ToolGPA

NOVEMBER 2026

Botdog

The Insider's Guide

Cloud-based LinkedIn automation with an AI inbox and lead review



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

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

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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 Botdog's own pages, its app-store listings and our grades. Every fact in it is on Botdog'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

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GPA, above 40 of the 81 other cold outreach tools we grade

Botdog automates LinkedIn outreach from the cloud: sequences of connection requests, messages and InMails, with leads imported from LinkedIn searches, Sales Navigator, Recruiter, events or CSV files. AI features write openers, screen leads against a plain-English description of the ideal prospect and summarize inbox threads. It works on LinkedIn only and has no email channel.

> "
>
> **You connect accounts and build campaigns.**
>
> From our grade for ease of use

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

1 **Best for LinkedIn outreach from the cloud**

Botdog runs LinkedIn sequences from the cloud with an AI inbox and lead review, with a 14-day trial and no card.

2 **Paid plans start at $55.33 a month**

As its pricing page puts it: $55.33 per account / month, billed yearly ($79 billed monthly).

3 **You can try it first**

14-day free trial of all features, no credit card required

4 **It runs on Web**

Web.

5 **LinkedIn sequences**

Step-by-step campaigns of connection requests, follow-up messages, InMails and post likes or comments, run from the cloud.

6 **Many ways to import leads**

Leads come from LinkedIn searches, Sales Navigator lists, Recruiter projects, event attendees, post reactions or CSV files.

7 **AI lead review and variables**

A plain-English description of the ideal prospect screens leads before invitations are spent, and AI variables write a unique opener per prospect.

8 **A 2.2 GPA, above 40 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 Botdog you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Botdog at a glance

PRICING Free trial, from $55.33 per account / month, billed yearly ($79 billed monthly)	FREE PLAN No
FREE TRIAL 14-day free trial of all features, no credit card required	RUNS ON Web
MADE BY Botdog	CATEGORY Cold Outreach
OUR GRADE 2.2 GPA, fair	

The report card

Best for LinkedIn outreach from the cloud

Botdog runs LinkedIn sequences from the cloud with an AI inbox and lead review, with a 14-day trial and no card. But it's LinkedIn only, the page shows the yearly price first ($79 a month if billed monthly), and it offers no refunds.

TOOLGPA REPORT CARD **Botdog** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$55.33 an account a month billed yearly, or $79 billed monthly. Agency starts at 5 senders for $209.33 yearly. That sits in the middle of this category.
Free plan and trial	C	A 14-day trial of all features with no credit card needed. There's no free plan after it.
Features	C	LinkedIn sequences, many ways to import leads, AI lead review, a team inbox and webhooks. It skips email and other channels.
Ease of use	C	No store rating on record. You connect accounts and build campaigns.
Platforms and integrations	B	Web, with Slack, Google Sheets, Claude, ChatGPT, Cursor and LinkedIn Sales Navigator listed.

Grade point average Fair, out of 4.0 **2.2**

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 Botdog is for

- ✓ Fits if you run LinkedIn outreach only and want it in the cloud
- ✓ Works for agencies that need many senders in one place

Who it is not for

- ✕ Not for you if you need email or other channels, as it's LinkedIn only
- ✕ Watch out: the yearly price shows first, and monthly billing is $79 a sender
- ✕ Skip it if you want refunds, since none are offered
- ✕ Pricey if you want the Managed service, from $690 a month per seat

Good to know

Good for

- ✓ Individuals and small teams doing LinkedIn-only outreach
- ✓ Agencies running campaigns for several clients from one dashboard
- ✓ Recruiters importing candidates from LinkedIn Recruiter

Worth knowing

- ⓘ LinkedIn only: the vendor says it skips email and other channels.
- ⓘ The pricing page shows the yearly-billed price first; the monthly-billed rates are $79 per account (Solo) and $299 (Agency, 5 senders).
- ⓘ No refunds are offered; a cancelled subscription runs to the end of its billing period.
- ⓘ The Managed service is priced separately, from $690 a month per seat.

PART 02 · PRICING

What it costs

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

$55.33

A month to start

Botdog is a paid product with a free trial, starting at $55.33 per account / month, billed yearly ($79 billed monthly).

> **That sits in the middle of this category.**

From our grade for value for money

SOLO

$55.33

per account / month, billed yearly ($79 billed monthly)

One sender. Unlimited campaigns, all LinkedIn actions, AI campaign building and inbox, and analytics. The yearly price is $664, shown as 30% off the monthly rate.

AGENCY

$209.33

per month for 5 senders, billed yearly ($299 billed monthly)

Starts at 5 senders, with 10, 20, 30 and 40 sender steps; price rises with senders. Adds white-glove onboarding, migration, priority and dedicated support, and volume discounts.

MANAGED

Custom

Done-for-you outbound run by Botdog: campaign setup, inbox management and ghostwritten posts. The page says from $690 a month per seat, billed monthly.

