



GotoMarket
Lab

REFERENCE GUIDE · MASTERCLASS

Highly Targeted B2B Prospecting Tools

Masterclass summary: what each platform offers, what it costs and which one to test first for the job you need to do.

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Where to start

Start by identifying **what your team needs to improve and which tools it already uses**. In our work, the most common combination is Apollo with LinkedIn Sales Navigator: it brings together data and sales outreach with account identification, monitoring and relationship building. Other platforms may be a better fit when your priorities change.

01

CHOOSE ACCORDING TO THE JOB YOU NEED TO DO

Four distinct jobs to consider

B2B databases are expanding their capabilities with artificial intelligence, buying signals and outreach automation. To compare them effectively, distinguish four jobs and decide which matter most to your company.

1 Identify companies and decision-makers

Find companies that match your ideal customer profile and people who hold the roles in your buying decision map. Context matters: business activity, size, installed technology, organisational changes and signals that help you prioritise.

2 Get contact details

Get a business email address, a direct or mobile phone number, or a way to start a conversation on LinkedIn. Identifying someone and having a useful channel to reach them are different needs.

3 Carry out outreach and follow-up

Organise messages, calls, tasks and sequences to open conversations that make sense for both sides. Compare the ability to obtain data separately from the ability to carry out proactive outreach.

4 Refresh and enrich your database

Review the job titles, companies and contact details you already have, and fill in missing fields. Keeping thousands of records accumulated in your CRM up to date can restore their value for sales.

A simple way to get started

The Apollo and Lusha Chrome extensions let you look up individual contact details while browsing, for example on LinkedIn. In the video, I show how to open the extension and reveal the available data. Credits on their free accounts can help with occasional contacts, such as a conference speaker or an executive you have identified at a target account.

02

WHAT EACH PLATFORM OFFERS

Eight tools at a glance

This comparison shows each tool's main focus and how it fits into sales operations. Specific features depend on the plan, modules and integrations you purchase.

Tool	Data and sales outreach	Database updates
<u>Apollo</u>	Company/people search, emails, phones, signals, email sequences, tasks and calls, depending on plan.	CSV files and connected CRM, by plan and integration.
<u>Lusha</u>	Search and contact data. Engage adds email sequences. Also useful as a complementary data source.	CSV and CRM integration, subject to the applicable terms.
<u>ZoomInfo</u>	Focuses on account intelligence, buyers and signals. Sales outreach capabilities expand through additional modules.	CRM updates and batch processes, depending on the modules.
<u>Cognism</u>	Contact data and phone verification. A candidate when calling decision-makers in Europe is a priority.	CSV; CRM connection and enrichment as an extra feature.
<u>UpLead</u>	Data for teams that already handle outreach through other tools.	CSV enrichment from Plus; API access depends on the plan.
<u>RocketReach</u>	Contact search, with email sequences and intent data added to its offering. An alternative for comparing coverage and cost.	CSV and API access, depending on the plan.
<u>Kaspr</u>	Email addresses and phone numbers for people identified on LinkedIn. Suits workflows centred on those profiles.	CSV with LinkedIn URLs; exports and integrations.
<u>Sales Navigator</u>	Search, account and contact monitoring, relationships, alerts, and messages or InMail within LinkedIn.	CRM-linked context and updates in Advanced Plus.

For Nordic company data, local providers such as Vainu are worth including in your test.

What we see in our comparisons

Apollo stands out for the value it provides relative to its cost. Lusha offers complementary coverage, although it is more expensive in our usage. RocketReach is an interesting third option on price; in the tests we discuss, its coverage and quality trail Apollo and Lusha. Cognism requires a larger budget.

Why we combine Apollo and Sales Navigator

LINKEDIN · ACCOUNTS AND RELATIONSHIPS

Sales Navigator

Helps identify the right people, monitor accounts and understand relationships and developments. Especially useful when working on specific accounts.

EMAIL · DATA AND SEQUENCES

Apollo

Adds contact data, segmentation and email sequences, as well as calls depending on the plan.

The combination lets you work across LinkedIn and email with complementary capabilities.

In the session, I also explain how connections with assistants such as ChatGPT or Claude can help refine segmentation. When choosing, check which integration is available in your account and what it allows you to do: search, obtain data, enrich records or transfer information to other tools.

03

COSTS AND SIGNALS TO COMPARE

What each subscription buys you

Read the subscription fee alongside the data volume and features included. Two similarly priced plans may offer different numbers of credits and use them differently when you obtain emails, phone numbers or enriched data.

