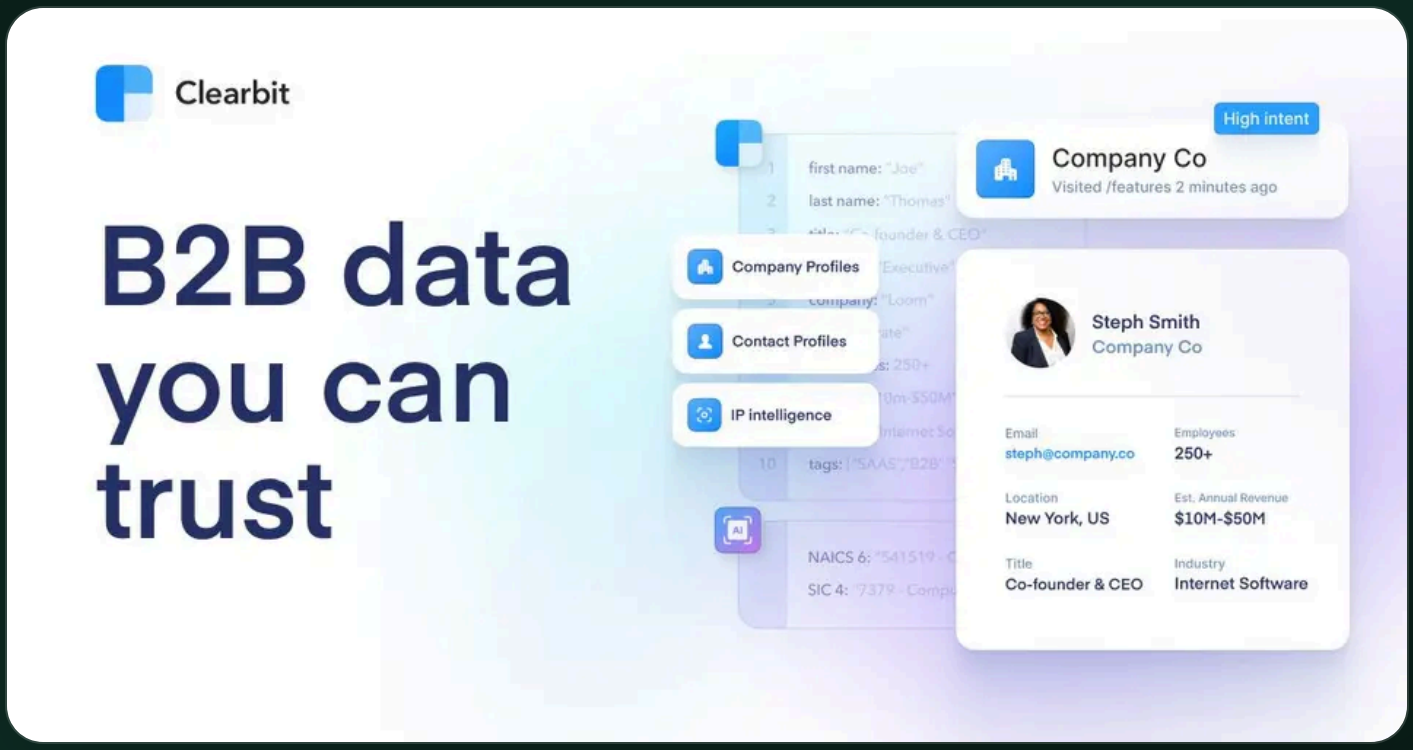
ToolGPA

NOVEMBER 2026

Clearbit

The Insider's Guide

B2B enrichment data now offered as part of HubSpot



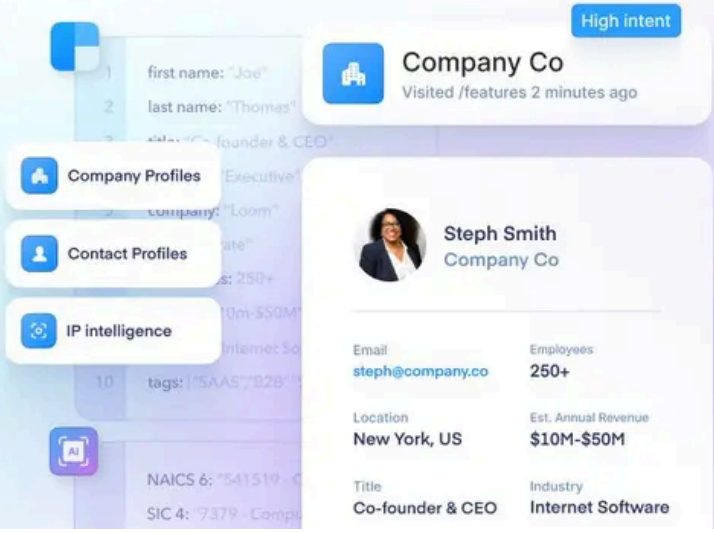
Every plan, grade, refund rule and rival among lead and email finders, read from Clearbit's own pages.

