ToolGPA

NOVEMBER 2026

# FindThatLead

## The Insider's Guide

Email finder, verifier and cold email sender in one account




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

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

2.2
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ToolGPA put this guide together from FindThatLead's own pages, its app-store listings and our grades. Every fact in it is on FindThatLead'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

**2.2**

GPA, above 29 of the 72 other lead and email finders we grade

FindThatLead is a lead generation suite that finds and verifies business emails and mobile numbers, builds prospect lists from filters such as industry, job title and location, and sends cold email sequences. It also includes a small internal CRM and a local business lead tool, sold as Starter and Ultimate plans.

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

> **You connect an email account and build sequences before it does anything useful.**
>
> From our grade for ease of use

**1** **Best for finding emails and sending cold email from one account**

Starter allows one user and one email account, and the unlimited allowances on the top plan sit under a fair-use policy.

**2** **Paid plans start at $37 a month**

As its pricing page puts it: $37 per month, billed yearly ($49 billed monthly).

**3** **You can try it first**

7-day free trial with 50 email credits and 2 mobile phone credits

**4** **It runs on Web**

Web, with a browser extension too.

**5** **Email finder**

Finds the email for a person from a name and company, and the Social tool generates one from a social media profile URL.

**6** **Prospector**

Builds a prospect list with email addresses and phone numbers from filters such as industry, job title, location and keywords.

**7** **Email verifier**

Checks emails one at a time or in bulk to cut campaign bounce rates.

**8** **A 2.2 GPA, above 29 of 72**

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 FindThatLead 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.

### FindThatLead at a glance

PRICING
Free trial, from $37 per month, billed yearly ($49 billed monthly)

FREE PLAN
No

FREE TRIAL
7-day free trial with 50 email credits and 2 mobile phone credits

RUNS ON
Web, Browser extension

MADE BY
FindThatLead

CATEGORY
Lead & Email Finders

OUR GRADE
2.2 GPA, fair

## The report card

### Best for finding emails and sending cold email from one account

FindThatLead finds and verifies emails, builds prospect lists and runs cold email sequences, from $37 a month billed yearly. Starter allows one user and one email account, and the unlimited allowances on the top plan sit under a fair-use policy.

| TOOLGPA REPORT CARD | FindThatLead | Graded Nov 13, 2026 |
|---|---|---|
| SUBJECT | GRADE | COMMENT |
| **Value for money** | C | $37 a month billed yearly, or $49 billed monthly, is just above the $33.25 the cheaper quarter of lead finders charges. Ultimate is $75 billed yearly. |
| **Free plan and trial** | C | A 7-day trial with 50 email credits and 2 phone credits, and exports are restricted. The page we read does not mention a card. |
| **Features** | B | Email finder, verifier, prospecting, local business leads, cold email sequences and a built-in CRM. Nothing on the listing is missing from the core job. |
| **Ease of use** | C | No store rating on record. You connect an email account and build sequences before it does anything useful. |
| **Platforms and integrations** | C | Web app and a browser extension. No integrations are listed on the listing. |
| **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 FindThatLead is for

- ✓ Fits if you want one tool for finding emails and sending to them
- ✓ Works for a solo seller who needs a small monthly volume

### Who it is not for

- ✕ Tight if you are on Starter, which is capped at 1 user and 1 connected email account
- ✕ Skip it if you want a long free test, as the trial is 7 days, 50 email credits and restricted exports
- ✕ Pricey if you pay monthly, at $49 against $37 billed yearly
- ✕ Watch out: unlimited users, credits and sending on Ultimate are subject to a fair-use policy

## Good to know

### Good for

- ✓ Solo outbound sellers who want finding and sending in one account
- ✓ Agencies and small teams prospecting local businesses
- ✓ Buyers who want to test with a 7-day trial before paying

### Worth knowing

- ⓘ Prices were read from the page after it ran its scripts; the monthly figure is the one shown when billed monthly, and the yearly figure is lower.
- ⓘ The 7-day trial allows only 50 email credits and 2 mobile phone credits, and exports are restricted.
- ⓘ Starter allows 1 user and 1 connected email account; unlimited users and 15 email accounts need Ultimate.
- ⓘ Unlimited allowances on Ultimate are subject to the vendor's fair-use policy.

# What it costs

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

**$37**
A month to start

FindThatLead is a paid product with a free trial, starting at $37 per month, billed yearly ($49 billed monthly).

> **The page we read does not mention a card.**
>
> From our grade for free plan and trial

STARTER

## $37

per month, billed yearly ($49 billed monthly)

1 user, 1 email account, 2,000 email credits, 400 emails sent daily and 20 sequences. Phone credits: 50 a month, or 600 a year.

ULTIMATE

## $75

per month, billed yearly ($99 billed monthly)

Unlimited users, email credits, sending and sequences under a fair-use policy, 15 email accounts, and 100 phone credits a month. Includes onboarding sessions.

