

## **Linkedin Sales Navigator Competitor: Lead411 vs. Linkedin Sales Navigator**

Initiating conversations with prospects has always been the top-of-the-funnel task for sales professionals, but it isn't always as easy as a first email or message. The truth of prospecting is it takes time and research to make sure messaging is on point and at a timely manner when it makes the most sense. Simply finding ideal prospects is the first step, but you need more data to back your message and truly show you did your homework on the company to get your foot in the door. When looking for data providers that offer lead intelligence, you may come across a comparison between Linkedin Sales Navigator and Lead411. Although on the surface, these two companies may seem to have a similar business model, there are many key differences that may factor into your decision of which one is best for your business.

### **Summary**

- Both Linkedin Sales Navigator competitor Lead411 have been around for over 20 years
- Linkedin Sales Navigator 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, lead scoring, and built-in sales enablement email/SMS campaigns.
- Linkedin Sales Navigator alternative Lead411 provides an updated UI with a linkedin/web chrome extension so finding data is straightforward and extremely efficient on both platforms.

### **High-Level Overview**

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

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

### **Pricing**

Pricing is usually the biggest concern most sales teams have around data providers. Linkedin Sales Navigator pricing varies based on the package. They have an upcharge for CRM integration but only integrate into Salesforce and Microsoft dynamics. The price for their advanced package without integration is \$1919.88 a year, billed monthly.

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

PRICING	lead411	LinkedIn SALES NAVIGATOR
Free Trial Offered	Yes	Yes
Tiered Pricing Offered	Yes	Yes
Enterprise - Starting Price per Year/1 User	\$5000	\$1919.88
Number of Exports Offered (Lowest Enterprise Pricing)	12K Email or Phone Exports/Unlocks	2500 profile views per month
Unlimited Pricing Available	Yes	No
Pay on a Monthly Basis	Yes	Yes
Bulk Exporting	Yes	No
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 LinkedIn Sales Navigator cover a variety of industries across multiple countries.

There are several main differences in the data features provided between LinkedIn Sales Navigator and Lead411. The main difference is accuracy. LinkedIn is dependent on their users to update data. Currently, LinkedIn advertises that only 43% of their network is active, meaning a majority of the network could be stale users, retired, fake accounts or no longer using the platform.

Lead411 has multiple data sources and a sophisticated verification process that is unmatched in the industry, leading to a 96% proven accuracy rate. This means less time wasted with bad data, better direct dials and verified emails, growth intent data and mass export options.

DATA FEATURES	lead411	LinkedIn SALES NAVIGATOR
Number of Contacts Advertised	450M	722M of which 310M (43%) are currently active
Verified Email Addresses	Yes	No
Direct Dial Phone Numbers	Yes	No
Frequency of Re-Verification	Minimum of Every 3 Months	None
B2B Data	Yes	Yes
International Data	Yes	Yes
Technology Stack Data	Yes	Yes
Intent Data	Yes	No
Revenue Data	Yes	No
Location Data	Yes	Yes
Recent Company Awards	Yes	No
Employee Skills	Yes	Yes
Currently Hiring	Yes	Yes
Organization Charts	No	No
CRM Lead Enrichment	Yes with and Mass Exporting	Yes - Advanced Plus package only - Salesforce and Microsoft Dynamics

## 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.

The main difference between Lead411 data collection and Linkedin Sales Navigator's data collection is, Linkedin Sales Navigator collects data via users but no further verification process occurs. This results in Linkedin Sales Navigator only being able to advertise a 43% accuracy rate, well below any common data provider industry standard.

Lead411 offers a Chrome extension, which allows customers to go on to the Linkedin platform, look up prospects and have Lead411 verify the data, to ensure it is accurate and usable.

## Intent Data

Linkedin Sales Navigator 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	LinkedIn SALES NAVIGATOR
Press Releases	Yes	No	
Funding Announcements	Yes	No	
Employee New Data	Yes	Yes	
Employee Updated Data	Yes	Yes	
Employee New Role/Position	Yes	Yes	

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 Linkedin Sales Navigator and Lead411. Lead411 does offer an API. The only CRM's that Linkedin Sales Navigator integrates with are Salesforce and Microsoft Dynamics. Lead411 offers bulk Data Append, API and CRM pushes.

CRM INTEGRATIONS	lead411	Linkedin SALES NAVIGATOR
SalesForce	Yes	Yes
MS Dynamics	Yes	Yes
Zoho CRM	Yes	No
Insightly	Yes	No
SugarCRM	Yes	No
Highrise	Yes	No
Pipedrive	Yes	No
Keap	Yes	No
Vtiger	Yes	No
Capsule CRM	Yes	No

Nutshell CRM	Yes	No
Pipeline CRM	Yes	No
Close.io	Yes	No
ZenDesk	Yes	No
PersistIQ	Yes	No
HubSpot	Yes	No
QuickMail.io	Yes	No
Google	Yes	Yes
Agile CRM	Yes	No
Less Annoying	Yes	No
SalesLoft	Yes	No
Bullhorn	No	No
PCRecruiter	Yes	No
FreshSales CRM	Yes	No
Marketo	No	No
Copper	Yes	No
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.

Linkedin Sales Navigator offers a dedicated relationship manager at the Advanced level and basic chat support at the Core level.

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 Linkedin Sales Navigator 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.