ToolGPA

NOVEMBER 2026

MixRank

The Insider's Guide

Bulk company, people and tech data feeds, refreshed hourly



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

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

1.6
GPA

MIXRANK · SINCE 2011

The data the data industry runs on.

People, company, and technographic data — shipped every 60 minutes.

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

MixRank sells bulk datasets on companies, people, job postings, web technologies, mobile apps and developers, all tied to one company ID. Data is delivered by API, flat file or into a customer's data warehouse, and pricing is quoted after a call.

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

> "
>
> **There is no rate card or self-serve signup, and access starts with a call.**
>
> From our report card of MixRank

1 **Best for bulk company and people data feeds**

MixRank sells bulk company, people, job and technology data, refreshed hourly and delivered to a warehouse.

2 **You can try it first**

Evaluation trial offered after an intro call; terms not published

3 **It runs on Web**

Web.

4 **Company data**

The site lists 120M+ company records with 150+ fields each, updated hourly.

5 **People data**

1.2B profiles with 250+ fields, of which the site says 830M are active.

6 **Job postings**

1.5B+ job postings with 50+ fields, tied to the same company ID as the other datasets.

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 **Your call**

You could make the core of MixRank for yourself: reports.

MixRank at a glance

PRICING Free trial	FREE PLAN No
FREE TRIAL Evaluation trial offered after an intro call; terms not published	RUNS ON Web
MADE BY MixRank, since 2011	CATEGORY Lead & Email Finders
OUR GRADE 1.6 GPA, weak	

The report card

Best for bulk company and people data feeds

MixRank sells bulk company, people, job and technology data, refreshed hourly and delivered to a warehouse. There is no rate card or self-serve signup, and access starts with a call.

TOOLGPA REPORT CARD	MixRank	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published and quotes depend on datasets and delivery, so it sits at the middle by default.
Free plan and trial	D	An evaluation trial is offered after an intro call, and its terms are not published.
Features	C	Company, people, job posting and technology data feeds. It sells feeds, not a prospecting interface.
Ease of use	D	No store rating on record. There is no self-serve signup or API key, and access is set up after a call.
Platforms and integrations	C	Web, with an API and four listed integrations and warehouse delivery. No apps.
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 MixRank is for

- ✓ Fits if you are a data team that wants bulk feeds loaded into a warehouse
- ✓ Works for companies that would rather talk to a data team than sign up

Who it is not for

- ✗ Not for you if you want a screen to build lists in, as it sells feeds
- ✗ Skip it if you want to sign up and try it today, as there is no self-serve access
- ✗ Tight if you need a price, as none is published
- ✗ Watch out: trial terms are not published and come after an intro call

Good to know

Good for

- ✓ Data teams that want raw feeds to build their own product on
- ✓ Platforms that need company, people and technology data under one ID

Worth knowing

- ⓘ No rate card is published; pricing depends on datasets, coverage and delivery format, and is quoted after a call.
- ⓘ There is no self-serve signup or API key; access is set up after talking to the data team.
- ⓘ It sells data feeds rather than a prospecting interface for building lists.

What it costs

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

MixRank's current pricing could not be confirmed from its own site.

> **No price is published and quotes depend on datasets and delivery, so it sits at the middle by default.**
>
> From our grade for value for money

We could not confirm MixRank's current prices from its own site, so this guide lists no plans. mixrank.com has them.

What it does

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

1

Place it runs: Web

Bulk company, people and tech data feeds, refreshed hourly. Here is what it does, as its own site describes it, and what it covers: public API, reports.

> **Company, people, job posting and technology data feeds.**

From our grade for features

Company data

The site lists 120M+ company records with 150+ fields each, updated hourly.

People data

1.2B profiles with 250+ fields, of which the site says 830M are active.

Job postings

1.5B+ job postings with 50+ fields, tied to the same company ID as the other datasets.

Web technographics

Detected technologies for 160M+ domains across 2,700+ technologies.

Warehouse delivery

Hourly update files can be delivered by API or flat file, or loaded into S3, Snowflake, BigQuery or Redshift.

