

Apollo Competitor: Lead411 vs.Apollo

Sales and marketing processes are complex, and having a reputable data provider shouldn't be. A solution that provides accurate data, fueled by features like intent and cadence technology, are a must to communicate effectively in the B2B world. It's never been more important for a customer 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 feature rich B2B providers: Lead411 and Apollo. On the surface, these two companies may seem similar, however a deeper dive will reveal just how much better Lead411 is over Apollo.



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 competitor to Apollo available. Lead411 addresses several of the main concerns people have with Apollo right from the start. Here are some of the biggest concerns customers have when comparing Apollo to Lead411.

- Pricing
- Addressable Market
- Accuracy of Data
- Intent Data
- Sales Engagement
- 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.. Apollo offers 2 small packages ranging from 2400-Unlimited credits however, unlimited is not as advertised as they only allow 10K per month to "avoid abuse". The pricing for Apollo ranges from \$468-\$948 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	Apollo.io
Free Trial Offered	Yes	Yes
Tiered Pricing Offered	Yes	Yes
Starting Enterprise Price per Year/1 User	\$5000	Enterprise pricing is not advertised
Number of Exports Offered (Lowest Enterprise Pricing)	12K Email and/ or Phone Exports/ Unlocks	Unlimited unverified emails (limited to 10K a month to avoid abuse), and 50 mobile numbers per month
Unlimited Pricing Available	Yes	A Variation of Unlimited - Limited to 10K per month
Pay on a Monthly Basis	Yes	Yes
Price Includes Customer Support and Training?	Yes	No
Chrome Extension	Yes	Yes

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 Apollo cover a variety of industries across multiple countries. Apollo advertises 200M contacts in 10M companies globally without advertising an 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. The key differences are around accuracy and additional search features to narrow in on an ICP.

DATA FEATURES	lead411	Apollo.io
Number of Contacts Advertised	450M	200M
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	Yes, but unadvertised how many
Intent Data	Yes	No
Revenue Data	Yes	Yes
Location Data	Yes	No
Recent Company Awards	Yes	No
Employee Skills	Yes	No
Currently Hiring	Yes	No
CRM Lead Enrichment	Yes	Yes - on a minimal amount of CRM platforms

ACCURACY OF DATA

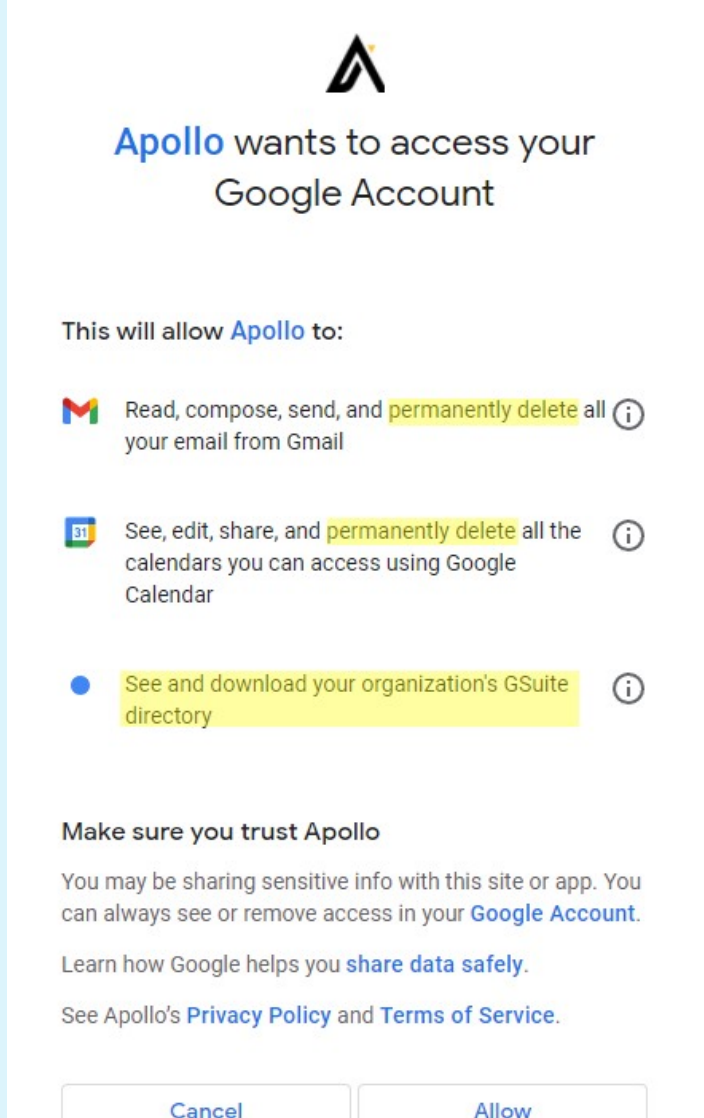
The accuracy of a data provider is one of the most critical evaluations necessary to determine the right fit for an organization. Data accuracy is often more important than the amount of data, and it also depends on a number of key factors including, overall source of the data, ethical collection of data, frequency of verification, and overall security and compliance of both local and federal laws.

Both Lead411 and Apollo 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.

Apollo.io does a level of scraping on your email and address book when you sign up for an account. They make you agree that they can look at your emails, permanently delete emails, calendar events and see and download your entire directory. This can be a major security issue for most companies that value privacy within their respective organizations. (see image of the Apollo sign up process message.)

Lead411 uses a level of A.I. with 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 Apollo.io is in the verification process, 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 Apollo 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

Apollo does not currently provide Intent Data, however they do track job changes.

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	Apollo.io
Press Releases	Yes	No
Funding Announcements	Yes	No
Employee New Data	Yes	Yes
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

SALES ENGAGEMENT

Apollo and Lead411 are unique because they both offer the ability to send Sales Engagement communications within the platform, so there is no need for additional software for outreach. The main differences between this feature is mainly Lead411's ability to send Automated Intent Messaging. For example, if you have an intent trigger set up that wants to send an email to any "Sales Director within a Company of a certain size that received funding," you can send a cadence automatically, so you can put your sales process on autopilot. Here is a list of what is offered by both companies.

SALES ENGAGEMENT	lead411	Apollo.io
Automated Emails	Yes	Yes
Dialer with Same Area Code Number	Yes	Yes
Click-to-Call inside App	Yes	Yes
Forward Voicemail and SMS to your personal Cell Phone	Yes	No
Cadence Building and Template Creation	Yes	Yes
A/B Testing	Yes	No
Out-of-Office Detection	Yes	Yes
Task Management	Yes	No
Drip Bin (Save for Later List Building) to Automate Outreach	Yes	No
Internal CRM	Yes	No
SMS Messaging	Yes	No

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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..

Apollo offers customers a general email 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. 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 Apollo 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.

