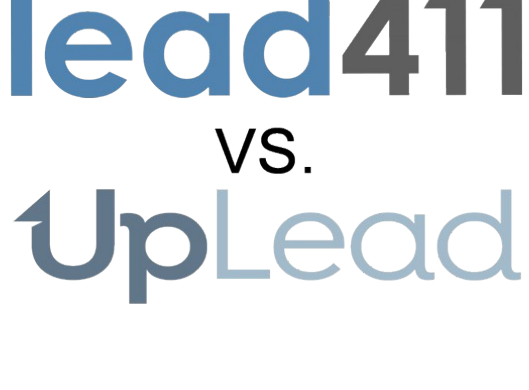


Zoominfo Uplead: Lead411 vs. Uplead

Reputable data providers are hard to find these days. Some companies make empty claims about data accuracy, and customers don't learn the truth until after the contract is signed and the platform reveals the truth. It's important for customers to take a deeper look at B2B data providers to ensure they are getting what is advertised. When doing this research, you may come across two B2B providers: Lead411 and Uplead. On the surface, these two companies may seem similar, however a deeper dive will reveal just how much better Lead411 is over Uplead.



SUMMARY

- Uplead competitor 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. Uplead is new to the industry, founded in 2017.
- Uplead competitor Lead411's solution is feature-rich to include flexibility for nearly every sales, marketing, research and data fulfillment scenario, including bulk list building, CRM enrichment and integration, growth intent, and built-in sales enablement email/SMS campaigns. Uplead has a platform with data.
- Uplead competitor 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 Uplead available. Lead411 addresses several of the main concerns people have with Uplead right out of the gate. Here are some of the biggest concerns customers have when comparing Uplead 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.. Uplead offers 3 small packages ranging from 2K-12K credits. The pricing for Uplead ranges from \$890-\$3590 annually but enterprise subscription pricing is not advertised..

Lead411 offers 3 subscriptions ranging from 2400-12K credits. Packages start at \$900-\$5000 annually.

PRICING OPTIONS	lead411	UpLead
Free Trial Offered	Yes	Yes
Tiered Pricing Offered	Yes	Yes
Starting Price per Year/1 User	\$5000	Enterprise Pricing Not Advertised
Number of Exports Offered (Lowest Enterprise Pricing)	12K Email and/ or Phone Exports/ Unlocks	12K Email Addresses
Unlimited Pricing Available	Yes	No
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 Uplead cover a variety of industries across multiple countries. Uplead advertises 62M contacts in 14M companies globally while tracking 16K technologies with a 95% accuracy rate.

Lead411 has more data in more companies, 450M contacts in 20M companies worldwide. Lead411 tracks over 30K technologies with a 96% accuracy rate. (*one upper alert) The key differences are around accuracy and additional search features to narrow in on an ICP.

DATA FEATURES	lead411	UpLead
Number of Contacts Advertised	450M	62M
Verified Email Addresses	Yes	Yes, but not confirmed opens
Direct Dial Phone Numbers	Yes	A Minimal Amount
Frequency of Re-Verification	Minimum of Every 3 Months	Not Advertised
B2B Data	Yes	Yes
International Data	Yes	Yes
Technology Stack Data	Yes, 30K Trackable Technologies	Yes, 16K Trackable Technologies
Intent Data	Yes	No
Revenue Data	Yes	No
Location Data	Yes	No
Recent Company Awards	Yes	No
Employee Skills	Yes	No
Currently Hiring	Yes	No
CRM Lead Enrichment	Yes, with Mass Exporting	Yes, on a select few CRM's

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 is often more important than the amount of data, and it also 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 Uplead 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.

Both Lead411 and Uplead use a level of A.I. real-time verification, to verify data on the fly when the database does not immediately contain the information requested. The main difference between Lead411 and Uplead in the verification process is, Lead411 goes a step further by 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 Uplead 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

Uplead 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	UpLead
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

CRM INTEGRATION

Here is a list of CRM Integrations available in both Uplead and Lead411. Both Uplead and Lead411 offer an API. Some of Uplead'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	UpLead
SalesForce	Yes	Yes
MS Dynamics	Yes	Yes
Zoho CRM	Yes	Yes
Insightly	Yes	Yes
Sugar CRM	Yes	Through Zapier Only
Highrise	Yes	Through Zapier Only
Pipedrive	Yes	Yes
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	No	No
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	Yes
Bulhorn	No	Through Zapier Only
PCR recruiter	Yes	No
FreshSales CRM	Yes	Through Zapier Only
Marketo	No	Through Zapier Only
Copper	Yes	Yes
MS Dynamics 365	Yes	Yes
Outreach.io	Yes	Yes
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.

Uplead offers customers a help center for basic support as well as a chat feature that feeds into that help center. No live support available.

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 Uplead Competitor 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.

