

Seamless.ai Alternative: Lead411 vs.

Seamless.ai

B2B data is a critical driver toward profitable growth. When searching for an honest and reputable data provider, you may come across a comparison between two B2B data providers available: Lead411 and Seamless.ai. Although on the surface, these two companies have a similar business model, there are many key differences that may steer your decision to engage with one or the other.

lead411

VS.



SUMMARY

- Lead411 has over 2 decades of experience providing the highest level of quality in terms of accurate company data, employee data and growth intent for thousands of customers.
- Lead411’s solution is feature-rich to include flexibility for nearly every sales, marketing, research and data enrichment scenario, including bulk list building, CRM enrichment and integration, growth intent, and built-in sales enablement email/SMS campaigns.
- Lead411 provides an updated UI with a LinkedIn/web chrome extension so finding data is straightforward and extremely efficient.

HIGH-LEVEL OVERVIEW

Lead411 is the most accurate and complete alternative to Seamless available. Lead411 addresses several of the main concerns people have with Seamless right from the start. Here are some of the biggest concerns customers have when comparing Seamless to Lead411.

- Pricing
- Addressable Market
- Accuracy of Data
- Intent Data
- CRM Integration
- Customer Service/Support



PRICING



Pricing is usually the biggest concern most customers have when comparing any data provider as it is imperative to ensure a positive R.O.I.. Seamless advertises an “unlimited” enterprise package on their website for \$11,364 with 10 licenses on an annual subscription. It is not unlimited however, in small print they limit the data you can find. (see image below)

Want to get your entire team on Seamless? [Contact us](#) for special pricing.

Unlimited access to the data through Seamless.AI is set at a standard capacity for usage of approximately 1,000 Find Credits / Day, at which point data may be subject to throttled daily usage.

Disclaimer featured on Seamless.ai website

Lead411 offers flexible terms and pricing. A one seat limited enterprise account starts at \$5000 per year.

PRICING OPTIONS	lead411	Seamless.AI
Free Trial Offered	Yes	Yes
Tiered Pricing Offered	Yes	No - (Only 2 options)
Starting Price per Year/1 User	\$5000	\$11364 with minimum 10 Users
Number of Exports Offered (Lowest Enterprise Pricing)	12K Email and/ or Phone Exports/ Unlocks	100 lookups a day per user
Unlimited Pricing Available	Yes	Yes - but throttled daily
Pay on a Monthly Basis	Yes	Yes
Price Includes Customer Support and Training?	Yes	No

ADDRESSABLE MARKET



Having actionable data in the right categories is important to locate the right contacts within an ICP (Ideal Customer Profile). Both Lead411 and Seamless.ai cover a variety of industries across multiple countries. Seamless is limited to the data offered by LinkedIn (they are claiming LinkedIn data is their own data) and there really isn’t much to their claim of having artificial intelligence to provide up-to-date information. All they provide is a scraper attached to the LinkedIn platform along with a chrome extension and the data is not verified or re-verified to be accurate.

There are several main differences in the data features provided between Seamless.ai and Lead411. Mainly, Lead411 isn’t dependent on scraped data from a social platform. Lead411 has multiple data sources and a sophisticated verification process that is unmatched in the industry. This means less time wasted with bad data, better direct dials and verified emails, growth intent data and mass export options.

DATA FEATURES	lead411	Seamless.AI
Number of Contacts Advertised	450M	LinkedIn (LI) advertises 310M out of their 722M accounts are currently active
Verified Email Addresses	Yes	Scraped direct from LI - Not Verified
Direct Dial Phone Numbers	Yes	Minimal Amount
Frequency of Re-Verification	Minimum of Every 3 Months	Dependent on the accuracy of LI
B2B Data	Yes	Yes
B2C Data	No	Yes - if LI profile signed up with personal email
International Data	Yes	Yes
Technology Stack Data	Yes	No
Intent Data	Yes	No
Revenue Data	Yes	No
Location Data	Yes	Yes
Recent Company Awards	Yes	No
Employee Skills	Yes	No
Currently Hiring	Yes	No
Organization Charts	No	No
CRM Lead Enrichment	Yes with Mass Exporting options	Yes - 10 exports at a time and dependent on a 3rd party integration with Zapier

