ToolGPA

NOVEMBER 2026

Bitscale

The Insider's Guide

Data waterfalls and buying signals that enrich a CRM



Every plan, grade, refund rule and rival among cold outreach tools, read from Bitscale's own pages.

Made by Bitscale · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Bitscale's own pages, its app-store listings and our grades. Every fact in it is on Bitscale's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 18 of the 81 other cold outreach tools we grade

Bitscale is a go-to-market data tool that fills in contact and company records from 100+ data sources, applies buying-signal triggers, and runs prebuilt outbound playbooks. It syncs with Salesforce and HubSpot and works from a spreadsheet-style grid. Plans are sold by monthly credit allowance.

> "
>
> **You build grids and action columns, which takes learning.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Bitscale**, taken from its own pages and our grades.

1 **Best for finding and enriching leads from many data sources**

Bitscale looks up and enriches lead data from over 100 sources, with a free plan of 200 credits a month.

2 **Paid plans start at $349 a month**

As its pricing page puts it: $349 per month for 15,000 credits, billed monthly.

3 **There is a free plan**

200 credits a month, 2,000 company or people searches, 50,000 rows per grid and 100+ data sources.

4 **It runs on Web**

Web.

5 **Data waterfalls**

Sequences 18+ contact-data providers across 100+ sources so that if one source has no email or phone, the next is tried.

6 **Buying signals**

Triggers such as exec hires, tech-stack changes, funding events and hiring posts, which can be combined.

7 **CRM sync**

Reads and writes to Salesforce and HubSpot, pushing back only changed fields.

8 **A 1.8 GPA, above 18 of 81**

That is against the other cold outreach tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Bitscale you would be making a library of papers and sources to search. That is not a weekend's work, with an AI app builder or without one.

Bitscale at a glance

PRICING Free plan, from $349 per month for 15,000 credits, billed monthly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Bitscale	CATEGORY Cold Outreach
OUR GRADE 1.8 GPA, weak	

The report card

Best for finding and enriching leads from many data sources

Bitscale looks up and enriches lead data from over 100 sources, with a free plan of 200 credits a month. But Growth starts at $349 a month, phone lookups cost 8 credits each, and sending goes through Instantly or Smartlead.

TOOLGPA REPORT CARD

Bitscale

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$349 a month for 15,000 credits and $799 for 50,000, billed monthly. The dearest tenth of this category starts at $120.
Free plan and trial	C	200 credits a month, no card needed. A phone number costs 8 credits, so that's about 25 lookups.
Features	D	Data waterfalls, buying signals, CRM sync and a grid of action columns. It finds and enriches leads but doesn't send; email goes through other tools.
Ease of use	C	No store rating on record. You build grids and action columns, which takes learning.
Platforms and integrations	B	Web, with Salesforce, HubSpot, Instantly, Smartlead and Snowflake listed, plus a webhook and HTTP API from Growth.

Grade point average Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Bitscale is for

- ✓ Fits if you want to pull and enrich lead data and pass it to your own sender
- ✓ Works for a team that can budget several hundred dollars a month

Who it is not for

- ✗ Pricey if you're one person: paid plans start at $349 a month
- ✗ Tight if you stay free: 200 credits go quickly on phone lookups at 8 each
- ✗ Watch out: Salesforce integration starts at the $799 Booster plan
- ✗ Not for you if you want sending built in, as it hands off to other tools

Good to know

Good for

- ✓ RevOps and GTM teams enriching CRM records from many sources
- ✓ Teams building signal-led outbound lists before sending from another tool

Worth knowing

- ⓘ It finds and enriches data; email sending goes through integrations such as Instantly and Smartlead.
- ⓘ One credit is one successful enrichment hit: email lookups are typically 1 credit, phone numbers 8, AI personalization 2 and deep web research 3.
- ⓘ The Free plan's credits are 200 a month, so phone lookups run out quickly.
- ⓘ Salesforce integration starts at the $799 Booster plan; the page says annual billing saves 10% on paid plans.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$349

A month to start. There is a free plan too

Bitscale has a free plan. Paid plans start at $349 per month for 15,000 credits, billed monthly.

FREE

$0

200 credits per month, no credit card required, 20 action columns per grid.

GROWTH

$349

per month for 15,000 credits, billed monthly

Credit rollover up to 3x the plan, 30 action columns per grid, 2-way HubSpot sync, webhook and HTTP API, chat support.

BOOSTER

$799

per month for 50,000 credits, billed monthly

Adds Salesforce integration, 50 action columns per grid, curated scraping scripts and a private Slack channel.

ENTERPRISE

Custom

Annual billing from $15K, custom credits, SOC 2 and SSO, role-based access and custom CRM integration. Sold through sales.

The free plan

200 credits a month, 2,000 company or people searches, 50,000 rows per grid and 100+ data sources.

Read from bitscale.ai on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

10% off annual billing

The pricing FAQ says annual billing saves 10% on all paid plans; annual plans get all credits up front.

Stated on bitscale.ai

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Data waterfalls and buying signals that enrich a CRM. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, AI agents, research.

