ToolGPA

NOVEMBER 2026

Leadsbridge

The Insider's Guide

Lead sync and ad conversion tracking for marketers



Every plan, grade, refund rule and rival among automation tools, read from Leadsbridge's own pages.

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

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GPA



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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 Leadsbridge's own pages, its app-store listings and our grades. Every fact in it is on Leadsbridge'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 54 of the 134 other automation tools we grade

LeadsBridge moves leads from ad platforms and forms into CRMs and marketing tools in real time. Each connection is called a bridge, and plans are priced by leads per month and by how many bridges run at once. It was founded in 2015 and has been owned by ActiveProspect since 2021.

> **You connect each ad account and CRM yourself.**
>
> From our grade for ease of use

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

1 **Best for sending ad-platform leads into your CRM**

LeadsBridge moves leads from ad platforms such as Facebook Lead Ads, LinkedIn and TikTok into CRMs.

2 **Paid plans start at $22 a month**

As its pricing page puts it: $22 per month for up to 800 leads, billed annually.

3 **There is a free plan**

50 leads a month and 1 bridge running at a time, with real-time sync.

4 **It runs on Web**

Web.

5 **Bridges**

A bridge connects a source and a destination, such as Facebook Lead Ads to Salesforce, and sends data in real time.

6 **Conversion sync**

Paid plans send conversion data back to ad platforms, including Facebook Conversions API and LinkedIn Conversions API.

7 **Audience sync**

Pro adds audience syncing for re-engaging people, plus Facebook campaign analytics.

8 **A 2.2 GPA, above 54 of 134**

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

9 **Keep it**

To replace Leadsbridge 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.

Leadsbridge at a glance

PRICING
Free plan, from $22 per month for up to 800 leads, billed annually

FREE PLAN
Yes

FREE TRIAL
14-day trial of paid plans, no credit card required

RUNS ON
Web

MADE BY
LeadsBridge, since 2015

CATEGORY
Automation

OUR GRADE
2.2 GPA, fair

The report card

Best for sending ad-platform leads into your CRM

LeadsBridge moves leads from ad platforms such as Facebook Lead Ads, LinkedIn and TikTok into CRMs. Free allows 50 leads a month and 1 bridge, Starter is $22 for 800 leads, and price rises with leads and live bridges.

TOOLGPA REPORT CARD

Leadsbridge

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Starter is $22 a month for up to 800 leads on annual billing ($29 monthly); Pro is $60 for 2,000. That sits between the category's cheaper quarter and middle.
Free plan and trial	C	Free plan: 50 leads a month and 1 bridge at a time. Paid plans have a 14-day trial with no card.
Features	C	Syncs lead data between ad platforms and tools such as Salesforce and Calendly. It does that one job; Mindbody isn't on Free.
Ease of use	C	No store rating on record. You connect each ad account and CRM yourself.
Platforms and integrations	B	Web, with Facebook Lead Ads, LinkedIn, TikTok, Google Ads, Salesforce, Dynamics, Mindbody and Calendly.

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 Leadsbridge is for

- ✓ Fits if you run lead ads and want the leads in your CRM automatically
- ✓ Works for a small advertiser with under 50 leads a month on the free plan

Who it is not for

- ✕ Tight if you get more than 50 leads a month on Free, or need more than 1 bridge
- ✕ Skip it if you want general task automation, since it's built around leads
- ✕ Pricey if volume grows, because price rises with leads and live bridges
- ✕ Watch out: the Mindbody integration isn't on the Free plan

Good to know

Good for

- ✓ Advertisers sending ad-platform leads to a CRM
- ✓ Marketing teams that report conversions back to ad networks

Worth knowing

- ⓘ Price rises with monthly leads and the number of live bridges.
- ⓘ The Free plan allows 50 leads a month and one running bridge.
- ⓘ Mindbody integration is not available on the Free plan.
- ⓘ Built around lead and ad-platform data, not general task automation.

PART 02 · PRICING

What it costs

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

$22

A month to start. There is a free plan too

Leadsbridge has a free plan. Paid plans start at $22 per month for up to 800 leads, billed annually.

> **That sits between the category's cheaper quarter and middle.**

From our grade for value for money

FREE

$0

50 leads a month and 1 bridge live at a time; lead sources include Google, LinkedIn, TikTok and Snapchat forms.

STARTER

$22

per month for up to 800 leads, billed annually ($29 billed monthly)

3 to 6 bridges live at once. 2,000 leads is $37 a month billed annually ($49 monthly).

PRO

$60

per month for up to 2,000 leads, billed annually ($79 billed monthly)

15 bridges live at once; $105 a month billed annually at 10,000 leads. Price rises with leads and bridges.

ENTERPRISE

Custom

Managed service with tailor-made integrations, SAML single sign-on and unlimited bridges.

The free plan

50 leads a month and 1 bridge running at a time, with real-time sync.

Trying it first

14-day trial of paid plans, no credit card required

Read from leadsbridge.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing saves three months

The pricing page says an annual subscription saves three months compared with paying monthly.