ACCURACY OF DATA

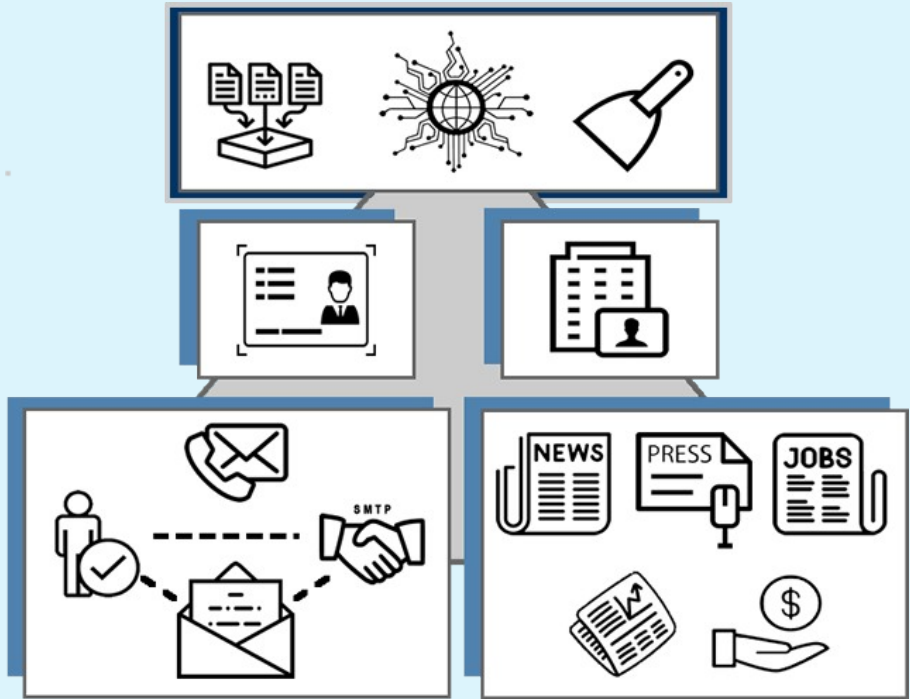


The accuracy of a data provider is one of the most critical evaluations necessary to determine the right fit for an organization. Data accuracy depends on a number of key factors including, overall source of the data, ethical collection of data, frequency of verification, and overall security and compliance of both local and federal laws. Both Lead411 and Seamless.ai have proprietary technology that scrapes websites for company and contact information. In fact, most data providers practice this method for data collection, and many data companies have their own proprietary machine learning (or A.I.) to automate the process in a quick and efficient manner. A majority of companies also purchase data from third-party vendors.

The main difference between Lead411 data collection and Seamless.ai’s data collection is, Seamless.ai is solely dependent on a social network for data collection. In the case of LinkedIn, there are currently 722M members in LI, with around 310M active monthly members. The majority of these members use a personal email like gmail for their main account information. In addition, around 11M LI accounts are retirees, 40M accounts are unemployed, and since LinkedIn does not delete accounts, there are around 2M accounts for deceased members. This leads to a number of discrepancies when pulling accurate and verified data out of LI that Seamless.ai users struggle with constantly.

Verification processes differ between data providers and the differences between Seamless.ai verification and Lead411 verification are quite different. When it comes to Email verification, most providers have some type of SMTP handshake, making sure the server exists and the email is then determined to be a valid address. Lead411 however, goes one step further, adding an extra level to verification, by sending, recording and confirming if the email was in fact opened by the recipient. Lead411 has less than a 5% bounce rate on verified emails. This level of verification is unmatched in the industry.

Lastly, both Seamless.ai and Lead411 provide that their data is CCPA compliant in the United States but only Lead411 mentions being GDPR compliant to ensure the data provided to customers is available for use, with respect to all opt-out requests.



INTENT DATA



Seamless.ai does not currently provide Intent Data.

