ToolGPA

NOVEMBER 2026

Lead411

The Insider's Guide

B2B contact database with verified emails, direct dials and intent

Every plan, grade, refund rule and rival among lead and email finders, read from Lead411's own pages.

Made by Lead411 · checked Nov 12, 2026 · toolgpa.com

2.2
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Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

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

ToolGPA put this guide together from Lead411's own pages, its app-store listings and our grades. Every fact in it is on Lead411'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

2.2

GPA, above 15 of the 49 other lead and email finders we grade

Lead411 is a B2B leads database for outbound teams. It returns verified emails and direct-dial phone numbers, with a Chrome extension, saved searches, technology filters and hiring signals. Plans are priced by exports, and buyer intent data is sold on annual subscriptions.

To get you started, here are **9 things to know about Lead411**, taken from its own pages and our grades.

1 **Best for verified emails and direct dials**

The dearer plan is 'starting at' and varies by team size, and intent data needs an annual plan.

2 **Paid plans start at $49 a month**

As its pricing page puts it: $49 per month for 1,000 exports, billed monthly.

3 **You can try it first**

Free 7-day trial with 50 exports.

4 **It runs on Web**

Web, with a browser extension too.

5 **Verified emails and direct dials**

Lead411 says emails are checked by SMTP, human review and open validation, and phones are matched to a person's locations.

6 **Chrome extension**

Find contact data while browsing LinkedIn and company websites.

7 **Search and lead scoring**

Filters cover technology stack, hiring, funding and international contacts; saved searches keep results together.

8 **A 2.2 GPA, above 15 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 **Your call**

Lead411 sits between: not beyond making, and not a weekend's work either.

Lead411 at a glance

PRICING Free trial, from $49 per month for 1,000 exports, billed monthly	FREE PLAN No
FREE TRIAL Free 7-day trial with 50 exports.	RUNS ON Web, Browser extension
MADE BY Lead411, since 2011	CATEGORY Lead & Email Finders
OUR GRADE 2.2 GPA, fair	

The report card

Best for verified emails and direct dials

Lead411 is a B2B contact database with verified emails, direct dials and intent data, from $49 a month for 1,000 exports. The dearer plan is 'starting at' and varies by team size, and intent data needs an annual plan.

TOOLGPA REPORT CARD	Lead411	Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$49 a month for 1,000 exports, right at the $49 middle for lead-finding tools. Ignite is $150 and up.
Free plan and trial	C	A 7-day trial with 50 exports; no card requirement is stated. No free plan.
Features	C	Verified emails and direct dials, a Chrome extension, scoring, intent data and CRM sync. Intent and unlimited data are tied to annual plans.
Ease of use	C	No store rating on record. Search filters and scoring to learn.
Platforms and integrations	B	Web and a Chrome extension, with five integrations.
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 Lead411 is for

- ✓ Fits if you want direct dials alongside emails
- ✓ Works for a team that will commit to a year for the intent data

Who it is not for

- ✗ Tight if you want to test it properly: 7 days and 50 exports
- ✗ Pricey if you're a team: Ignite starts at $150 a month and varies by team size
- ✗ Skip it if you want intent data month to month, as it's tied to annual plans
- ✗ Watch out: annual plans may need a call to support to cancel

Good to know

Good for

- Outbound teams that want direct dials with emails
- Buyers who prefer a flat export allowance to credits
- Teams adding intent signals to prospect lists

Worth knowing

- Ignite monthly is priced 'starting at' $150; the FAQ says the price varies by team size.
- Intent data and unlimited data are tied to annual subscriptions.
- Annual plans may need support contact to cancel, per the FAQ.

What it costs

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

$49
A month to start

Lead411 is a paid product with a free trial, starting at $49 per month for 1,000 exports, billed monthly.

SPARK (MONTHLY)

$49

per month for 1,000 exports, billed monthly

Emails and direct dials, Chrome extension, CRM customizations, company news and an AI search assistant.

IGNITE (MONTHLY)

$150

per month and up, billed monthly

Starts at 1,000+ exports a month and adds API access.

SPARK (ANNUAL)

$490

per year for 12,000 exports, billed annually

Adds buyer intent data; unused exports roll over, per the page.

IGNITE (ANNUAL)

$1500

per year, flexible exports

API access; buyer intent data is an add-on.

BLAZE

Custom

Unlimited exports a year, with intent data optional.

Trying it first

Free 7-day trial with 50 exports.

Read from lead411.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual Spark costs $490 a year

The annual Spark plan at $490 compares with $588 for twelve months of monthly Spark at $49, and adds buyer intent data.

Stated on lead411.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

B2B contact database with verified emails, direct dials and intent. Here is what it does, as its own site describes it, and what it covers: public API, AI features, email verification.

