ToolGPA

NOVEMBER 2026

Cleverly

The Insider's Guide

Done-for-you LinkedIn and cold email lead generation agency

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

Made by Lead Generation, Inc. · checked Nov 13, 2026 · toolgpa.com

1.2
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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 Cleverly's own pages, its app-store listings and our grades. Every fact in it is on Cleverly'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 0 of the 81 other cold outreach tools we grade

Cleverly is a B2B lead generation agency rather than a self-serve app: its team handles targeting, copy and outreach on LinkedIn, by cold email and by phone, and hands over leads or booked meetings. Clients sign in to a dashboard to follow campaigns. LinkedIn lead generation is priced monthly, and cold email is priced per lead.

> "
>
> **Nothing to install or set up on your side, since the agency runs the campaigns.**
>
> From our grade for ease of use

To get you started, here are **8 things to know about Cleverly**, taken from its own pages and our grades.

1 **Best for hiring out LinkedIn and cold email outreach**

But it's a service, not software, no lead count is guaranteed, and only the LinkedIn price range is published.

2 **Paid plans start at $397 a month**

As its pricing page puts it: $397 per month and up (LinkedIn lead generation).

3 **It runs on Web**

Web.

4 **LinkedIn lead generation**

Connection requests followed by a 3-touch drip sequence, with a nurture campaign for people who have not replied.

5 **Cold email outreach**

A managed service that the site says books qualified B2B meetings each month, sold per meeting-ready lead on a month-to-month basis.

6 **Appointment setting**

A dedicated response handler takes over replies for clients on the appointment setting plan.

7 **A 1.2 GPA, above 0 of 81**

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

8 **Keep it**

To replace Cleverly you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

Cleverly at a glance

PRICING Paid, from $397 per month and up (LinkedIn lead generation)	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Lead Generation, Inc.	CATEGORY Cold Outreach
OUR GRADE 1.2 GPA, weak	

The report card

Best for hiring out LinkedIn and cold email outreach

Cleverly is an agency that runs LinkedIn and cold email lead generation for you, from $397 a month. But it's a service, not software, no lead count is guaranteed, and only the LinkedIn price range is published.

TOOLGPA REPORT CARD	Cleverly	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$397 to $997 a month for LinkedIn lead generation, paid to staff who run your campaigns. That's well above the $39 software middle, though a different kind of thing.
Free plan and trial	F	Nothing free: no plan and no trial, since you pay a monthly fee for the agency work.
Features	C	LinkedIn lead generation, cold email outreach and appointment setting, done by Cleverly's people. The FAQ says no number of leads is guaranteed.
Ease of use	B	Nothing to install or set up on your side, since the agency runs the campaigns.
Platforms and integrations	F	There's no product to run or connect: it's a service, with no apps or integrations on record.
Grade point average		Weak, out of 4.0 **1.2**

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 Cleverly is for

- ✓ Fits if you want someone else to run outreach and you have the monthly budget
- ✓ Works for a founder with no time to learn a sequencing tool

Who it is not for

- ✕ Not for you if you want software you control, as this is a service
- ✕ Watch out: no number of leads is guaranteed, and the FAQ says most clients see 20 to 40 a month
- ✕ Pricey if you're small: $397 a month is where it starts
- ✕ Skip it if you need the cold email price, as only a LinkedIn range is published

Good to know

Good for

- ✓ Companies that want outbound run for them instead of learning a tool
- ✓ Agencies that want a white-label LinkedIn lead generation partner

Worth knowing

- ⓘ It is a service, not software: the price covers Cleverly staff running campaigns.
- ⓘ Only a price range for LinkedIn lead generation is published; the cold email per-lead price and other services are not shown as figures.
- ⓘ The FAQ says no number of leads is guaranteed, and that most clients see 20 to 40 new leads a month.
- ⓘ Cold email is sold month to month with no contracts, according to the FAQ.

PART 02 · PRICING

What it costs

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

$397

A month to start

Cleverly is a paid product, starting at $397 per month and up (LinkedIn lead generation).

> **Nothing free: no plan and no trial, since you pay a monthly fee for the agency work.**

From our grade for free plan and trial

LINKEDIN LEAD GENERATION

$397

per month and up

The FAQ gives a range of $397 to $997 a month depending on campaign needs, with discounts for team plans of 3 or more users.

Read from cleverly.co on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Done-for-you LinkedIn and cold email lead generation agency. Here is what it does, as its own site describes it, and what it covers: marketing automation, email campaigns.

