








Vendor Scorecard: Data Enrichment

Based on interviews with software buyers who recently evaluated data enrichment solutions. Produced in partnership with Pavilion, a global community for GTM leaders, CEOs, and their teams.

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	 Apollo.io	 Clearbit	 cognism	 LinkedIn SALES NAVIGATOR	 Lusha	 Seamless.AI®	 zoominfo
Overall satisfaction score*	8.4/10	7.3/10	8.3/10	7.7/10	8/10	7/10	6.3/10
	Read Transcripts	Read Transcripts	Read Transcripts	Read Transcripts	Read Transcripts	Read Transcripts	Read Transcripts
Win reasons	<ul style="list-style-type: none"> Lower cost vs. competitors like ZoomInfo Large contact database CRM integrations (HubSpot, Salesforce) User-friendly platform & search Responsive customer support (live chat) Evolving product & clear roadmap 	<ul style="list-style-type: none"> Complete solution (enrichment, intent, etc.) for marketing & sales Coverage of early- and growth-stage startups (“best-in-market enrichment”) US phone number accuracy Seamless integrations (Salesforce, Slack, etc.) 	<ul style="list-style-type: none"> High-quality phone numbers UK/EU market data and GDPR compliance User-friendly Centralized dashboard (“complete tool” vs. Lusha) Seamless integrations (HubSpot, LinkedIn Sales Nav., etc.) 	<ul style="list-style-type: none"> Data accuracy & current contact information Real-time job tracking & alerts (e.g., titles/org. changes) Built-in Salesforce integration (e.g., seamless activity tracking) LinkedIn platform communication & multi-threading 	<ul style="list-style-type: none"> Data accuracy Direct dial coverage vs. Cognism EU/APAC/EMEA market data Ease of use & quick integration Strong Chrome extension 	<ul style="list-style-type: none"> Lower cost vs. competitors like ZoomInfo Easy integration & setup Intuitive platform CRM integrations 	<ul style="list-style-type: none"> Volume of contacts/accounts Market-leading US data Mature product (covering buyer intent, ABM, etc.) GDPR compliance Easy & quick implementation Robust customer support
Opportunity areas	<ul style="list-style-type: none"> Improving data quality & accuracy: <ul style="list-style-type: none"> Account industry clustering (weaker vs. ZoomInfo) Email verification (hit or miss) Cell phone numbers (at times missing, or lacking direct dials) Customer support for basic packages 	<ul style="list-style-type: none"> Improving data quality (revenue, headcount for private companies, industry & sector, and phone number match rate above 70%) Simplifying website traffic enrichment setup 	<ul style="list-style-type: none"> Improving phone number coverage (weaker vs. Lusha) Creating more of a relationship during sales process (vs. transactional) More expensive compared to competition (“premium tool”) 	<ul style="list-style-type: none"> More pricing flexibility (inflexible with discounts) Enabling macro view/mapping of account movement & new contacts Encouraging user adoption across sales teams 	<ul style="list-style-type: none"> Expanding country coverage, especially SEA/APAC Improving seamlessness of CRM integrations Building out platform capabilities (automations, customizations) 	<ul style="list-style-type: none"> Data quality: improving email validation (high bounce rate even on data marked high-confidence) & reducing missing company data Enabling contact list sharing among team members & syncing activity (to avoid double downloads) Lack of transparency in sales process 	<ul style="list-style-type: none"> Complex pricing “Extremely expensive” for early-stage businesses More contact info refreshing; improving data quality (“30-40% inaccuracy”) Retaining focus/innovation on core product Improving global data footprint (outside of US), especially EU coverage

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Headquarters	San Francisco, CA	San Francisco, CA	Richmond, England, UK	Sunnyvale, CA	New York, NY	Columbus, OH	Vancouver, WA
Products & use cases mentioned	<ul style="list-style-type: none"> Prospecting & intelligence (contact database) Enrichment & job change alerts (data enrichment & contact updates) Sales engagement & analytics (sequencing) 	<ul style="list-style-type: none"> Enrichment (B2B data enrichment) Reveal (website traffic tracking & buyer intent) Capture (sourcing prospects for CRM) 	<ul style="list-style-type: none"> Sales prospector (contact phone data) Enhance (data enrichment & contact updates) Browser extension Buyer intent data 	<ul style="list-style-type: none"> Advanced search (prospecting) InMail (reach out) Buyer Interest Alerts (intent data) Sales tool & CRM integrations Usage reporting 	<ul style="list-style-type: none"> Lusha Extension (contact details in browser) Prospecting Platform (contact & company search) Enrichment (Salesforce data enrichment) 	<ul style="list-style-type: none"> Real-Time Search Engine (B2B sales prospecting) Pitch Intelligence Data Enrichment Buyer Intent Data Integrations 	<ul style="list-style-type: none"> Contact & company search Buyer intent Website visitor tracking
Time to implement	< 1 day – 21 days	7 days – 45 days	< 1 day – 14 days	7 days – 45 days	< 1 day – 14 days	< 1 day – 45 days	< 1 day – 14 days
Pricing	Number of seats & credits	Usage-based (e.g., credits for records enriched)	Number of seats & credits OR seat-based (custom plans)	Number of seats, features, & usage	Number of seats & credits OR credit-based	Number of seats & contact downloads	Number of seats & credits
Negotiation	0-20% discount negotiated	Discounts for purchasing multiple products per buyers	0-33% discount negotiated	Little room to negotiate per buyers	0-30% discount negotiated		0-45% discount negotiated
Median ACV	\$10,000	\$35,000		\$70,000	\$13,000		\$34,000
Competitors typically considered	Seamless.ai, Outreach, ZoomInfo	Bombora (intent data), ZoomInfo	LinkedIn Sales Navigator, Lusha, RevenueBase, ZoomInfo	Lusha, ZoomInfo — few comparable platforms to LinkedIn itself	Apollo, Cognism, RocketReach, UserGems, ZoomInfo	Apollo, Cognism	6sense, Cognism, Kaspr, RocketReach, SalesIntel