ToolGPA

NOVEMBER 2026

BuiltWith

The Insider's Guide

Find which websites use a given technology, and build lists

Every plan, grade, refund rule and rival among lead and email finders, read from BuiltWith's own pages.

Made by BuiltWith · checked Nov 12, 2026 · toolgpa.com

2.0
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 BuiltWith's own pages, its app-store listings and our grades. Every fact in it is on BuiltWith's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

2.0

GPA, above 8 of the 49 other lead and email finders we grade

BuiltWith tracks the technologies that websites use and lets you search that data in reverse: list the sites running a particular platform, tool or keyword, then export the results with business contact names, emails and titles where publicly listed. Single-site lookups are free. Paid plans add list reports, usage alerts, trend history and CRM integrations.

> "
>
> **You have to know what to search for and how to build the list.**
>
> From our grade for ease of use

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

1 **Best for lists of sites using a technology**

BuiltWith tells you which websites use a given technology and builds lists from that, and one-off site lookups are free.

2 **Paid plans start at $295 a month**

As its pricing page puts it: $295 per month, billed monthly.

3 **There is a free plan**

Individual site lookups are free to use, per the pricing page.

4 **It runs on Web**

Web.

5 **Technology lists**

Reports of websites using a chosen technology, filtered by spend, location and more. The page says it tracks 128,484 technologies across 491.9 million domains.

6 **Contacts and exports**

Every plan includes names, emails and titles of people publicly listed with businesses, and Excel or CSV export of reports.

7 **Alerts and predictive leads**

Usage alerts when sites start or stop using a technology, and lists of companies that may be about to switch platforms.

8 **A 2.0 GPA, above 8 of 49**

That is against the other lead and email finders we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace BuiltWith 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.

BuiltWith at a glance

PRICING Free plan, from $295 per month, billed monthly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY BuiltWith	CATEGORY Lead & Email Finders
OUR GRADE 2.0 GPA, fair	

The report card

Best for lists of sites using a technology

BuiltWith tells you which websites use a given technology and builds lists from that, and one-off site lookups are free. But paid plans start at $295 a month with nothing cheaper, and the first plan covers only 2 technologies.

TOOLGPA REPORT CARD	BuiltWith	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$295 a month on Basic, about six times the $49 middle of lead-finding tools, with the dearest tenth starting at $99. It's a different kind of data, but there's no cheaper step.
Free plan and trial	C	Single-site lookups are free. The lists and exports are not, and there's no free plan for them.
Features	C	Technology lists, contacts, alerts, trends and spend data. Basic is limited to 2 technologies, 2 keywords and 2 retail reports.
Ease of use	C	No store rating on record. You have to know what to search for and how to build the list.
Platforms and integrations	B	Web only, with six integrations including CRM and AI agent connections.
Grade point average		Fair, out of 4.0 **2.0**

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 BuiltWith is for

- ✓ Fits if you sell to companies that use a particular platform
- ✓ Works for agencies hunting sites on a given tool

Who it is not for

- ✕ Pricey if you're one person, since the first paid step is $295 a month
- ✕ Tight if you want breadth: Basic allows 2 technologies and 2 keywords
- ✕ Skip it if you only want a contact finder, because it lists sites, not people first
- ✕ Watch out: the minimum term is 1 year on yearly plans, and the yearly price wasn't shown on the page

Good to know

Good for

- ✓ Vendors selling to sites on a specific platform or plugin
- ✓ Agencies prospecting by the technology a site uses
- ✓ Analysts tracking technology adoption over time

Worth knowing

- ⓘ Prices start at $295 a month; there is no cheaper paid step.
- ⓘ Basic limits you to 2 technologies, 2 keywords and 2 retail reports.
- ⓘ The minimum term is 1 month on monthly plans and 1 year on yearly plans.
- ⓘ The yearly toggle is labelled discounted, but the page text did not show a yearly dollar amount.

PART 02 · PRICING

What it costs

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

$295

A month to start. There is a free plan too

BuiltWith has a free plan. Paid plans start at $295 per month, billed monthly.

> **It's a different kind of data, but there's no cheaper step.**
>
> From our grade for value for money

FREE

$0

Look up the technologies on individual websites at no cost.

BASIC

$295

per month, billed monthly; yearly is discounted

2 technologies, 2 keywords and 2 retail reports, with 1 system login and CRM integration.

PRO

$495

per month, billed monthly; yearly is discounted

Unlimited technologies, keywords and retail reports, with 1 system login and CRM integration.

TEAM

$995

per month, billed monthly; yearly is discounted

Unlimited technologies, keywords and retail reports, plus unlimited Pro logins. A Team Ultra plan is also mentioned.

The free plan

Individual site lookups are free to use, per the pricing page.

Read from builtwith.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Discounted yearly billing

The pricing page has a Per Year option labelled discounted, with a 1 year minimum term. The yearly amount is not shown in the page text.

Stated on builtwith.com

What it does

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

1

Place it runs: Web

Find which websites use a given technology, and build lists. Here is what it does, as its own site describes it, and what it covers: public API, research, reports.

