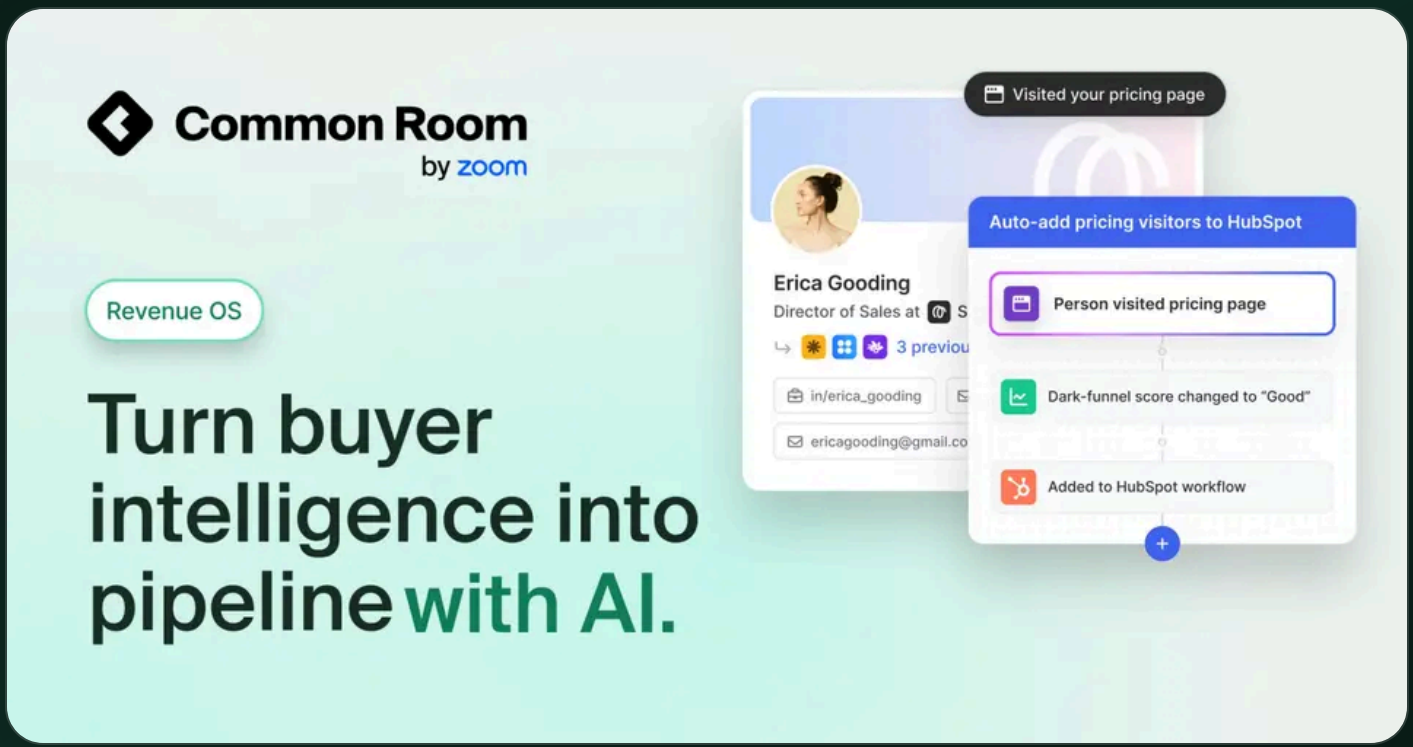
ToolGPA

NOVEMBER 2026

Common Room

The Insider's Guide

Buyer intelligence and signals platform for go-to-market teams



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

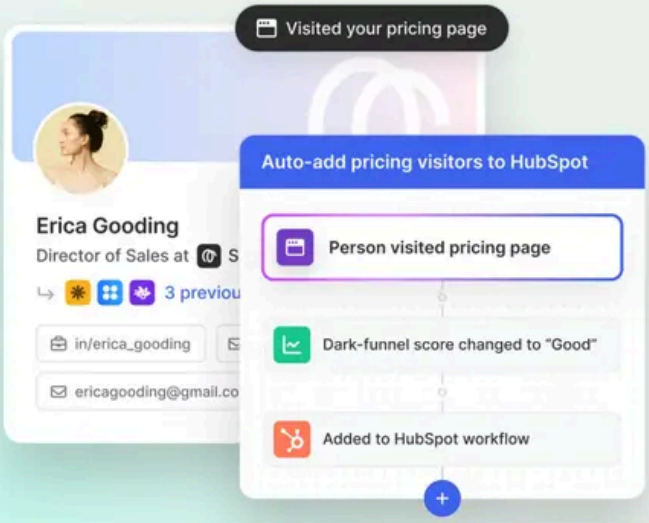
Made by Common Room · checked Nov 13, 2026 · toolgpa.com