Where it runs

Web

What it works with

Snowflake
BigQuery
Redshift
Amazon S3

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

Where it stands

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

2/72

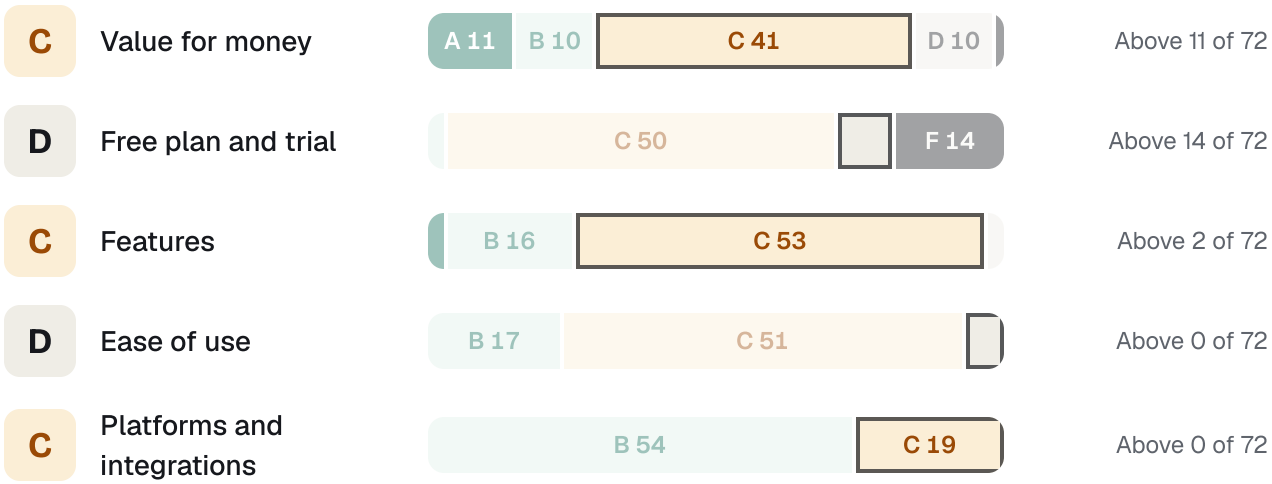
Other lead and email finders it is graded above

MixRank'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 value for money (C, above 11 of 72) and worst on ease of use (D, above 0).

Each grade against the category

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



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

You could make the core of MixRank for yourself: reports.

What you would give up is listed below. Whether that is worth the price is your call.

What you could make

- Reports: an app builder makes this well.
- It runs in a browser, which is where something home-made would run too.

What you could not

- ✕ It plugs into other products, Snowflake, BigQuery and Redshift among them, and has an API.

What this rests on. MixRank'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



Crustdata, People Data Labs, BuiltWith and ZoomInfo

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

1.6 GPA

Crustdata

Free trial

People and company data API with real-time watchers.

- MixRank also covers reports.
- Crustdata also covers AI agents.

MixRank and Crustdata compared in full

1.6 GPA

People Data Labs

Free plan · from $98/mo

Person and company data sold through APIs and data feeds.

- People Data Labs has a free plan. MixRank does not, though it has a free trial.
- MixRank also covers reports.
- People Data Labs also covers research.

MixRank and People Data Labs compared in full



2.0
GPA

BuiltWith

Free plan · from $295/mo

Find which websites use a given technology, and build lists.

- BuiltWith has a free plan. MixRank does not, though it has a free trial.
- BuiltWith also covers research.

MixRank and BuiltWith compared in full



2.8
GPA

ZoomInfo

Free plan

B2B contact and company data platform with AI sales tools.

- ZoomInfo has a free plan. MixRank does not, though it has a free trial.
- Only ZoomInfo lists an iOS app.
- Only ZoomInfo lists a browser extension.

MixRank and ZoomInfo compared in full

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 MixRank free?

No, MixRank is a paid product, but you can try it first. Evaluation trial offered after an intro call; terms not published.

What platforms does MixRank work on?

MixRank is available on Web.

Does MixRank have an Android app?

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

Does MixRank have an iPhone app?

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

Is MixRank open source?

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

Does MixRank have an API?

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

What does MixRank integrate with?

MixRank's listing names Snowflake, BigQuery, Redshift and Amazon S3. A listing names up to eight integrations, so it may connect to more.

Who makes MixRank?

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

What are the alternatives to MixRank?

The closest alternatives to MixRank in our directory are Crustdata, People Data Labs, BuiltWith and ZoomInfo.

How does MixRank compare with other lead and email finders?

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

Could I make my own version of MixRank?

You could make the core of MixRank for yourself: reports. What you would give up is listed below.

Where this guide comes from

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

mixrank.com
mixrank.com/about/
mixrank.com/get-started/

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

MixRank, kept up to date

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

toolgpa.com/tools/mixrank

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, "MixRank: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/mixrank
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Know someone choosing between lead and email finders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after MixRank, 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

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