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

1.6
GPA

Clearbit

B2B data you can trust



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

1.6

GPA, above 2 of the 72 other lead and email finders we grade

Clearbit supplies B2B data for enriching lead, contact and account records, with firmographics, role and seniority, industry codes and website-visitor intent signals. Its site now says Clearbit has joined HubSpot, and it publishes no pricing, so buyers should check HubSpot for current packaging.

To get you started, here are **7 things to know about Clearbit**, taken from its own pages and our grades.

> "
>
> **The page shows no plans, prices or trial, so there is little to grade a buyer on.**
>
> From our report card of Clearbit

1 **Best for enriching leads inside HubSpot**

Clearbit's site now says it has joined HubSpot, and describes lead enrichment, industry data and website visitor signals.

2 **It runs on Web**

Web.

3 **Lead, contact and account enrichment**

Enriches records with data gathered from public web sources, proprietary data and language models, with coverage the site describes as global.

4 **Industry and hierarchy data**

Includes 6-digit NAICS, GICS and SIC industry categories, plus parent and subsidiary relationships for routing leads.

5 **Role and seniority normalization**

Turns job titles into a standard set of roles and seniorities so they map to an ideal customer profile.

6 **A 1.6 GPA, above 2 of 72**

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

7 **Keep it**

To replace Clearbit 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.

Clearbit at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Clearbit	CATEGORY Lead & Email Finders
OUR GRADE 1.6 GPA, weak	

The report card

Best for enriching leads inside HubSpot

Clearbit's site now says it has joined HubSpot, and describes lead enrichment, industry data and website visitor signals. The page shows no plans, prices or trial, so there is little to grade a buyer on.

TOOLGPA REPORT CARD

Clearbit

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published on the page we read, so it sits at the middle of the category by default.
Free plan and trial	F	No free plan or trial is shown anywhere on the page.
Features	C	Enriches leads, contacts and accounts, standardises job titles and industries, and shortens forms. It is an enrichment and signals product, not a contact search app, as far as the page says.
Ease of use	C	No store rating on record. The page describes data you connect to your own systems, which takes setup.
Platforms and integrations	C	Web only on the listing, with one integration on record. Only the home page could be read, so the platform and connections are not confirmed.

Grade point average — Weak, out of 4.0 **1.6**

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 Clearbit is for

- ✓ Fits if your team already runs on HubSpot and wants enriched records and visitor signals
- ✓ Works for marketers who want shorter web forms filled in from an email address

Who it is not for

- ✗ Skip it if you need a published price, as the page shows none
- ✗ Not for you if you want a database to search for new contacts, as the page describes enrichment only
- ✗ Tight if you want a free start, as no plan or trial is listed
- ✗ Watch out: only the home page was read, so how it is now packaged inside HubSpot is not confirmed here

Good to know

Good for

- ✓ Teams scoring and routing inbound leads from enriched fields
- ✓ Marketers shortening sign-up forms
- ✓ HubSpot users looking for built-in enrichment

Worth knowing

- ⓘ The Clearbit site says Clearbit has joined HubSpot, and its page publishes no plans or prices.
- ⓘ Only the homepage could be read, so integrations, platforms and current packaging are not confirmed here.
- ⓘ It is an enrichment and signals product, not a prospecting database with its own contact search interface, as far as the page states.

What it costs

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

Clearbit's current pricing could not be confirmed from its own site.

> **No price is published on the page we read, so it sits at the middle of the category by default.**
>
> From our grade for value for money

We could not confirm Clearbit's current prices from its own site, so this guide lists no plans. clearbit.com has them.

What it does

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

1

Place it runs: Web

B2B enrichment data now offered as part of HubSpot. Here is what it does, as its own site describes it, and what it covers: research, forms, reports.

> **Enriches leads, contacts and accounts, standardises job titles and industries, and shortens forms.**
>
> From our grade for features

Lead, contact and account enrichment

Enriches records with data gathered from public web sources, proprietary data and language models, with coverage the site describes as global.

Industry and hierarchy data

Includes 6-digit NAICS, GICS and SIC industry categories, plus parent and subsidiary relationships for routing leads.

Role and seniority normalization

Turns job titles into a standard set of roles and seniorities so they map to an ideal customer profile.

Visitor intent signals

Uses IP intelligence to show which companies visit a website, in a dashboard that highlights those matching your ideal customer profile.

Dynamic form shortening

Removes form fields that can be filled by enrichment from an email address, and shows fields only when no value is available.

Where it runs

Web

What it works with

HubSpot

Clearbit is made by Clearbit.