1.6
GPA

Common Room by zoom

Revenue OS

Turn buyer intelligence into pipeline with AI



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

Common Room gathers signals about people and accounts, such as website activity, community and social engagement and job changes, and scores and enriches them for sales and marketing teams. It includes a contact prospecting database, AI research credits and workflows that push alerts to CRMs and Slack. Pricing is by annual plan, with seats, contacts and credits bundled.

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

> **It connects to many sources and needs setup, with a shared customer success manager on the entry plan.**
>
> From our grade for ease of use

1 **Best for go-to-market teams tracking buyer signals**

Common Room collects buyer signals, enriches contacts and runs workflows for go-to-market teams.

2 **Paid plans start at $2,500 a month**

As its pricing page puts it: $2,500 per month, billed annually (Essential, 5 seats).

3 **It runs on Web**

Web, with a browser extension too.

4 **Person360 and Enrichment**

Builds a profile of each person and account from signals across the web, product, community and social channels.

5 **Prospector**

A contact database with credit-based lookups; extra Prospector credits are sold as an add-on.

6 **RoomieAI research**

AI research, messaging and scoring features that draw on the collected buyer context, metered in research credits.

7 **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.

8 **Keep it**

To replace Common Room 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.

Common Room at a glance

PRICING Paid, from $2,500 per month, billed annually (Essential, 5 seats)	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web, Browser extension
MADE BY Common Room	CATEGORY Lead & Email Finders
OUR GRADE 1.6 GPA, weak	

The report card

Best for go-to-market teams tracking buyer signals

Common Room collects buyer signals, enriches contacts and runs workflows for go-to-market teams. The only listed price is $2,500 a month billed annually for 5 seats, which makes it a team purchase rather than a personal one.

TOOLGPA REPORT CARD	Common Room	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$2,500 a month for 5 seats is $500 per seat, against a category where the dearest tenth starts at $167. Advanced and Enterprise are quoted.
Free plan and trial	F	The listing shows no free plan and no trial, so you pay before you can try it.
Features	C	Person and company enrichment, prospecting, AI research and signals. Website visitor identification is 1,000 a month on the two lower tiers, and some actions are add-ons.
Ease of use	C	No store rating on record. It connects to many sources and needs setup, with a shared customer success manager on the entry plan.
Platforms and integrations	B	Web app and extension, eight listed integrations, an MCP server and a CLI. No desktop or phone app.
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 Common Room is for

- ✓ Fits if you run a go-to-market team and want signals from many sources in one place
- ✓ Works for mid-size and larger teams that can pay annually

Who it is not for

- ✗ Pricey if you are one person or a small team, at $2,500 a month for 5 seats
- ✗ Skip it if you want a free start, as no plan or trial is listed
- ✗ Not for you if you need price certainty, as Advanced and Enterprise are by quote
- ✗ Watch out: website deanonymisation is capped at 1,000 a month below Enterprise, and some exports and actions are add-ons

Good to know

Good for

- ✓ GTM teams with a CRM and sales engagement tool that want signal-based selling
- ✓ Teams tracking community, developer and social engagement alongside web activity

Worth knowing

- ⓘ Only Essential shows a price ($2,500 a month billed annually); Advanced and Enterprise are quoted through demo requests.
- ⓘ Website deanonymization is 1k per month on Essential and Advanced and unlimited only on Enterprise.
- ⓘ In-product data exports and DataAgent actions are add-ons on lower tiers; Product Signals is add-on only on Essential.
- ⓘ Sold annually with seats included, so it suits mid-size and larger teams more than individuals.

PART 02 · PRICING

What it costs

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

$2,500

A month to start

Common Room is a paid product, starting at $2,500 per month, billed annually (Essential, 5 seats).

> **The listing shows no free plan and no trial, so you pay before you can try it.**

From our grade for free plan and trial

ESSENTIAL

$2,500

per month, billed annually, for 5 seats

Up to 100k contacts, 5k RoomieAI research credits and 2.5k Prospector credits, with a shared CSM.

ADVANCED

Custom

15 seats, up to 250k contacts, 7.5k RoomieAI and 7.5k Prospector credits, dedicated CSM; sold through sales.