Tool	Monthly equivalent with annual billing	Terms to check
Apollo	Basic 49 · Professional 79 · Organization 119 USD per user.	Basic, billed monthly: 59 USD. Organization: minimum of 3 users.
Lusha	Starter 37.45 · Pro 52.45 · Premium 299.95 USD.	Monthly billing: 49.90 / 69.90 / 399.90 USD. Check the package and seats.
UpLead	Essentials 74 · Plus 149 USD.	Monthly billing: 99 / 199 USD. CSV enrichment from Plus.
Kaspr	Starter 45 · Business 79 EUR per user.	Monthly billing: 59 / 99 EUR per user.
Sales Navigator	Core 90.74 · Advanced 141.16 EUR per licence.	Monthly billing: 120.99 / 148.21 EUR. Advanced Plus: quote.
RocketReach	From 19 USD for Essentials to 115 USD for Ultimate.	Reference for 1 user. Check credits and additional capacity.
Cognism	Quote for Standard and Pro.	5 users included; CRM is additional.
ZoomInfo	Custom quote.	Specify modules, users and usage volume.

Figures from the presentation as of 26 September 2026. Verify current terms, taxes and any additional costs before subscribing. Prices in USD and EUR retain their original currency.

Credits change the comparison

49 USD per month for Apollo Basic in the video, billed annually	2,500 credits included in that plan	1 credit per record with a business email, in the scenario explained
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Searches and list building are presented as free operations. **Check how many useful contacts you can obtain with your plan**, how many credits each action uses, and whether phone numbers or enrichment require additional credits.

Reviews and integrations as reference points

These are the ratings and approximate review counts in the G2 software review platform snapshot used in the session. They indicate market presence and reported satisfaction, and should be complemented by a test in your market.

4.7 / 5 Apollo · 9,830	4.5 / 5 ZoomInfo · 9,150	4.4 / 5 Sales Navigator · 2,210	4.7 / 5 UpLead · 830
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Connectivity is another criterion: review the native connections available for your CRM, AI assistants and outreach tools. Their value lies in the work they save and the information they keep connected.

04

RESTORE VALUE AND CHOOSE WHAT TO TEST

Refresh your database and choose a tool

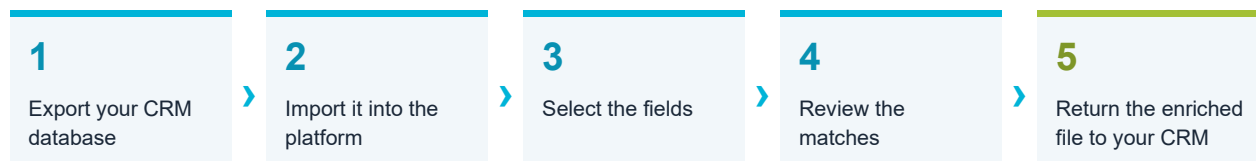
Before a campaign, a database of 3,000 contacts may need current job titles and companies, up-to-date contact channels, and fields such as industry, size or business activity.

Refreshing and enriching

Refreshing corrects what has changed: job titles, companies and contact channels. **Enriching** adds missing information: industry, size or business activity.

Two ways to keep it up to date

OPTION 1 · VIA CSV



Apollo is the best option for this job based on the cost-to-results ratio we find in our use.

OPTION 2 · VIA A CRM CONNECTION

A compatible integration lets you maintain data and, where supported, log sales activity on a regular basis. Check the specific CRM, sync frequency and fields. Salesforce and HubSpot feature frequently among the connections discussed in the session; availability depends on each platform.

60-70%

automatic matching
with Apollo

This is the level I report in the video from our experience with Apollo, with scope to complete more records through individual review. It reflects our own usage; results depend on the starting database.

What I would test first for each priority

Main need	First candidate	What to compare
Data and email sequences	Apollo	Lusha; then RocketReach.
Account intelligence and signals	ZoomInfo	Apollo and Cognism, considering features and budget.
Decision-maker phones in Europe	Cognism	Apollo, Kaspr and Lusha; test coverage and cost.
LinkedIn relationships and monitoring	Sales Navigator	Combine with a data provider if you need other channels.
Emails and phone numbers from LinkedIn	Kaspr	Lusha and Apollo; check other needs covered.
Refresh and enrich a CSV	Apollo	Lusha and UpLead Plus.
Data when outreach is already covered	UpLead or Lusha	Apollo and RocketReach; check the fit with your CRM.

Evaluation order recommended in the session. Testing with your own accounts and contacts will determine the fit.

Keep learning with GotoMarket Lab

At GotoMarket Lab, we explore these tools in depth and help you apply them to generate new business for your company. www.differential-value.com