Stated on leadsbridge.com

What it does

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

1

Place it runs: Web

Lead sync and ad conversion tracking for marketers. Here is what it does, as its own site describes it, and what it covers: marketing automation, workflow automation.

> **Syncs lead data between ad platforms and tools such as Salesforce and Calendly.**

From our grade for features

Bridges

A bridge connects a source and a destination, such as Facebook Lead Ads to Salesforce, and sends data in real time.

Conversion sync

Paid plans send conversion data back to ad platforms, including Facebook Conversions API and LinkedIn Conversions API.

Audience sync

Pro adds audience syncing for re-engaging people, plus Facebook campaign analytics.

CRM and developer connectors

Pro adds premium and automotive CRMs and developer tools such as Webhook and SOAP web services.

Lead-volume alerts

The vendor says it warns users at 80% and 100% of the monthly lead volume included in a plan.

Managed integrations

The Enterprise tier offers a managed service for tailor-made integrations.

Where it runs

Web

What it works with

Facebook Lead Ads
LinkedIn
TikTok
Google Ads
Salesforce
Microsoft Dynamics
Mindbody
Calendly

Leadsbridge is made by LeadsBridge, and has been around since 2015.

PART 04 · STANDING

Where it stands

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

54/134

Other automation tools it is graded above

Leadsbridge's GPA of 2.2 is higher than 54 of the 134 other automation tools we grade, and level with 35.

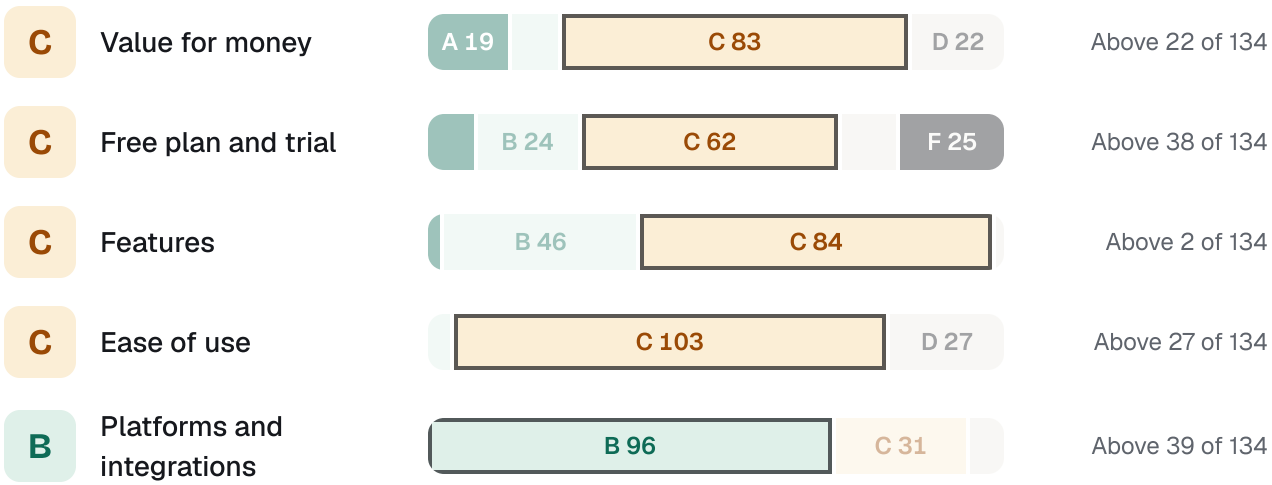
It stands best on platforms and integrations (B, above 39 of 134) and worst on features (C, above 2).

Its paid plans start at $22 a month, against a middle price of $22.17 for the category: 32 of the 65 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 11 tools score higher and cost less.