> **Verified emails and direct dials, a Chrome extension, scoring, intent data and CRM sync.**
>
> From our grade for features

Verified emails and direct dials

Lead411 says emails are checked by SMTP, human review and open validation, and phones are matched to a person's locations.

Chrome extension

Find contact data while browsing LinkedIn and company websites.

Search and lead scoring

Filters cover technology stack, hiring, funding and international contacts; saved searches keep results together.

Buyer intent data

Intent data is included on annual Spark, an add-on for annual Ignite and optional on Blaze.

AI search assistant

Live AI research looks for an email that is not already in the database.

CRM sync

Syncs with Salesforce, HubSpot, Pipedrive and Outreach, per the homepage.

Where it runs

Web · Browser extension

What it works with

Salesforce · HubSpot · Pipedrive · Outreach · Bombora

Lead411 is made by Lead411, and has been around since 2011.

Where it stands

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

15/49

Other lead and email finders it is graded above

Lead411's GPA of 2.2 is higher than 15 of the 49 other lead and email finders we grade, and level with 5.

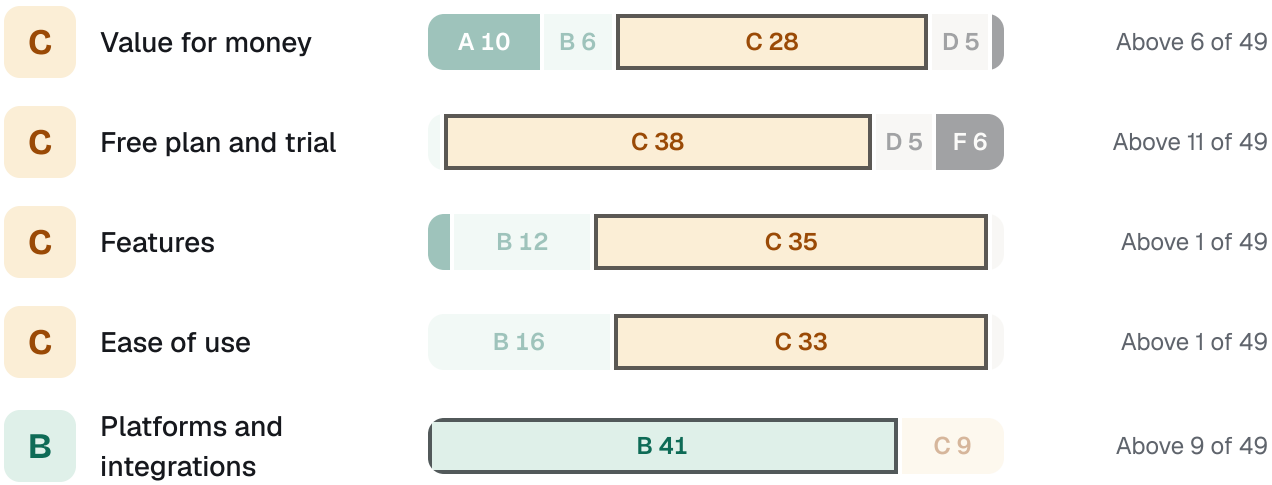
It stands best on platforms and integrations (B, above 9 of 49) and worst on features (C, above 1).

Its paid plans start at $49 a month, against a middle price of $49 for the category: 19 of the 39 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 13 tools score higher and cost less.

