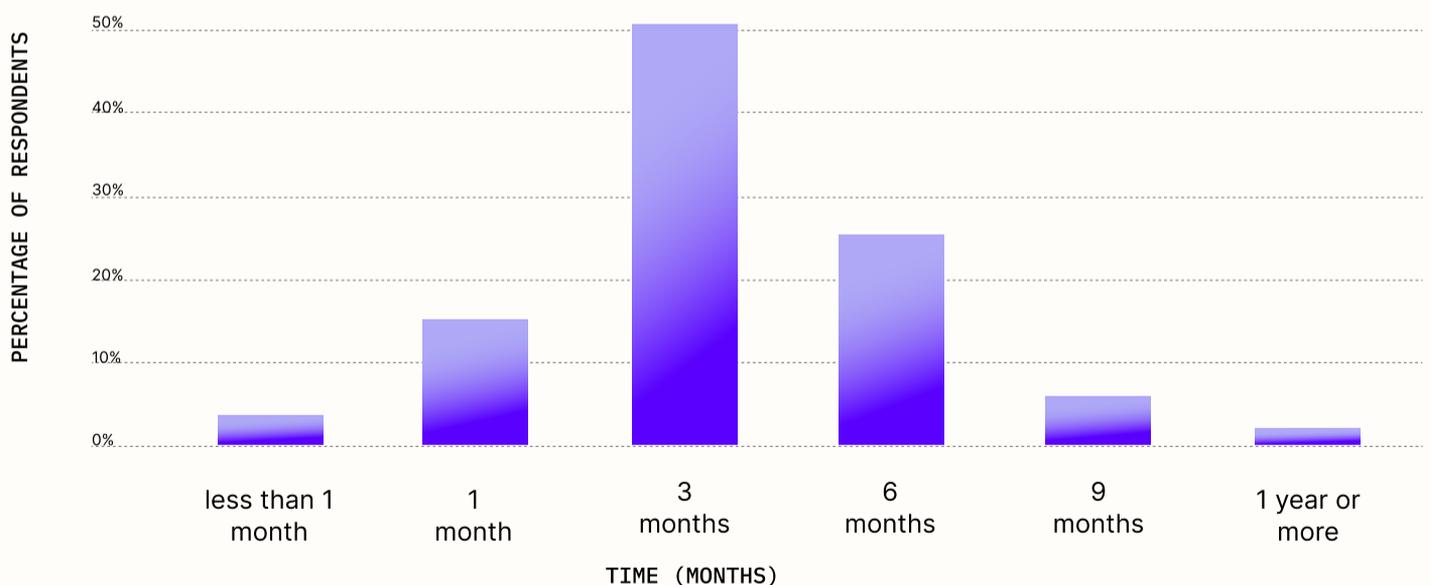
## Integration Portfolio Size Distribution

The most common portfolio size is 11-30 integrations (30%), though 25% now have over 100 integrations. This demonstrates the substantial investment companies are making in their integration ecosystems. For larger companies with 1000+ employees, integration portfolios are even more extensive, with over 50% now offering 51+ integrations.



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## Average time to build an integration



Companies are getting faster at developing integrations. The majority (50%) complete integrations in 3 months (+12% YoY), with only 7% taking 9+ months.

The strong concentration around the 3-month development timeline suggests standardization of integration development processes and improved tooling across the industry.

## How are teams building the integrations?

Companies are increasingly leveraging multiple approaches to build integrations. The data shows that 54% of companies now use more than one approach, combining in-house development with third-party solutions to accelerate their integration pipeline.

### KEY METRICS

77%

are building in-house

19%

use an embedded iPaaS

22%

use a unified API

40%

use an outsourced dev shop

# Conclusion

Our 2025 State of SaaS Integrations report confirms that integrations continue to be fundamental to SaaS growth strategies. The data clearly shows that integrations drive revenue through reduced churn, increased ACVs, and improved win rates.

What's new in 2025 is the rapid adoption of AI features (76% of products) and the emerging integration needs this creates. Companies are beginning to build AI-specific integrations, but this remains an area of opportunity and differentiation. To stay competitive in 2025 and beyond, SaaS companies should:

1. Treat integrations as a competitive necessity rather than a differentiator
2. Invest in integration quality and adoption to drive retention
3. Explore AI integration opportunities, which represent both a challenge and opportunity
4. Address efficiency gaps in development through platforms/tools and partner programs

The SaaS companies that thrive will be those that recognize integrations as a fundamental part of their product and go-to-market strategy, and who invest accordingly.

Report by



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