> **Data waterfalls, buying signals, CRM sync and a grid of action columns.**

From our grade for features

Data waterfalls

Sequences 18+ contact-data providers across 100+ sources so that if one source has no email or phone, the next is tried.

Buying signals

Triggers such as exec hires, tech-stack changes, funding events and hiring posts, which can be combined.

CRM sync

Reads and writes to Salesforce and HubSpot, pushing back only changed fields.

GTM playbooks

Prebuilt workflows for prospecting, competitor targeting, hiring signals and automated outbound.

Grid with action columns

Lists live in a grid where each column runs an enrichment, formula or AI action; the plans differ in how many columns a grid holds.

Where it runs

Web

What it works with

Salesforce
HubSpot
Instantly
Smartlead
Snowflake

Bitscale is made by Bitscale.

Where it stands

Its grades against its category, and whether to keep it or make your own

18/81

Other cold outreach tools it is graded above

Bitscale's GPA of 1.8 is higher than 18 of the 81 other cold outreach tools we grade, and level with 10.

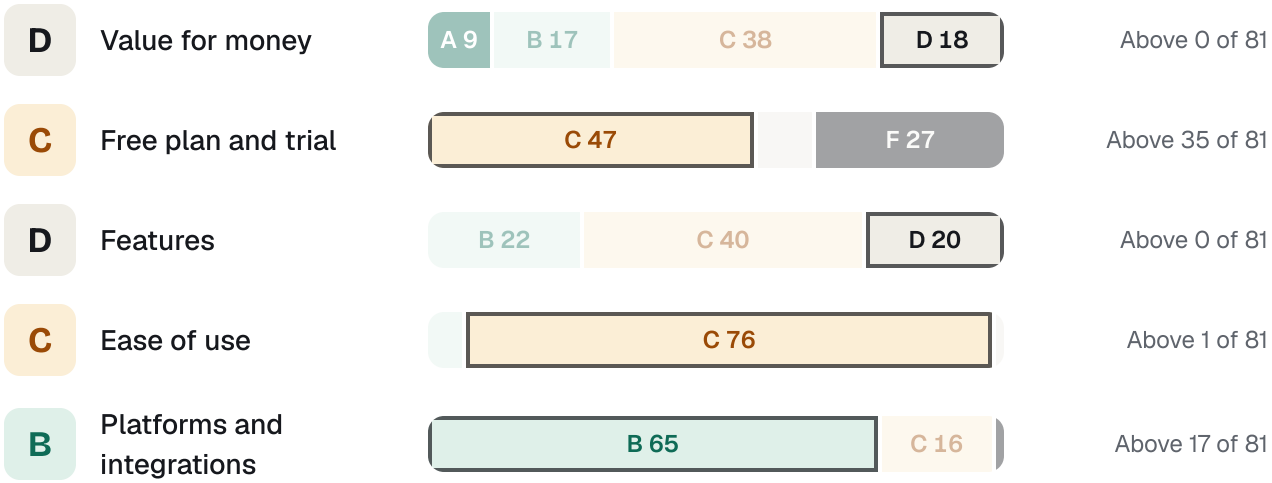
It stands best on platforms and integrations (B, above 17 of 81) and worst on value for money (D, above 0).

Its paid plans start at $349 a month, against a middle price of $39 for the category: 71 of the 73 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 49 tools score higher and cost less.