### Trying it first

7-day free trial with 50 email credits and 2 mobile phone credits

Read from findthatlead.com on Nov 13, 2026.

# Ways to pay less

ANNUAL DISCOUNT

### About 25% off with yearly billing

The pricing page shows Starter at $37 a month billed yearly against $49 billed monthly, and Ultimate at $75 against $99.

Stated on findthatlead.com

# 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

Email finder, verifier and cold email sender in one account. Here is what it does, as its own site describes it, and what it covers: AI features, sales pipeline, email campaigns, email verification.

> **Email finder, verifier, prospecting, local business leads, cold email sequences and a built-in CRM.**
>
> From our grade for features

### Email finder

Finds the email for a person from a name and company, and the Social tool generates one from a social media profile URL.

### Prospector

Builds a prospect list with email addresses and phone numbers from filters such as industry, job title, location and keywords.

### Email verifier

Checks emails one at a time or in bulk to cut campaign bounce rates.

### Cold email campaigns

Sends sequences and follow-ups from connected email accounts, with an AI assistant for drafting copy.

### Local business leads

A separate tool returns emails and phone numbers for local businesses by sector and location.

### Internal CRM

Stores, categorizes and shares leads within a team, with CRM integrations and performance metrics.

### Where it runs

Web

Browser extension

### What it works with

Its own pages name no integrations.

FindThatLead is made by FindThatLead.

PART 04 · STANDING

# Where it stands

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

**29**/72

Other lead and email finders it is graded above

FindThatLead's GPA of 2.2 is higher than 29 of the 72 other lead and email finders we grade, and level with 8.

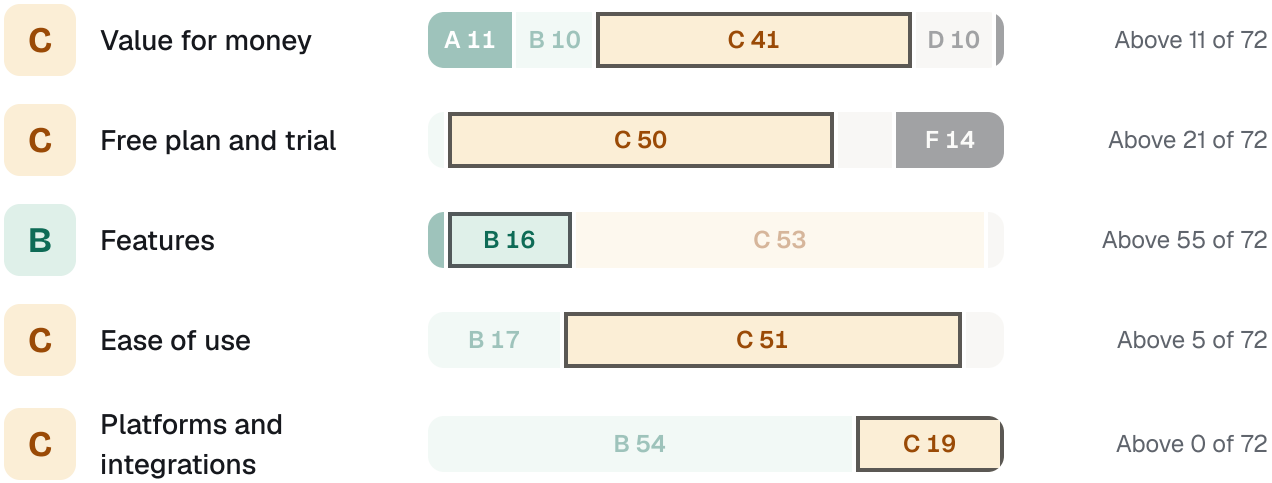
It stands best on features (B, above 55 of 72) and worst on platforms and integrations (C, above 0).

Its paid plans start at $37 a month, against a middle price of $49 for the category: 16 of the 54 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 9 tools score higher and cost less.