ENTERPRISE

Custom

30 seats, up to 750k contacts, 10K RoomieAI and 15K Prospector credits, comprehensive integrations; sold through sales.

Read from commonroom.io on Nov 13, 2026.

What it does

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

2

Places it runs: Web and Browser extension

Buyer intelligence and signals platform for go-to-market teams. Here is what it does, as its own site describes it, and what it covers: public API, AI features, sales pipeline, workflow automation, reports.

> **Person and company enrichment, prospecting, AI research and signals.**

From our grade for features

Person360 and Enrichment

Builds a profile of each person and account from signals across the web, product, community and social channels.

Prospector

A contact database with credit-based lookups; extra Prospector credits are sold as an add-on.

RoomieAI research

AI research, messaging and scoring features that draw on the collected buyer context, metered in research credits.

Signals

Tracks website activity, job changes, social and community engagement, and Bombora Company Surge topics (6 on Essential, up to 25 on Enterprise).

Workflows and alerts

Unlimited alerts, workflows and segments on every plan, with Slack and email alerts and a Chrome extension.

MCP server and CLI

An MCP server is included on all plans so AI assistants can reach buyer intelligence.

Where it runs

Web

Browser extension

What it works with

HubSpot

Salesforce

Slack

GitHub

Gong

Outreach

Snowflake

Redshift

Common Room is made by Common Room.

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

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

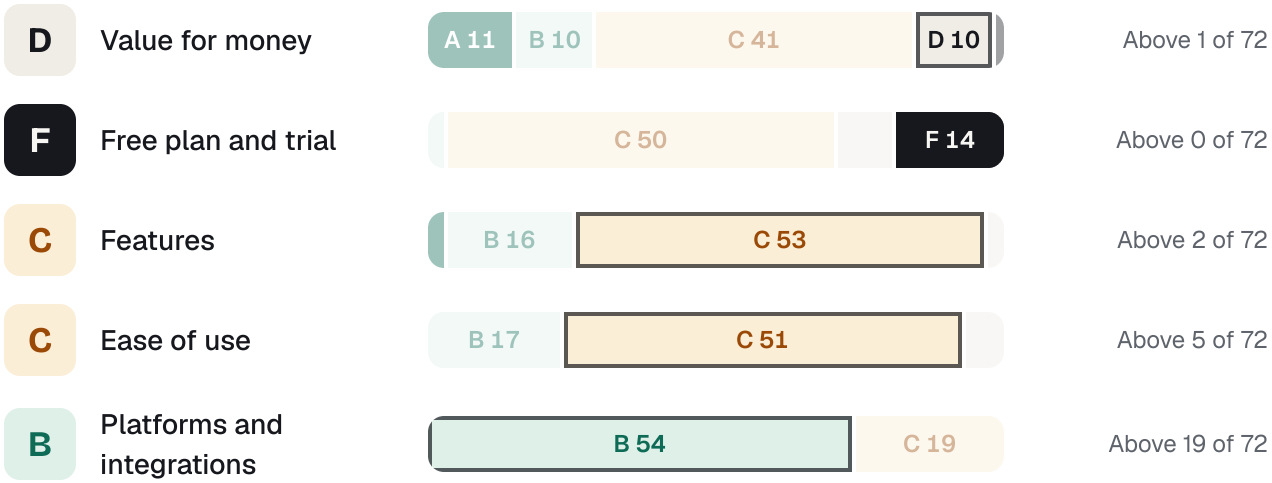
It stands best on platforms and integrations (B, above 19 of 72) and worst on free plan and trial (F, above 0).

Its paid plans start at $2,500 a month, against a middle price of $49 for the category: 54 of the 54 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 27 tools score higher and cost less.

