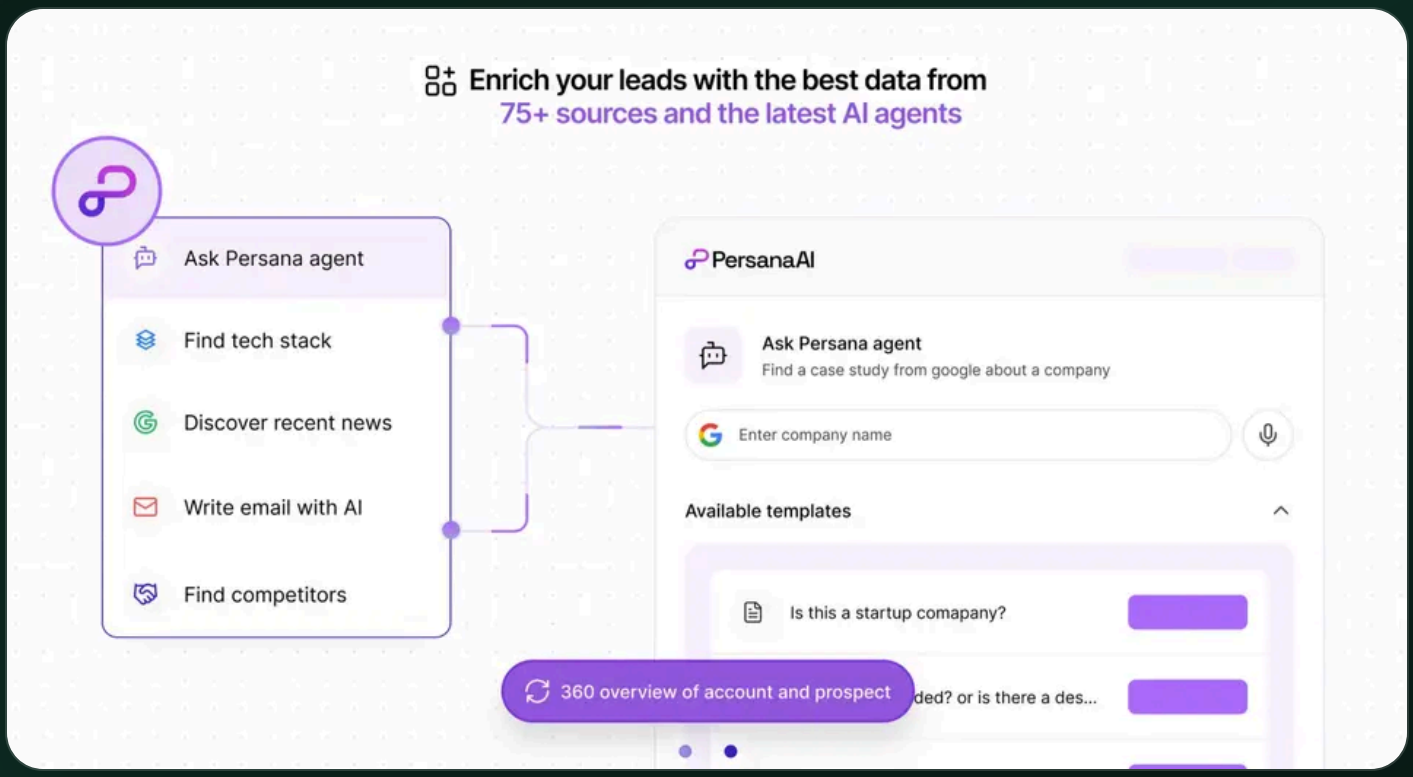
ToolGPA

NOVEMBER 2026

Persana

The Insider's Guide

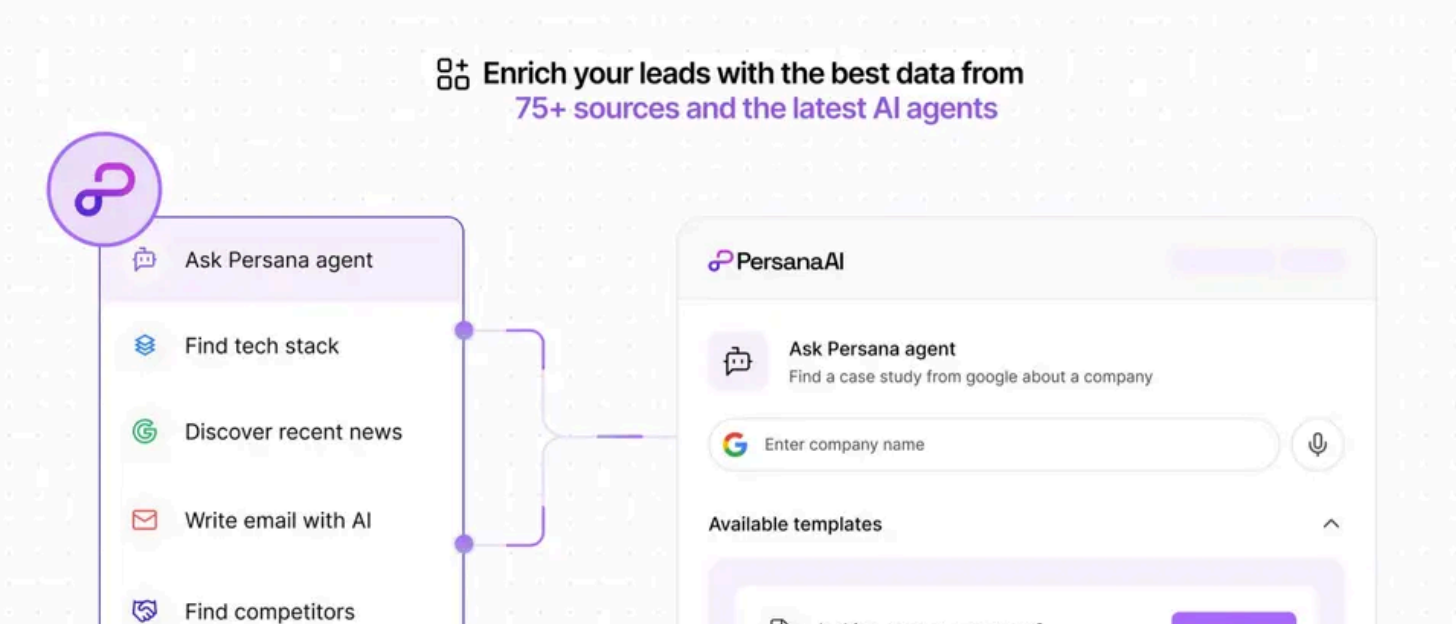
Credit-based prospect data, enrichment and AI outreach agents



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

Made by Persana AI · checked Nov 12, 2026 · toolgpa.com

2.4
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 Persana's own pages, its app-store listings and our grades. Every fact in it is on Persana'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

2.4

GPA, above 38 of the 72 other lead and email finders we grade

Persana is a credit-based prospecting workspace. It pulls contacts and company data from more than 100 data sources, runs email and phone waterfall enrichment, and adds web scrapers and AI research agents on top. Higher plans add sequencing, CRM sync and signal triggers such as job changes and hiring. Every plan has unlimited users.

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

1 **Best for credit-based enrichment with AI agents**

Persana combines waterfall enrichment across 100-plus data providers with people search, AI research and outreach agents, and has a free plan of 50 credits.

2 **Paid plans start at $68 a month**

As its pricing page puts it: $68 per month, billed annually ($85 billed monthly).

3 **There is a free plan**

50 credits, enough for 50 emails or 5 phone numbers, with unlimited users and 100+ data providers.

4 **It runs on Web**

Web.

