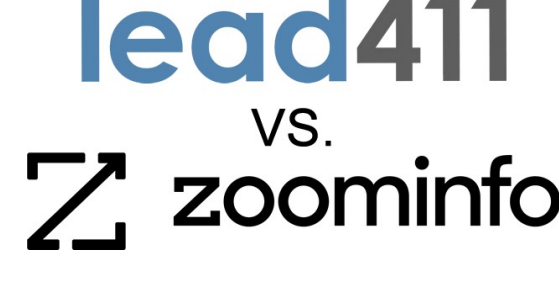


# Zoominfo Alternative: Lead411 vs. Zoominfo

B2B data is a critical driver toward profitable growth. When searching for a reputable data provider, you may come across a comparison between two of the top B2B data providers available: Lead411 and Zoominfo. Although on the surface, these two companies have a similar business model, there are several key differences that may steer your decision to engage with one or the other/ or even utilize both solutions.



## 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 Zoominfo available. Lead411 addresses several of the main concerns people have with Zoominfo right out of the gate. Here are some of the biggest concerns customers have when comparing Zoominfo 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 Zoominfo to Lead411. Zoominfo does not advertise pricing on their website because they choose to evaluate each customer based on size, revenue and usage to provide tiered pricing to which they think each organization can afford. The lowest price offered for Zoominfo, (not including intent data) starts at \$10,000 for a one seat on an annual subscription and they require at least 60 days notice of cancellation before the contract expires or they will bill you for another year.

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

| PRICING OPTIONS                                       | lead411                                  | zoominfo  |
|---|--|---|
| Free Trial Offered                                    | Yes                                      | Yes (but only after speaking with a sales representative) |
| Tiered Pricing Offered                                | Yes                                      | Yes   |
| Starting Price per Year/1 User                        | \$5000                                   | \$10000   |
| Number of Exports Offered (Lowest Enterprise Pricing) | 12K Email and/ or Phone Exports/ Unlocks | 15K Email Addresses Only                                  |
| Unlimited Pricing Available                           | Yes                                      | No  |
| Pay on a Monthly Basis                                | Yes                                      | No  |
| Price Includes Customer Support and Training?         | Yes                                      | No  |

## ADDRESSABLE MARKET

Having data in the right categories is important to locate the right contacts within an ICP (Ideal Customer Profile). Both Lead411 and Zoominfo cover multiple industries across the entire globe, it just depends on what type of data you are looking for. Zoominfo claims to have more data, advertising 100M company profiles, and a mix of 100M+ B2B and B2C email addresses.

Lead411 has around 50M B2B email addresses, and around 20M company profiles but this number is growing every month. The main difference here between Zoominfo and Lead411 is Quality over Quantity. Lead411 has more accurate data because of the verification procedures in place. Zoominfo quite simply can't verify their data to scale the same way Lead411 can. Lead411 re-verifies all data every 3 months, Zoominfo takes 6 months to 3 years to re-verify data.

| DATA FEATURES                 | lead411                   | zoominfo            |
|-------------------------------|---------------------------|---------------------|
| Number of Contacts Advertised | 450M                      | 1B                  |
| Verified Email Addresses      | Yes                       | Yes                 |
| Direct Dial Phone Numbers     | Yes                       | Yes                 |
| Frequency of Re-Verification  | Minimum of Every 3 Months | 6 Months to 3 Years |
| B2B Data                      | Yes                       | Yes                 |
| B2C Data                      | No                        | Yes                 |
| International Data            | Yes                       | Yes                 |
| Technology Stack Data         | Yes                       | Yes                 |
| Intent Data                   | Yes                       | Yes                 |
| Revenue Data                  | Yes                       | Yes                 |
| Location Data                 | Yes                       | Yes                 |
| Recent Company Awards         | Yes                       | No                  |
| Employee Skills               | Yes                       | No                  |
| Currently Hiring              | Yes                       | No                  |
| Organization Charts           | No                        | Yes                 |
| CRM Lead Enrichment           | Yes                       | Yes                 |