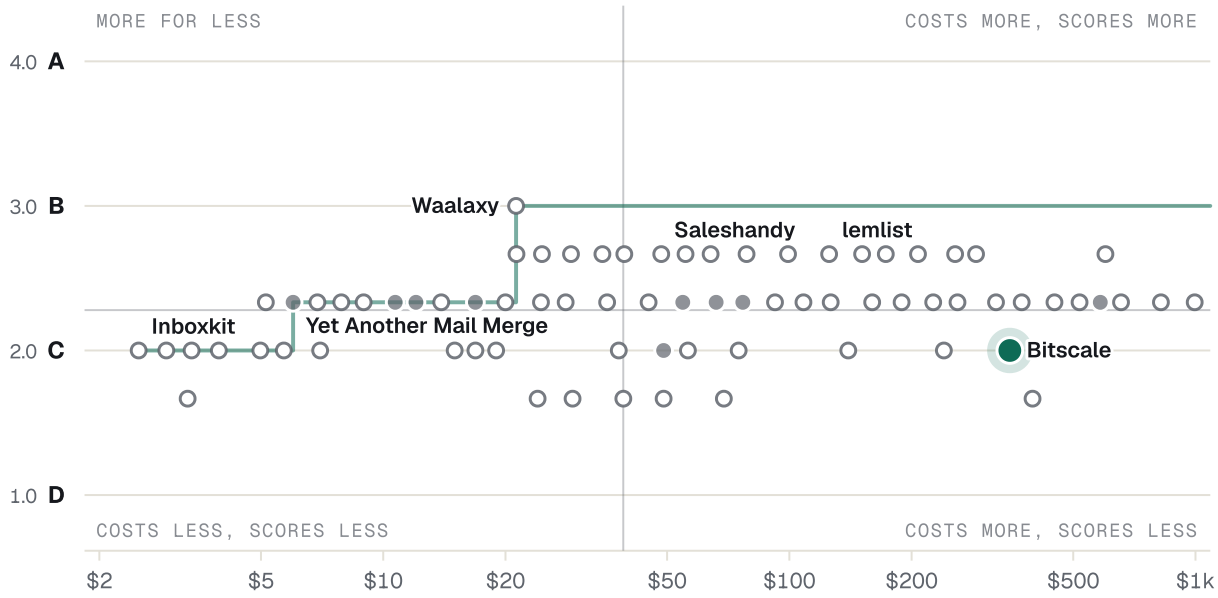
Each grade against the category

Every bar is all 82 cold outreach tools we grade, cut by the letter each got. Bitscale's own letter is outlined.



Price against what you get

Each dot is one of 74 cold outreach tools. Further left costs less; higher up scores better on features, ease of use and platforms. Bitscale is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Bitscale you would be making a library of papers and sources to search. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 53 of the 81 other cold outreach tools grade higher. It costs $4,188 a year.

What you could not

- ✕ A library of papers and sources to search.
- ✕ An AI agent, with the models and the safeguards behind it.

- ✕ Connections to other products, each kept working as those products change.

What this rests on. Bitscale's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Amplemarket, Salesfinity, LeadFuze and Autobound

The 4 tools Bitscale is most often weighed against, with where each one differs from it.

2.2 GPA

Amplemarket

Free trial · from $600/mo

Sales platform with a B2B database, AI copilot and outreach sequences.

- Bitscale has a free plan. Amplemarket does not, though it has a free trial.
- Only Amplemarket lists a browser extension.
- Bitscale also covers workflow automation and research.

Bitscale and Amplemarket compared in full

1.6 GPA

Salesfinity

From $249/mo

AI parallel dialer and sequencer for outbound sales reps.

- Bitscale has a free plan. Salesfinity does not.
- Bitscale also covers workflow automation and research.

Bitscale and Salesfinity compared in full

L

1.6
GPA

LeadFuze

From $250/mo

B2B lead database and intent data sold by the month.

- Bitscale has a free plan. LeadFuze does not.
- Bitscale also covers workflow automation and AI agents.

Bitscale and LeadFuze compared in full



2.0
GPA

Autobound

Free trial · from $19 one-time

B2B buying-signal data through an API, MCP server and file feeds.

- Bitscale has a free plan. Autobound does not, though it has a free trial.
- Bitscale also covers workflow automation and AI agents.

Bitscale and Autobound compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Bitscale free?

Bitscale has a free plan. 200 credits a month, 2,000 company or people searches, 50,000 rows per grid and 100+ data sources.

How much does Bitscale cost?

Bitscale lists 4 plans. Free: $0.

What platforms does Bitscale work on?

Bitscale is available on Web.

Does Bitscale offer any discounts?

Bitscale publicly lists the following: 10% off annual billing.

Does Bitscale have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Bitscale is listed for Web.

Does Bitscale have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Bitscale is listed for Web.

Is Bitscale open source?

Bitscale is not described as open source on its own site, as read on Nov 13, 2026.

Does Bitscale have an API?

Yes. Bitscale offers a public API, according to its own site.

What does Bitscale integrate with?

Bitscale's listing names Salesforce, HubSpot, Instantly, Smartlead and Snowflake.

Who makes Bitscale?

Bitscale is made by a company of the same name.

What are the alternatives to Bitscale?

The closest alternatives to Bitscale in our directory are Amplemarket, Salesfinity, LeadFuze and Autobound.

How does Bitscale compare with other cold outreach tools?

Bitscale's GPA of 1.8 is higher than 18 of the 81 other cold outreach tools we grade, and level with 10.

Is Bitscale good value for money?

ToolGPA grades Bitscale D for value for money. Its paid plans start at $349 a month, against a middle price of $39 for the category: 71 of the 73 others that charge start lower.

Could I make my own version of Bitscale?

To replace Bitscale you would be making a library of papers and sources to search.

Where this guide comes from

The prices, plans, platforms and features were read from Bitscale's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Bitscale's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Bitscale. Prices change, so check bitscale.ai before you buy.

bitscale.ai/pricing

bitscale.ai

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Bitscale, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/bitscale

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Bitscale: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/bitscale
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Know someone choosing between cold outreach tools?

Send them this guide: toolgpa.com/tools/bitscale/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded cold outreach tools after Bitscale, each with an Insider's Guide of its own.

Cold Outreach Insider's Guide

Every one of the 82 cold outreach tools we grade, compared

lemlist Insider's Guide

Cold email and LinkedIn sequences with a built-in lead database

2.8 GPA

Salesforge Insider's Guide

Cold email and LinkedIn sequences with AI-written messages

2.8 GPA

Saleshandy Insider's Guide

Cold email sequences with a B2B lead database in every plan

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Bitscale's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Bitscale is a trademark of its owner, and this guide is not made, paid for or approved by Bitscale. Prices and plans change: check bitscale.ai before you buy.