5 **Waterfall enrichment**

Looks up emails and phone numbers across more than 100 data providers in turn. One email found costs 1 credit and one phone found costs 10 credits.

6 **People and company search**

Builds lists from firmographic and technographic filters, with the number of results per search rising from 500 on Free to unlimited on the Unlimited plan.

7 **AI research and agents**

Persana Quantum research agents gather account details for each row. Autopilot AI agents on the Unlimited plan and AI SDR on Enterprise run outreach.

8 **A 2.4 GPA, above 38 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 Persana you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

Persana at a glance

PRICING
Free plan, from $68 per month, billed annually ($85 billed monthly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Persana AI

CATEGORY
Lead & Email Finders

OUR GRADE
2.4 GPA, fair

The report card

Best for credit-based enrichment with AI agents

Persana combines waterfall enrichment across 100-plus data providers with people search, AI research and outreach agents, and has a free plan of 50 credits. A phone costs 10 credits, and a site banner says it's joining forces with Rox, so plans may change.

TOOLGPA REPORT CARD — **Persana** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$68 a month billed annually for 24,000 credits a year, $85 monthly. That's the middle of the range, below the $74 dearer quarter.
Free plan and trial	C	A free plan with 50 credits, enough for 50 emails or 5 phones, with unlimited users.
Features	B	Waterfall enrichment, people and company search, AI research, signals, sequencing and CRM sync. It covers the job.
Ease of use	C	No store rating on record. Tables, agents and signals to set up.
Platforms and integrations	B	Web, with eight listed integrations and no desktop or phone app.

Grade point average — Fair, out of 4.0 **2.4**

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 Persana is for

- ✓ Fits if you want enrichment, research and outreach agents in one place
- ✓ Works for a small team that wants to start on the free credits

Who it is not for

- ✕ Tight if you need phones: 10 credits each, so Starter's 24,000 yearly credits cover 2,400 numbers
- ✕ Skip it if you want it settled, as the banner says it's joining forces with Rox and plans may change
- ✕ Pricey if you need volume: Unlimited is $600 a month billed annually
- ✕ Watch out: unlimited searches and exports are subject to fair use, and only Starter's monthly price was visible

Good to know

Good for

- ✓ Growth teams that want enrichment and AI research in one table
- ✓ Teams with many seats: users are unlimited on every plan
- ✓ Operators who want to bring their own API keys

Worth knowing

- ⓘ Phones cost 10 credits each, so Starter's 24,000 credits a year cover 2,400 numbers.
- ⓘ Annual prices are shown by default; only Starter's monthly price ($85) was visible on the page.
- ⓘ The site banner says Persana is joining forces with Rox, so plans and pricing may change.
- ⓘ Unlimited searches and exports are subject to fair use and anti-abuse terms.

What it costs

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

$68

A month to start. There is a free plan too

Persana has a free plan. Paid plans start at $68 per month, billed annually ($85 billed monthly).

FREE

$0

50 credits (50 emails or 5 phones), searches up to 500 results, CSV export, email and phone waterfalls.

STARTER

$68

per month, 24,000 credits a year, billed annually ($85 monthly)

2,000 credits a month, searches up to 7,000 results, credit rollover and credit reports.

GROWTH

$151

per month for 60,000 credits a year, billed annually

Adds email sequencing integrations, company lookalikes, your own API key and webhooks or HTTP API. Searches up to 20,000.

PRO

$400

per month for 216,000 credits a year, billed annually

Adds account-based marketing, CRM integration, signal triggers and funding data. Up to 10,000 exports and premium support.

UNLIMITED

$600

per month for 600,000 credits a year, billed annually

Unlimited searches and CSV exports under fair use, Autopilot AI agents, email sequencing and sending, Slack support.

ENTERPRISE

Custom

Custom credits and plan, AI SDR full-service option, custom playbooks and a dedicated account team. Sold through sales.

The free plan

50 credits, enough for 50 emails or 5 phone numbers, with unlimited users and 100+ data providers.