Where it stands

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

2/72

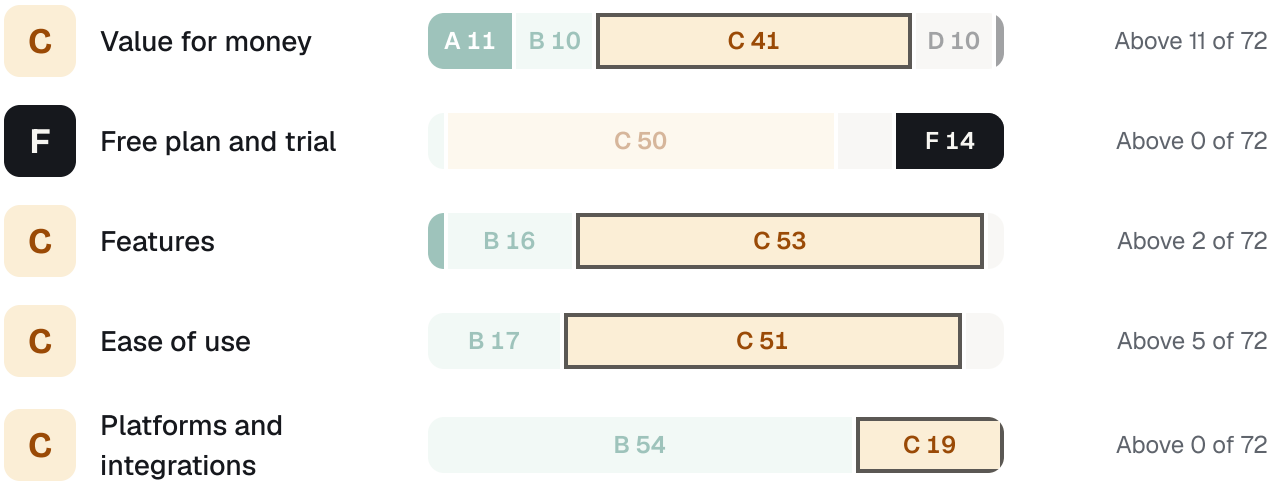
Other lead and email finders it is graded above

Clearbit's GPA of 1.6 is higher than 2 of the 72 other lead and email finders we grade, and level with 10.

It stands best on value for money (C, above 11 of 72) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 73 lead and email finders we grade, cut by the letter each got. Clearbit's own letter is outlined.



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 Clearbit 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: 60 of the 72 other lead and email finders grade higher.

What you could make

- Reports and forms: an app builder makes these well.

What you could not

- A library of papers and sources to search.

What this rests on. Clearbit'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, People Data Labs, Cognism and Lusha

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

2.8 GPA

ZoomInfo

Free plan

B2B contact and company data platform with AI sales tools.

- ZoomInfo has a free plan. Clearbit does not.
- Only ZoomInfo lists an iOS app.
- Only ZoomInfo lists a browser extension.

Clearbit and ZoomInfo compared in full

2.4 GPA

Apollo.io

Free plan · from $49/mo

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

- Apollo.io has a free plan. Clearbit does not.
- Only Apollo.io lists a browser extension.
- Clearbit also covers research, forms and reports.

Clearbit and Apollo.io compared in full

1.6
GPA

People Data Labs

Free plan · from $98/mo

Person and company data sold through APIs and data feeds.

- People Data Labs has a free plan. Clearbit does not.
- Clearbit also covers forms and reports.

Clearbit and People Data Labs compared in full

2.0
GPA

Cognism

Paid

B2B contact data with phone-verified mobiles, focused on Europe.

- Only Cognism lists a browser extension.
- Clearbit also covers research, forms and reports.

Clearbit and Cognism compared in full

2.4
GPA

Lusha

Free plan · from $37.45/mo

B2B contact data for verified emails and direct phone numbers.

- Lusha has a free plan. Clearbit does not.
- Only Lusha lists a browser extension.
- Clearbit also covers research, forms and reports.

Clearbit and Lusha compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Clearbit free?

No. Clearbit is a paid product.

What platforms does Clearbit work on?

Clearbit is available on Web.

Does Clearbit have an Android app?

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

Does Clearbit have an iPhone app?

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

Is Clearbit open source?

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

What does Clearbit integrate with?

Clearbit's listing names HubSpot. A listing names up to eight integrations, so it may connect to more.

Who makes Clearbit?

Clearbit is made by a company of the same name.

What are the alternatives to Clearbit?

The closest alternatives to Clearbit in our directory are ZoomInfo, Apollo.io, People Data Labs, Cognism and Lusha.

How does Clearbit compare with other lead and email finders?

Clearbit's GPA of 1.6 is higher than 2 of the 72 other lead and email finders we grade, and level with 10.

Could I make my own version of Clearbit?

To replace Clearbit 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 Clearbit'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 Clearbit'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 Clearbit. Prices change, so check clearbit.com before you buy.

clearbit.com/

PART 07 · ABOUT

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

Clearbit, kept up to date

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

toolgpa.com/tools/clearbit

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, "Clearbit: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/clearbit
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Know someone choosing between lead and email finders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Lead & Email Finders Insider's Guide

Every one of the 73 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 Clearbit'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. Clearbit is a trademark of its owner, and this guide is not made, paid for or approved by Clearbit. Prices and plans change: check clearbit.com before you buy.