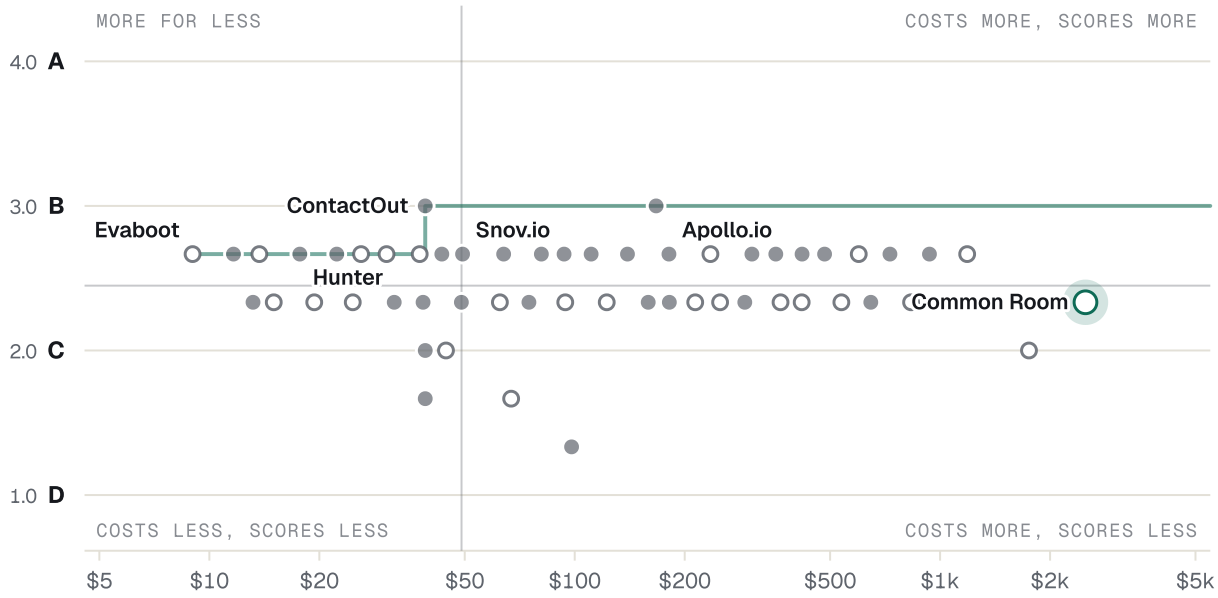
Each grade against the category

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



Price against what you get

Each dot is one of 55 lead and email finders. Further left costs less; higher up scores better on features, ease of use and platforms. Common Room 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 Common Room 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.

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. It costs $30,000 a year.

What you could make

- Sales pipeline and reports: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Common Room'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, Demandbase and Warmly

The 5 tools Common Room 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.

- ZoomInfo has a free plan. Common Room does not.
- Only ZoomInfo lists an iOS app.
- Common Room also covers sales pipeline and reports.

Common Room 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.

- Apollo.io has a free plan. Common Room does not.
- Common Room also covers workflow automation and reports.
- Apollo.io also covers web clipper and email campaigns.

Common Room and Apollo.io compared in full



1.6 GPA

6sense

Paid

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

- Common Room also covers sales pipeline and reports.

Common Room and 6sense compared in full



1.6 GPA

Demandbase

Paid

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

- Only Common Room lists a browser extension.
- Common Room also covers sales pipeline and reports.

Common Room and Demandbase compared in full



1.4 GPA

Warmly

From $10,000/yr

Website visitor identification with AI chat and intent signals.

- Only Common Room lists a browser extension.
- Common Room also covers sales pipeline, workflow automation and reports.
- Warmly also covers AI agents, live chat, chatbots and popups.

Common Room and Warmly compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Common Room free?

No. Common Room is a paid product, starting at $2,500 per month, billed annually (Essential, 5 seats).

How much does Common Room cost?

Common Room lists 3 plans. Essential: $2,500 per month, billed annually, for 5 seats.

What platforms does Common Room work on?

Common Room is available on Web. It also has a browser extension.

Does Common Room have an Android app?

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

Does Common Room have an iPhone app?

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

Is Common Room open source?

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

Does Common Room have an API?

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

What does Common Room integrate with?

Common Room's listing names HubSpot, Salesforce, Slack, GitHub, Gong, Outreach, Snowflake and Redshift.

Who makes Common Room?

Common Room is made by a company of the same name.

What are the alternatives to Common Room?

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

How does Common Room compare with other lead and email finders?

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

Is Common Room good value for money?

ToolGPA grades Common Room D for value for money. Its paid plans start at $2,500 a month, against a middle price of $49 for the category: 54 of the 54 others that charge start lower.

Could I make my own version of Common Room?

To replace Common Room 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 Common Room'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 Common Room'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 Common Room. Prices change, so check commonroom.io before you buy.

commonroom.io

commonroom.io/pricing/

commonroom.io/integrations/

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

Common Room, kept up to date

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

toolgpa.com/tools/common-room

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, "Common Room: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/common-room
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Know someone choosing between lead and email finders?

Send them this guide: toolgpa.com/tools/common-room/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after Common Room, 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 Common Room'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. Common Room is a trademark of its owner, and this guide is not made, paid for or approved by Common Room. Prices and plans change: check commonroom.io before you buy.