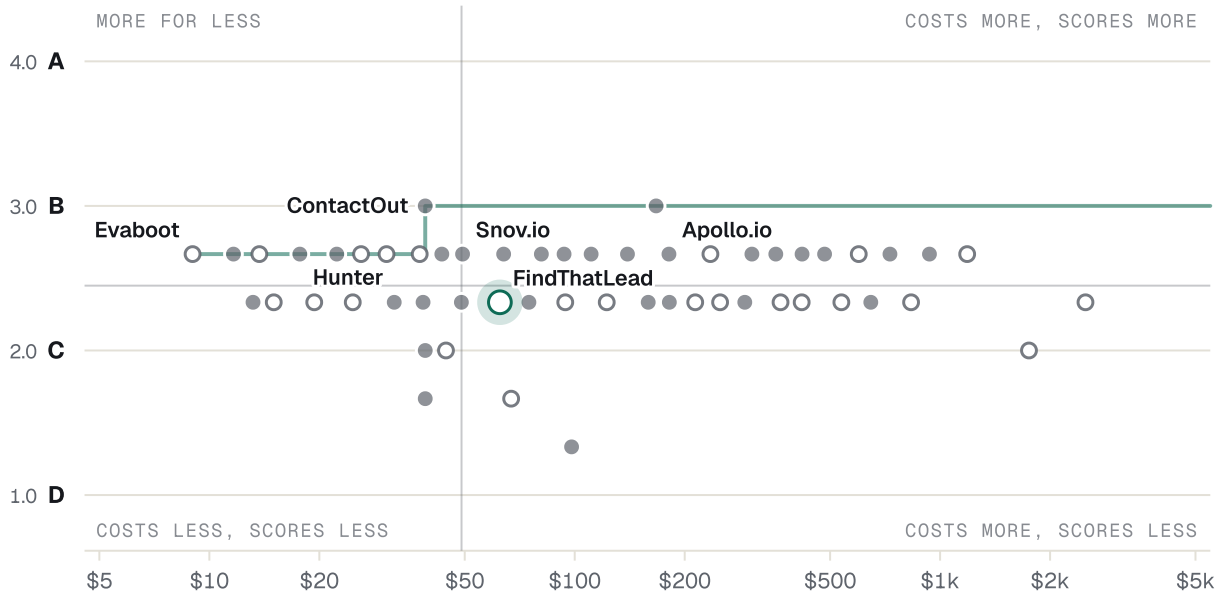
## Each grade against the category

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

It costs $444 a year.

**What you could make**

- Sales pipeline: an app builder makes this well.

**What you could not**

- Newsletters sent to thousands of people that still reach the inbox.

- ✕ Checking that an address exists without writing to it.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ The depth: we grade its features B, which means it covers the whole job.

**What this rests on.** FindThatLead'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



Hunter, Snov.io, Voila Norbert, GetProspect and Skrapp

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

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## Hunter

Free plan · from $34/mo

Email finder and verifier with cold email sequences built in.

- Hunter has a free plan. FindThatLead does not, though it has a free trial.
- FindThatLead also covers sales pipeline and email verification.
- Hunter also covers web clipper.

FindThatLead and Hunter compared in full

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2.8 GPA

## Snov.io

Free plan · from $29.25/mo

Email finder, verifier and cold outreach suite with a small CRM.

- Snov.io has a free plan. FindThatLead does not, though it has a free trial.
- FindThatLead also covers email verification.
- Snov.io also covers web clipper.

FindThatLead and Snov.io compared in full



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## Voila Norbert

Free trial · from $39/mo

Email finder that charges only for addresses it finds.

- FindThatLead also covers sales pipeline and email verification.

FindThatLead and Voila Norbert compared in full



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## GetProspect

Free plan · from $49/mo

Email finder and B2B database with a LinkedIn extension.

- GetProspect has a free plan. FindThatLead does not, though it has a free trial.
- FindThatLead also covers sales pipeline and email verification.

FindThatLead and GetProspect compared in full



2.8
GPA

## Skrapp

Free plan · from $29/mo

Email finder for LinkedIn, company websites and lead lists.

- Skrapp has a free plan. FindThatLead does not, though it has a free trial.
- FindThatLead also covers sales pipeline, email campaigns and email verification.

FindThatLead and Skrapp compared in full

# Quick answers

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

**12**

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 FindThatLead free?

No, FindThatLead is a paid product, but you can try it first. 7-day free trial with 50 email credits and 2 mobile phone credits.

### How much does FindThatLead cost?

FindThatLead lists 2 plans. Starter: $37 per month, billed yearly ($49 billed monthly).

### What platforms does FindThatLead work on?

FindThatLead is available on Web. It also has a browser extension.

### Does FindThatLead offer any discounts?

FindThatLead publicly lists the following: About 25% off with yearly billing.

### Does FindThatLead have an Android app?

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

### Does FindThatLead have an iPhone app?

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

### Is FindThatLead open source?

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

### Who makes FindThatLead?

FindThatLead is made by a company of the same name.

### What are the alternatives to FindThatLead?

The closest alternatives to FindThatLead in our directory are Hunter, Snov.io, Voila Norbert, GetProspect and Skrapp.

### How does FindThatLead compare with other lead and email finders?

FindThatLead's GPA of 2.2 is higher than 29 of the 72 other lead and email finders we grade, and level with 8.

### Is FindThatLead good value for money?

ToolGPA grades FindThatLead C for value for money. Its paid plans start at $37 a month, against a middle price of $49 for the category: 16 of the 54 others that charge start lower.

### Could I make my own version of FindThatLead?

To replace FindThatLead 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 FindThatLead'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 FindThatLead'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 FindThatLead. Prices change, so check findthatlead.com before you buy.

findthatlead.com/pricing

findthatlead.com/

# 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](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

### FindThatLead, kept up to date

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

toolgpa.com/tools/findthatlead

### 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:

```
ToolGPA, "FindThatLead: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/findthatlead
```

### Know someone choosing between lead and email finders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded lead and email finders after FindThatLead, 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

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### 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

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