> **Technology lists, contacts, alerts, trends and spend data.**

From our grade for features

Technology lists

Reports of websites using a chosen technology, filtered by spend, location and more. The page says it tracks 128,484 technologies across 491.9 million domains.

Contacts and exports

Every plan includes names, emails and titles of people publicly listed with businesses, and Excel or CSV export of reports.

Alerts and predictive leads

Usage alerts when sites start or stop using a technology, and lists of companies that may be about to switch platforms.

Trends and history

Technology usage history going back 41 years, competitor comparison and exportable trends.

Spend and revenue data

Estimated monthly spend on web technologies and estimated revenue for ecommerce websites.

CRM and AI agent connections

Integrations with Salesforce, HubSpot, Dynamics 365, Zoho CRM, Pardot and Close, plus APIs and MCP tools for AI agents.

Where it runs

Web

What it works with

Salesforce
HubSpot
Microsoft Dynamics 365
Zoho CRM
Pardot
Close

BuiltWith is made by BuiltWith.

PART 04 · STANDING

Where it stands

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

8/49

Other lead and email finders it is graded above

BuiltWith's GPA of 2.0 is higher than 8 of the 49 other lead and email finders we grade, and level with 6.

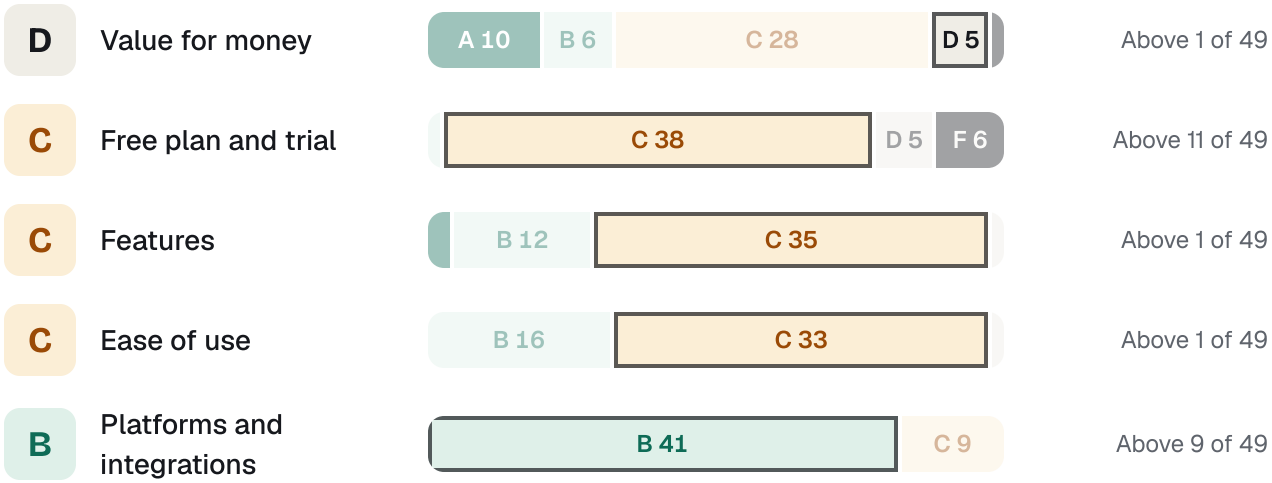
It stands best on platforms and integrations (B, above 9 of 49) and worst on value for money (D, above 1).

Its paid plans start at $295 a month, against a middle price of $49 for the category: 38 of the 39 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 23 tools score higher and cost less.