Lead411 provides Growth Intent data through the Triggers feature. Growth Intent triggers show certain companies within a specific ICP that are hiring, expanding locations, receiving funding, releasing a new IPO and more. These indicators show which companies have money and need to sustain growth through addition of future solutions and services. These indicators can also fuel data from other types of Intent. For example, if you see that a company is looking at your website, or digesting content, or comparing your company on a review website, you can look up this company to find out if they are in growth mode, and reach out with a better conversation to start a business relationship. Lead411 offers growth intent and news at **no additional cost** at the enterprise level.

NEWS AND INTENT FEATURES	lead411	Seamless.AI
Press Releases	Yes	No
Funding Announcements	Yes	No
Employee New Data	Yes	No
Employee Updated Data	Yes	No
Employee New Role/Position	Yes	No
Executive Hire	Yes	No
New Location Opening	Yes	No
Job Openings	Yes	No
IPO	Yes	No
New Contract Awarded	Yes	No
Hiring Plans	Yes	No
Company Awards	Yes	No
Keyword Content Intent Tracking	No	No

CRM INTEGRATION



Here is a list of CRM Integrations available in both Seamless.ai and Lead411. Lead411 offers an API, Seamless.ai does not. The majority of Seamless.ai’s CRM integrations are dependent on the third party vendor Zapier and not all the data points will transfer so customers are stuck with manual and time-consuming data entry.

CRM INTEGRATIONS	lead411	Seamless.AI
SalesForce	Yes	Through Zapier Only
MS Dynamics	Yes	No
Zoho CRM	Yes	Through Zapier Only
Insightly	Yes	Through Zapier Only
Sugar CRM	Yes	Through Zapier Only
Highrise	Yes	Through Zapier Only
Pipedrive	Yes	Through Zapier Only
Keap	Yes	Through Zapier Only
Vtiger	Yes	Through Zapier Only
Capsule CRM	Yes	Through Zapier Only
Nutshell CRM	Yes	Through Zapier Only
Pipeline CRM	Yes	Through Zapier Only
Close.io	Yes	Through Zapier Only
ZenDesk	Yes	Through Zapier Only
PersistIQ	Yes	Through Zapier Only
HubSpot	Yes	Through Zapier Only
QuickMail.io	Yes	Through Zapier Only
Google	Yes	Through Zapier Only
Agile CRM	Yes	Through Zapier Only
Less Annoying	Yes	No
SalesLoft	Yes	No
Bullhorn	No	Through Zapier Only
PCRecruiter	Yes	No
FreshSales CRM	Yes	Through Zapier Only
Marketo	No	Through Zapier Only
Copper	Yes	Through Zapier Only
MS Dynamics 365	Yes	No
Outreach.io	Yes	No
Salesfusion	Yes	No

CUSTOMER SERVICE / SUPPORT



Customer service and support are important to get the most out of any SaaS product and B2B data platforms are no exception. It’s important to get answers to questions quickly and clearly in order to understand all the best tips, tricks and features and quickly realize a positive R.O.I.

Seamless.ai offers customers a help center for basic support. What frustrates many Seamless.ai users is the difficulty of cancellation when the yearly contract expires. **From user reviews, in order to cancel when a yearly contract is up, customers are required to send in written notice at least 60 days before the contract expires.** In addition, once written notice is received, customers are required to fill out 3 forms, and then contact the support team in order to cancel. If the documentation is not completed 60 days prior to the cancellation date, they will lock you into another annual contract and refuse a refund if rebutted.

Lead411 offers 2 hours of customer support for enterprise accounts after signing up to help get the most data out of the platform and improve adoption rates across teams. If you want to cancel, just let customer service know and a cancellation will be placed on your account without hassle. Chat support is also offered for Pro accounts and higher. Lead411’s sales/support phone number is 1.877.673.1022

TRY US OUT

Hopefully this in-depth comparison brought to light some of the key ways Seamless.ai Alternative Lead411 stands out from the competition. Want to discover how Lead411 can help you get the best data available?

Find a good time to chat using the button below and we will be happy to show you around.