> **LinkedIn lead generation, cold email outreach and appointment setting, done by Cleverly's people.**
>
> From our grade for features

LinkedIn lead generation

Connection requests followed by a 3-touch drip sequence, with a nurture campaign for people who have not replied.

Cold email outreach

A managed service that the site says books qualified B2B meetings each month, sold per meeting-ready lead on a month-to-month basis.

Appointment setting

A dedicated response handler takes over replies for clients on the appointment setting plan.

Other services

Cold calling lead generation, outsourced SDRs, LinkedIn recruiting and white-label lead generation are listed on the site.

Where it runs

Web

What it works with

Its own pages name no integrations.

Cleverly is made by Lead Generation, Inc.

Where it stands

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

0/81

Other cold outreach tools it is graded above

Cleverly's GPA of 1.2 is higher than 0 of the 81 other cold outreach tools we grade.

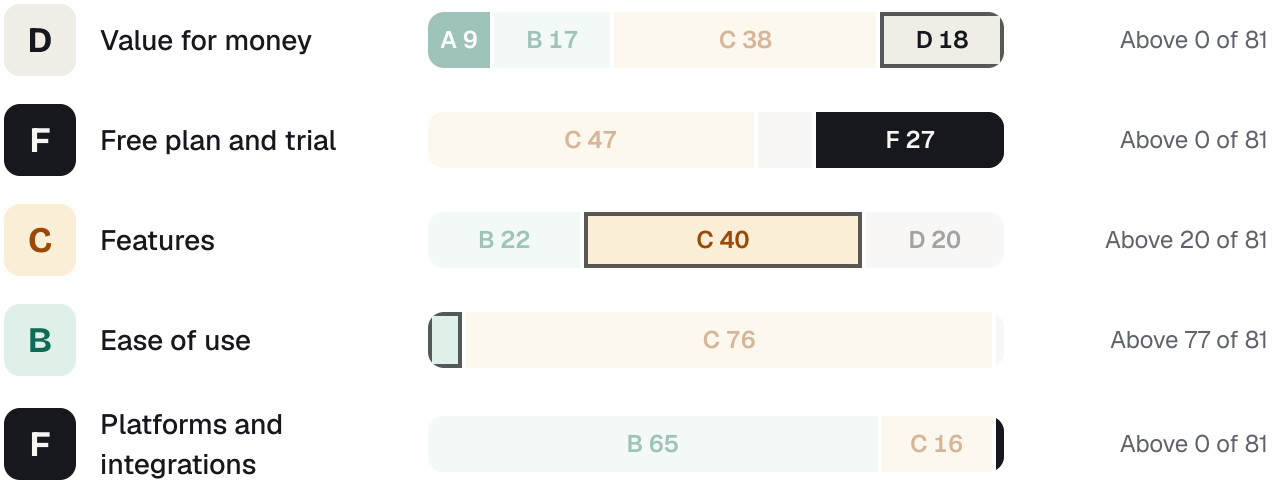
It stands best on ease of use (B, above 77 of 81) and worst on free plan and trial (F, above 0).

Its paid plans start at $397 a month, against a middle price of $39 for the category: 72 of the 73 others that charge start lower.

On features, ease of use and platforms it scores 1.7 out of 4. 66 tools score higher and cost less.