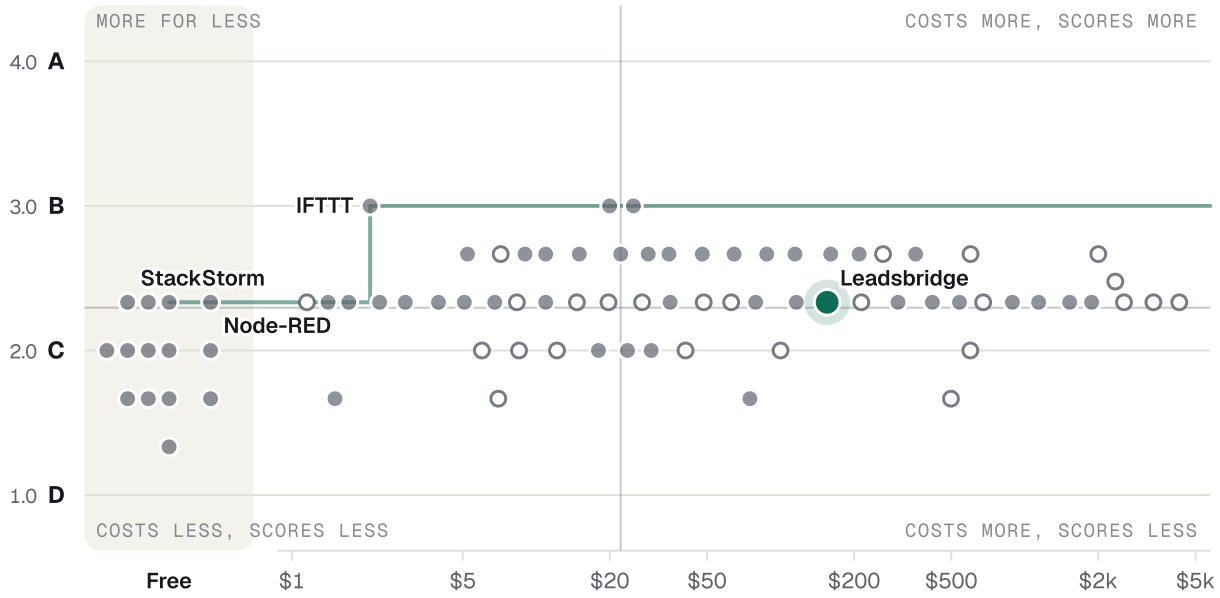
Each grade against the category

Every bar is all 135 automation tools we grade, cut by the letter each got. Leadsbridge's own letter is outlined.



Price against what you get

Each dot is one of 80 automation tools. Further left costs less; higher up scores better on features, ease of use and platforms. Leadsbridge 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 Leadsbridge 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.

It costs $264 a year.

What you could not

- ✕ Connections to other products, each kept working as those products change.
- ✕ Email sent in volume that still reaches the inbox.

What this rests on. Leadsbridge'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



Zapier, Make, Integrately, Pabbly Connect and Albato

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

zapier 2.6 GPA

Zapier

Free plan · from $19.99/mo

Workflow automation across 9,000+ apps, with AI agents.

- Only Zapier lists a browser extension.
- Leadsbridge also covers marketing automation.
- Zapier also covers databases.

Leadsbridge and Zapier compared in full

2.8 GPA

Make

Free plan · from $9/mo

Visual automation builder for multi-step scenarios and AI agents.

- Only Make lists iOS and Android apps.
- Leadsbridge also covers marketing automation.

Leadsbridge and Make compared in full

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Integrately

Free plan · from $19.99/mo

App integration built around ready-made, one-click automations.

- Leadsbridge also covers marketing automation.
- Integrately also covers templates and no-code.

Leadsbridge and Integrately compared in full

2.6
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Pabbly Connect

Free plan · from $16/mo

Workflow automation that counts only action steps as tasks.

- Pabbly Connect can be bought with a one-time purchase.
- Leadsbridge also covers marketing automation.
- Pabbly Connect also covers no-code.

Leadsbridge and Pabbly Connect compared in full

2.4
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Albato

Free plan · from $15/mo

No-code app integration platform with a copilot and AI agents.

- Leadsbridge also covers marketing automation.
- Albato also covers AI agents and no-code.

Leadsbridge and Albato 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 Leadsbridge free?

Leadsbridge has a free plan. 50 leads a month and 1 bridge running at a time, with real-time sync.

How much does Leadsbridge cost?

Leadsbridge lists 4 plans. Free: $0.

What platforms does Leadsbridge work on?

Leadsbridge is available on Web.

Does Leadsbridge offer any discounts?

Leadsbridge publicly lists the following: Annual billing saves three months.

Does Leadsbridge have an Android app?

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

Does Leadsbridge have an iPhone app?

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

Is Leadsbridge open source?

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

What does Leadsbridge integrate with?

Leadsbridge's listing names Facebook Lead Ads, LinkedIn, TikTok, Google Ads, Salesforce, Microsoft Dynamics, Mindbody and Calendly.

Does Leadsbridge have a free trial?

Yes. 14-day trial of paid plans, no credit card required.

Who makes Leadsbridge?

Leadsbridge is made by LeadsBridge. It dates from 2015.

What are the alternatives to Leadsbridge?

The closest alternatives to Leadsbridge in our directory are Zapier, Make, Integrately, Pabbly Connect and Albato.

How does Leadsbridge compare with other automation tools?

Leadsbridge's GPA of 2.2 is higher than 54 of the 134 other automation tools we grade, and level with 35.

Is Leadsbridge good value for money?

ToolGPA grades Leadsbridge C for value for money. Its paid plans start at $22 a month, against a middle price of $22.17 for the category: 32 of the 65 others that charge start lower.

Could I make my own version of Leadsbridge?

To replace Leadsbridge 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 Leadsbridge'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 LeadsBridge'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 LeadsBridge. Prices change, so check leadsbridge.com before you buy.

leadsbridge.com/pricing-plans/

leadsbridge.com/about-us/

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

Leadsbridge, kept up to date

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

toolgpa.com/tools/leadsbridge

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, "Leadsbridge: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/leadsbridge
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Know someone choosing between automation tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded automation tools after Leadsbridge, each with an Insider's Guide of its own.

Automation Insider's Guide

Every one of the 135 automation tools we grade, compared

Knime Insider's Guide

Open-source visual workflows for data analysis and automation

3.2 GPA

IFTTT Insider's Guide

Simple trigger-and-action automations for apps and smart devices

3.0 GPA

Node-RED Insider's Guide

Open-source, flow-based programming tool for event-driven apps

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