Trying it first

14-day free trial of all features, no credit card required

Read from botdog.co on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

30% off with 12-month billing

The pricing page lists 12-month billing at 30% off the monthly rate, and 10% off for 3 months.

Stated on botdog.co

What it does

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

1

Place it runs: Web

Cloud-based LinkedIn automation with an AI inbox and lead review. Here is what it does, as its own site describes it, and what it covers: public API, AI features, shared inbox, workflow automation, reports.

> **LinkedIn sequences, many ways to import leads, AI lead review, a team inbox and webhooks.**
>
> From our grade for features

LinkedIn sequences

Step-by-step campaigns of connection requests, follow-up messages, InMails and post likes or comments, run from the cloud.

Many ways to import leads

Leads come from LinkedIn searches, Sales Navigator lists, Recruiter projects, event attendees, post reactions or CSV files.

AI lead review and variables

A plain-English description of the ideal prospect screens leads before invitations are spent, and AI variables write a unique opener per prospect.

Unified and team inbox

Read and reply to LinkedIn conversations in one place, share inboxes with teammates, and get AI summaries and suggested replies.

Team and agency management

One campaign can send from several teammates' accounts, with roles, shared contacts and a team performance report.

Webhooks, Slack alerts and MCP

Events can be pushed to any URL or a Slack channel, and an MCP server lets Claude, ChatGPT or Cursor query campaigns and add leads.

Where it runs

Web

What it works with

Slack
Google Sheets
Claude
ChatGPT
Cursor
LinkedIn Sales Navigator
LinkedIn Recruiter

Botdog is made by Botdog.

PART 04 · STANDING

Where it stands

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

40/81

Other cold outreach tools it is graded above

Botdog's GPA of 2.2 is higher than 40 of the 81 other cold outreach tools we grade, and level with 20.

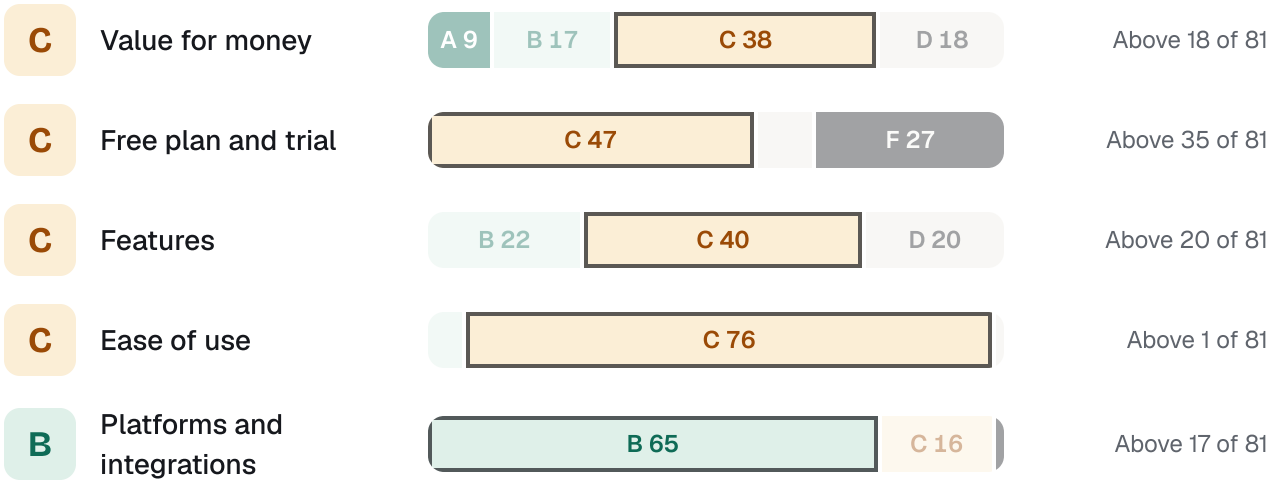
It stands best on platforms and integrations (B, above 17 of 81) and worst on ease of use (C, above 1).

Its paid plans start at $55.33 a month, against a middle price of $39 for the category: 50 of the 73 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 11 tools score higher and cost less.