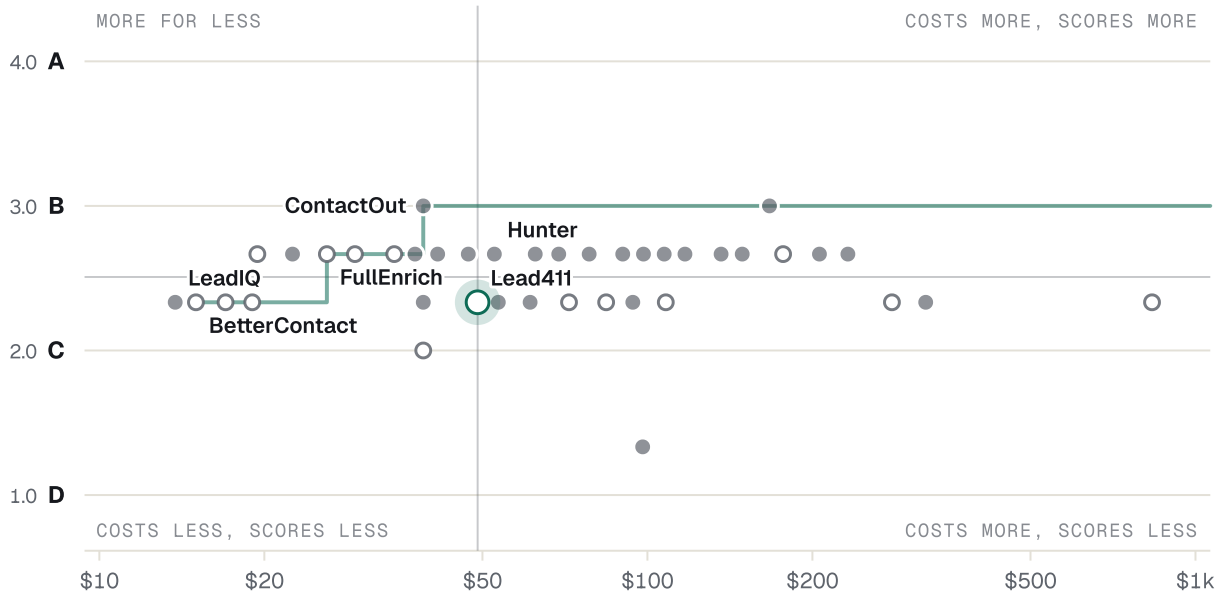
Each grade against the category

Every bar is all 50 lead and email finders we grade, cut by the letter each got. Lead411'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. Lead411 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.

Your call

Lead411 sits between: not beyond making, and not a weekend's work either.

What you would give up is listed below. Whether that is worth the price is your call. It costs $588 a year.

What you could make

- It runs in a browser, which is where something home-made would run too.

What you could not

- Checking that an address exists without writing to it.

- It plugs into other products, Salesforce, HubSpot and Pipedrive among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Lead411'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, UpLead, Cognism and Seamless.AI

The 5 tools Lead411 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. Lead411 does not, though it has a free trial.
- Only ZoomInfo lists an iOS app.
- Lead411 also covers email verification.

Lead411 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. Lead411 does not, though it has a free trial.
- Lead411 also covers email verification.
- Apollo.io also covers web clipper, sales pipeline and email campaigns.

Lead411 and Apollo.io compared in full



2.2
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UpLead

Free trial · from $74/mo

B2B contact database with verified emails and mobile numbers.

- Lead411 also covers email verification.
- UpLead also covers web clipper.

Lead411 and UpLead compared in full



2.0
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Cognism

Paid

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

- Lead411 also covers email verification.

Lead411 and Cognism compared in full



2.4
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Seamless.AI

Free trial

B2B contact search with AI writing, emailing and a dialer.

- Lead411 also covers email verification.
- Seamless.AI also covers web clipper and email campaigns.

Lead411 and Seamless.AI 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 Lead411 free?

No, Lead411 is a paid product, but you can try it first. Free 7-day trial with 50 exports.

How much does Lead411 cost?

Lead411 lists 5 plans. Spark (monthly): $49 per month for 1,000 exports, billed monthly.

What platforms does Lead411 work on?

Lead411 is available on Web. It also has a browser extension.

Does Lead411 offer any discounts?

Lead411 publicly lists the following: Annual Spark costs $490 a year.

Does Lead411 have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Lead411 is listed for Web.

Does Lead411 have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Lead411 is listed for Web.

Is Lead411 open source?

Lead411 is not described as open source on its own site, as read on Nov 12, 2026.

Does Lead411 have an API?

Yes. Lead411 offers a public API, according to its own site.

What does Lead411 integrate with?

Lead411's listing names Salesforce, HubSpot, Pipedrive, Outreach and Bombora.

Who makes Lead411?

Lead411 is made by a company of the same name. It dates from 2011.

What are the alternatives to Lead411?

The closest alternatives to Lead411 in our directory are ZoomInfo, Apollo.io, UpLead, Cognism and Seamless.AI.

How does Lead411 compare with other lead and email finders?

Lead411's GPA of 2.2 is higher than 15 of the 49 other lead and email finders we grade, and level with 5.

Is Lead411 good value for money?

ToolGPA grades Lead411 C for value for money. Its paid plans start at $49 a month, against a middle price of $49 for the category: 19 of the 39 others that charge start lower.

Could I make my own version of Lead411?

Lead411 sits between: not beyond making, and not a weekend's work either.

Where this guide comes from

The prices, plans, platforms and features were read from Lead411'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 Lead411'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 Lead411. Prices change, so check lead411.com before you buy.

lead411.com/pricing/

lead411.com/

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

Lead411, kept up to date

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

toolgpa.com/tools/lead411

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, "Lead411: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/lead411
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Know someone choosing between lead and email finders?

Send them this guide: toolgpa.com/tools/lead411/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after Lead411, 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 Lead411'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. Lead411 is a trademark of its owner, and this guide is not made, paid for or approved by Lead411. Prices and plans change: check lead411.com before you buy.