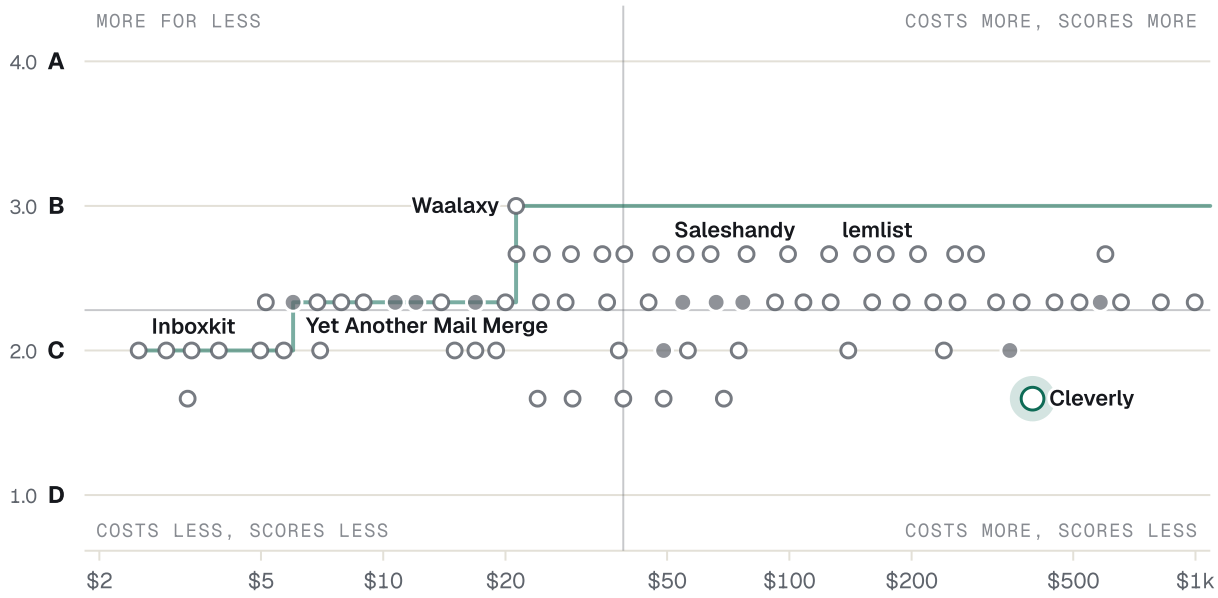
Each grade against the category

Every bar is all 82 cold outreach tools we grade, cut by the letter each got. Cleverly'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. Cleverly 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 Cleverly you would be making newsletters sent to thousands of people that still reach the inbox. 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: 81 of the 81 other cold outreach tools grade higher. It costs $4,764 a year.

What you could not

- ✕ Newsletters sent to thousands of people that still reach the inbox.
- ✕ Email sent in volume that still reaches the inbox.

What this rests on. Cleverly'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



Growbots, AiSDR, Valley and Closely

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

2.2 GPA

Growbots

Free plan · from $29

Cold email and prospecting software, plus a done-for-you service.

- Growbots has a free plan. Cleverly does not.
- Growbots also covers inbox warm-up.

Cleverly and Growbots compared in full

2.0 GPA

AiSDR

Paid

AI sales agent that finds leads and runs email and LinkedIn outreach.

- Cleverly also covers marketing automation.
- AiSDR also covers AI agents.

Cleverly and AiSDR compared in full

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Valley

Free trial · from $149/mo

AI outbound platform for signal-based LinkedIn and email outreach.

- Cleverly also covers marketing automation and email campaigns.
- Valley also covers shared inbox, AI agents and reports.

Cleverly and Valley compared in full

2.4
GPA

Closely

Free trial · from $39/mo

LinkedIn and email outreach automation with AI-written messages.

- Only Closely lists a browser extension.
- Cleverly also covers marketing automation.
- Closely also covers AI agents.

Cleverly and Closely compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 Cleverly free?

No. Cleverly is a paid product, starting at $397 per month and up (LinkedIn lead generation).

How much does Cleverly cost?

Cleverly lists one plan. LinkedIn Lead Generation: $397 per month and up.

What platforms does Cleverly work on?

Cleverly is available on Web.

Does Cleverly have an Android app?

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

Does Cleverly have an iPhone app?

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

Is Cleverly open source?

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

Who makes Cleverly?

Cleverly is made by Lead Generation, Inc.

What are the alternatives to Cleverly?

The closest alternatives to Cleverly in our directory are Growbots, AiSDR, Valley and Closely.

How does Cleverly compare with other cold outreach tools?

Cleverly's GPA of 1.2 is higher than 0 of the 81 other cold outreach tools we grade.

Is Cleverly good value for money?

ToolGPA grades Cleverly D for value for money. Its paid plans start at $397 a month, against a middle price of $39 for the category: 72 of the 73 others that charge start lower.

Could I make my own version of Cleverly?

To replace Cleverly you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Cleverly'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 Cleverly'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 Lead Generation, Inc. Prices change, so check cleverly.co before you buy.

cleverly.co/faq
cleverly.co/cold-email-outreach-agency
cleverly.co
cleverly.co/linkedin-lead-generation

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

Cleverly, kept up to date

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

toolgpa.com/tools/cleverly

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded cold outreach tools after Cleverly, 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 Cleverly'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. Cleverly is a trademark of its owner, and this guide is not made, paid for or approved by Lead Generation, Inc. Prices and plans change: check cleverly.co before you buy.