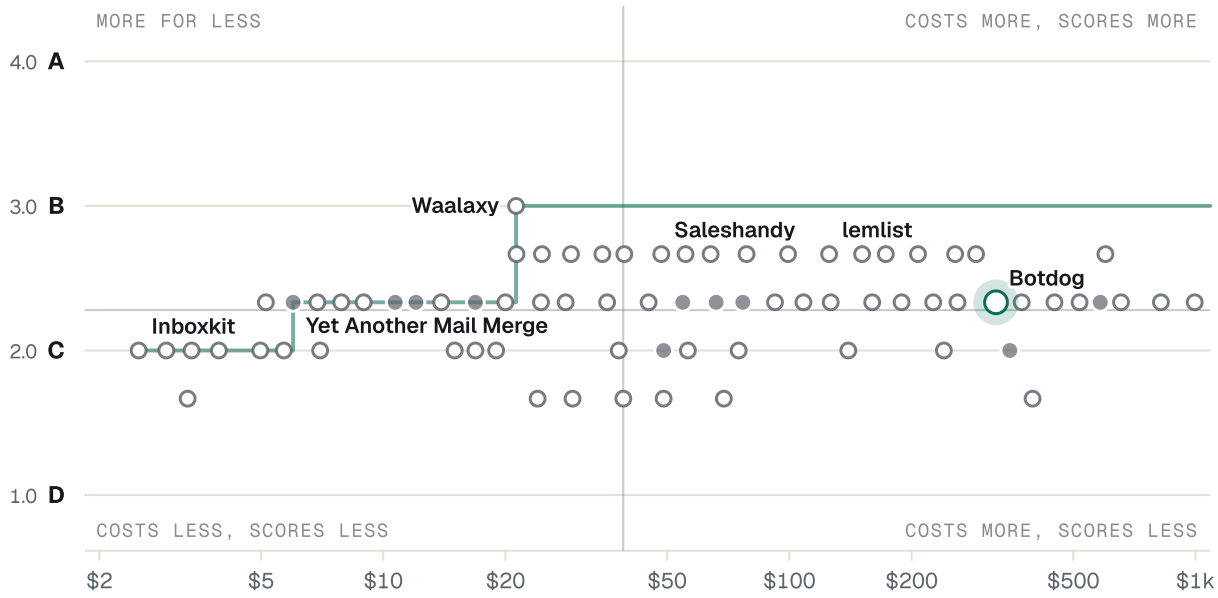
Each grade against the category

Every bar is all 82 cold outreach tools we grade, cut by the letter each got. Botdog'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. Botdog 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 Botdog you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

It costs $663.96 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

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

- One mailbox that several people work at once.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Botdog'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



Waalaxy, Expandi, Dripify, HeyReach and Octopus CRM

The 5 tools Botdog is most often weighed against, with where each one differs from it.

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Waalaxy

Free trial · from €19/mo

LinkedIn invitations and follow-ups, with cold email on Business.

- Only Waalaxy lists a browser extension.
- Botdog also covers shared inbox, workflow automation and reports.
- Waalaxy also covers templates and email campaigns.

Botdog and Waalaxy compared in full

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Expandi

Free trial · from $79/mo

Cloud-based LinkedIn outreach sequences with email follow-ups.

- Botdog also covers shared inbox, workflow automation and reports.
- Expandi also covers templates.

Botdog and Expandi compared in full



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Dripify

Free trial · from $59/mo

LinkedIn automation with email steps, run from the cloud.

- Botdog also covers shared inbox, workflow automation and reports.
- Dripify also covers email campaigns.

Botdog and Dripify compared in full



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HeyReach

Free trial · from $64/mo

LinkedIn outreach across many sender accounts, billed per sender.

- Botdog also covers workflow automation and reports.

Botdog and HeyReach compared in full



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Octopus CRM

Free trial · from $6.99/mo

Chrome extension that automates LinkedIn invites and messages.

- Only Botdog lists a web app.
- Only Octopus CRM lists a browser extension.
- Botdog also covers shared inbox and reports.

Botdog and Octopus CRM 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 Botdog free?

No, Botdog is a paid product, but you can try it first. 14-day free trial of all features, no credit card required.

How much does Botdog cost?

Botdog lists 3 plans. Solo: $55.33 per account / month, billed yearly ($79 billed monthly).

What platforms does Botdog work on?

Botdog is available on Web.

Does Botdog offer any discounts?

Botdog publicly lists the following: 30% off with 12-month billing.

Does Botdog have an Android app?

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

Does Botdog have an iPhone app?

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

Is Botdog open source?

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

Does Botdog have an API?

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

What does Botdog integrate with?

Botdog's listing names Slack, Google Sheets, Claude, ChatGPT, Cursor, LinkedIn Sales Navigator and LinkedIn Recruiter.

Who makes Botdog?

Botdog is made by a company of the same name.

What are the alternatives to Botdog?

The closest alternatives to Botdog in our directory are Waalaxy, Expandi, Dripify, HeyReach and Octopus CRM.

How does Botdog compare with other cold outreach tools?

Botdog's GPA of 2.2 is higher than 40 of the 81 other cold outreach tools we grade, and level with 20.

Is Botdog good value for money?

ToolGPA grades Botdog C for value for money. Its paid plans start at $55.33 a month, against a middle price of $39 for the category: 50 of the 73 others that charge start lower.

Could I make my own version of Botdog?

To replace Botdog you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from Botdog'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 Botdog'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 Botdog. Prices change, so check botdog.co before you buy.

botdog.co/pricing
botdog.co/features

botdog.co

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

Botdog, kept up to date

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

toolgpa.com/tools/botdog

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded cold outreach tools after Botdog, 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

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Botdog'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. Botdog is a trademark of its owner, and this guide is not made, paid for or approved by Botdog. Prices and plans change: check botdog.co before you buy.