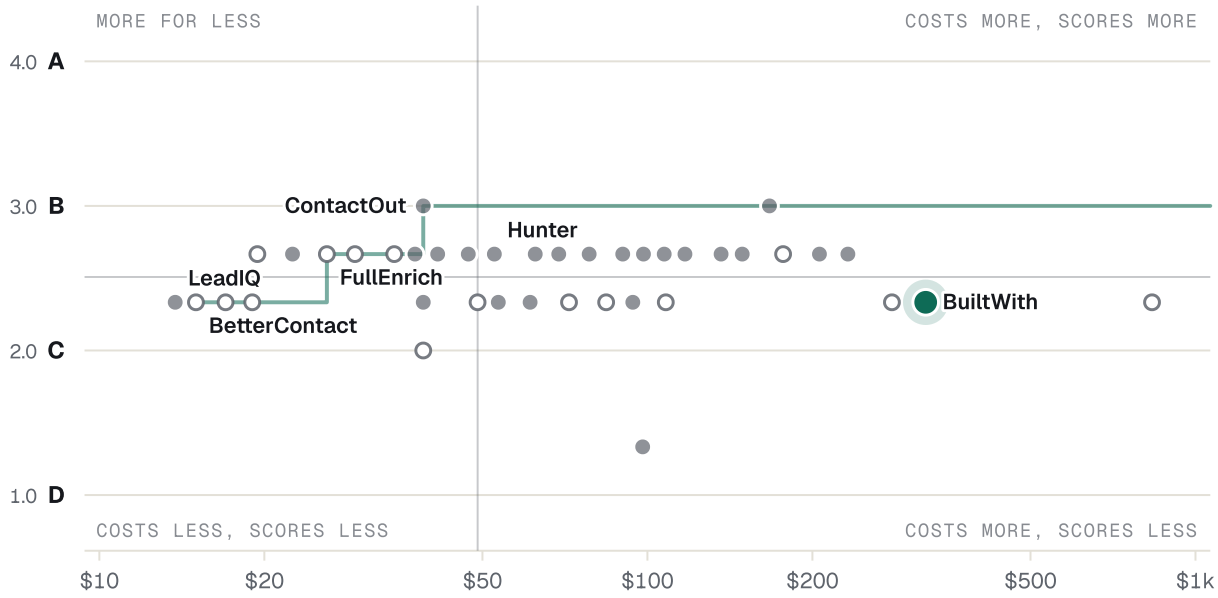
Each grade against the category

Every bar is all 50 lead and email finders we grade, cut by the letter each got. BuiltWith's own letter is outlined.



Price against what you get

Each dot is one of 40 lead and email finders. Further left costs less; higher up scores better on features, ease of use and platforms. BuiltWith 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 BuiltWith 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: 35 of the 49 other lead and email finders grade higher. It costs $3,540 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- A library of papers and sources to search.

- It plugs into other products, Salesforce, HubSpot and Microsoft Dynamics 365 among them, and has an API.

What this rests on. BuiltWith'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



ZoomInfo, Apollo.io, 6sense and Demandbase

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

ZoomInfo

2.8 GPA

Free plan

B2B contact and company data platform with AI sales tools.

- Only ZoomInfo lists an iOS app.
- Only ZoomInfo lists a browser extension.
- BuiltWith also covers research and reports.

BuiltWith and ZoomInfo compared in full

Apollo.io

2.4 GPA

Free plan · from $49/mo

B2B contact database with built-in email sequences and a dialer.

- Only Apollo.io lists a browser extension.
- BuiltWith also covers research and reports.
- Apollo.io also covers web clipper, sales pipeline and email campaigns.

BuiltWith and Apollo.io compared in full



1.6
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6sense

Paid

Account-based platform with intent data and AI sales agents.

- BuiltWith has a free plan. 6sense does not.
- Only 6sense lists a browser extension.
- BuiltWith also covers research and reports.

BuiltWith and 6sense compared in full



1.6
GPA

Demandbase

Paid

Account-based go-to-market platform for sales and marketing.

- BuiltWith has a free plan. Demandbase does not.
- BuiltWith also covers research and reports.
- Demandbase also covers workflow automation.

BuiltWith and Demandbase 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 BuiltWith free?

BuiltWith has a free plan. Individual site lookups are free to use, per the pricing page.

How much does BuiltWith cost?

BuiltWith lists 4 plans. Free: $0.

What platforms does BuiltWith work on?

BuiltWith is available on Web.

Does BuiltWith offer any discounts?

BuiltWith publicly lists the following: Discounted yearly billing.

Does BuiltWith have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. BuiltWith is listed for Web.

Does BuiltWith have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. BuiltWith is listed for Web.

Is BuiltWith open source?

BuiltWith is not described as open source on its own site, as read on Nov 12, 2026.

Does BuiltWith have an API?

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

What does BuiltWith integrate with?

BuiltWith's listing names Salesforce, HubSpot, Microsoft Dynamics 365, Zoho CRM, Pardot and Close.

Who makes BuiltWith?

BuiltWith is made by a company of the same name.

What are the alternatives to BuiltWith?

The closest alternatives to BuiltWith in our directory are ZoomInfo, Apollo.io, 6sense and Demandbase.

How does BuiltWith compare with other lead and email finders?

BuiltWith's GPA of 2.0 is higher than 8 of the 49 other lead and email finders we grade, and level with 6.

Is BuiltWith good value for money?

ToolGPA grades BuiltWith D for value for money. Its paid plans start at $295 a month, against a middle price of $49 for the category: 38 of the 39 others that charge start lower.

Could I make my own version of BuiltWith?

To replace BuiltWith 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 BuiltWith's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from BuiltWith's own pages on 12 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 BuiltWith. Prices change, so check builtwith.com before you buy.

builtwith.com/plans

PART 07 · ABOUT

About ToolGPA

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

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

BuiltWith, kept up to date

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

toolgpa.com/tools/builtwith

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, "BuiltWith: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/builtwith
```

Know someone choosing between lead and email finders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after BuiltWith, each with an Insider's Guide of its own.

Lead & Email Finders Insider's Guide

Every one of the 50 lead and email finders we grade, compared

Clay Insider's Guide

Data enrichment tables that query 150+ data providers in one place

2.8 GPA

FullEnrich Insider's Guide

Email and phone finder that checks 20+ data providers in turn

2.8 GPA

GetProspect Insider's Guide

Email finder and B2B database with a LinkedIn extension

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 BuiltWith'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. BuiltWith is a trademark of its owner, and this guide is not made, paid for or approved by BuiltWith. Prices and plans change: check builtwith.com before you buy.