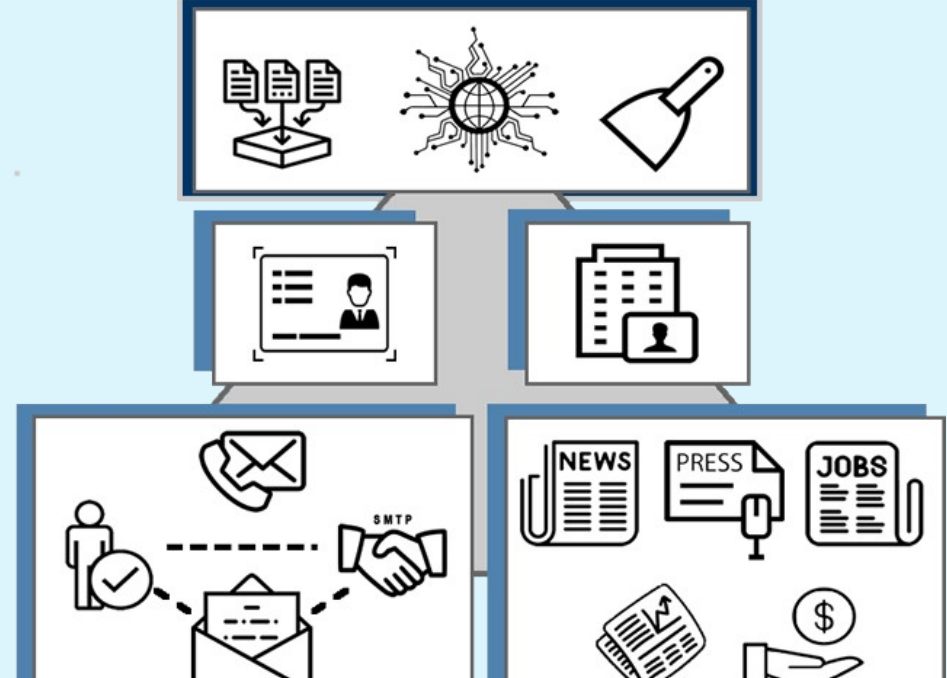
## ACCURACY OF DATA

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 Zoominfo have proprietary technology that scrapes websites for company and contact information, news articles, job postings, press releases and more. In fact, most data providers practice this method for data collection, and many data companies have their own proprietary machine learning 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 Zoominfo's data collection is, Zoominfo does something called email signature scraping, which involves looking into personal email boxes and their contacts to scrape information from signature lines as the person goes about their day-to-day emailing activities. Some might say this provides a level of questionable business practices in a world when personal security is more prominent than ever before.

Verification processes differ between data providers and the differences between Zoominfo 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 Zoominfo and Lead411 provide that their data is CCPA compliant in the United States and GDPR compliant in Europe to ensure the data provided to customers is available for use, with respect to all opt-out requests.



## INTENT DATA

Intent Data is one of the most popular ways to interact with potential customers. It aligns a holistic view of your ICP with engaging information about companies that are in a growth/buying cycle. There are different types of Intent Data and companies can utilize these bits of data to open a more agreeable conversation. Zoominfo provides intent through a white labeled third-party vendor called Bombora. They provide content intent, which is the process of identifying when a prospect reads an article or downloads some type of content based on keywords, topics or company names. This can be effective but also might include people who are just doing research with no real intent of buying services or solutions. Zoominfo offers this intent data to it's customers for an additional **\$25,000** per year. Zoominfo also provides info on news articles and press releases in what they call Scoops, which shows some level of company activity but not a great overall representation of growth or intent.

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 | zoominfo |
|---------------------------------|---------|----------|
| Press Releases                  | Yes     | Yes      |
| Funding Announcements           | Yes     | Yes      |
| 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      | Yes      |

## CRM INTEGRATION

Here is a list of CRM Integrations available in both Zoominfo and Lead411 (Both Solutions also offer an API)

| CRM INTEGRATIONS | lead411 | zoominfo |
|------------------|---------|----------|
| SalesForce       | Yes     | Yes      |
| MS Dynamics      | Yes     | Yes      |
| Zoho CRM         | Yes     | No       |
| Insightly        | Yes     | No       |
| Sugar CRM        | Yes     | Yes      |
| Highrise         | Yes     | No       |
| Pipedrive        | Yes     | Yes      |
| Keap             | Yes     | No       |
| Vtiger           | Yes     | No       |
| Capsule CRM      | Yes     | No       |
| Nutshell CRM     | Yes     | No       |
| Pipeline CRM     | Yes     | No       |
| Close.io         | No      | No       |
| ZenDesk          | Yes     | No       |
| PersistIQ        | Yes     | No       |
| HubSpot          | Yes     | Yes      |
| QuickMail.io     | Yes     | No       |
| Google           | Yes     | Yes      |
| Agile CRM        | Yes     | No       |
| Less Annoying    | Yes     | No       |
| SalesLoft        | Yes     | Yes      |
| Bullhorn         | No      | Yes      |
| Eloqua           | No      | Yes      |
| PCRecruiter      | Yes     | No       |
| FreshSales CRM   | Yes     | No       |
| Marketo          | No      | Yes      |
| Copper           | Yes     | No       |
| 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.

Zoominfo offers customers a resource database to find answers to common questions as well as a chat feature on their website. They also advertise a contact form with a promise of getting back with a response within one business day. No support phone number is advertised.

Lead411 offers 2 hours of customer support for enterprise accounts after signing up to help get the most data out of the platform. They also offer chat support 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 Zoominfo Alternative Lead411 stands out from the competition. Want to see a personal product tour of Lead411? Find a good time to **chat here** and we will be happy to show you around.