Read from persana.ai on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off with annual billing

The pricing page toggle labels annual billing as a 20% saving over monthly billing.

Stated on persana.ai

What it does

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

1

Place it runs: Web

Credit-based prospect data, enrichment and AI outreach agents. Here is what it does, as its own site describes it, and what it covers: public API, AI features, sales pipeline, workflow automation, AI agents.

> **Waterfall enrichment, people and company search, AI research, signals, sequencing and CRM sync.**
>
> From our grade for features

Waterfall enrichment

Looks up emails and phone numbers across more than 100 data providers in turn. One email found costs 1 credit and one phone found costs 10 credits.

People and company search

Builds lists from firmographic and technographic filters, with the number of results per search rising from 500 on Free to unlimited on the Unlimited plan.

AI research and agents

Persana Quantum research agents gather account details for each row. Autopilot AI agents on the Unlimited plan and AI SDR on Enterprise run outreach.

Signals and triggers

The Pro plan tracks job changes, intent data, hiring triggers and news, and webhooks accept feeds from RB2B, Clearbit and Warmly.

Sequencing and CRM sync

Growth connects to sequencers such as Smartlead, Instantly, Salesloft and Outreach. Pro adds HubSpot and Salesforce, and Unlimited can send email itself.

Where it runs

- Web

What it works with

- HubSpot
- Salesforce
- Smartlead
- Instantly
- Salesloft
- Outreach
- RB2B
- Warmly

Persana is made by Persana AI.

PART 04 · STANDING

Where it stands

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

38/72

Other lead and email finders it is graded above

Persana's GPA of 2.4 is higher than 38 of the 72 other lead and email finders we grade, and level with 16.

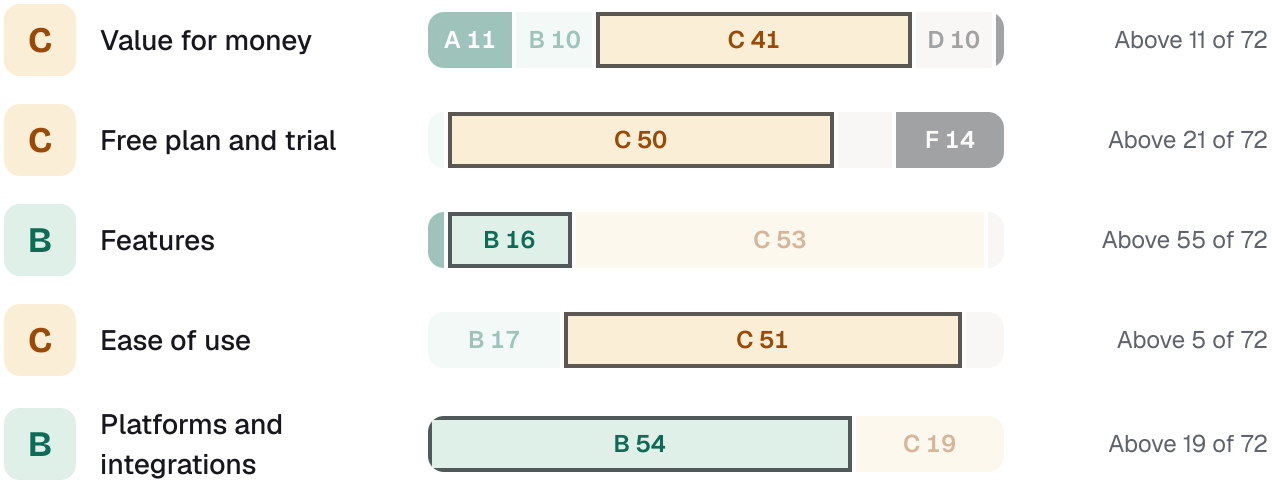
It stands best on features (B, above 55 of 72) and worst on ease of use (C, above 5).

Its paid plans start at $68 a month, against a middle price of $49 for the category: 39 of the 54 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

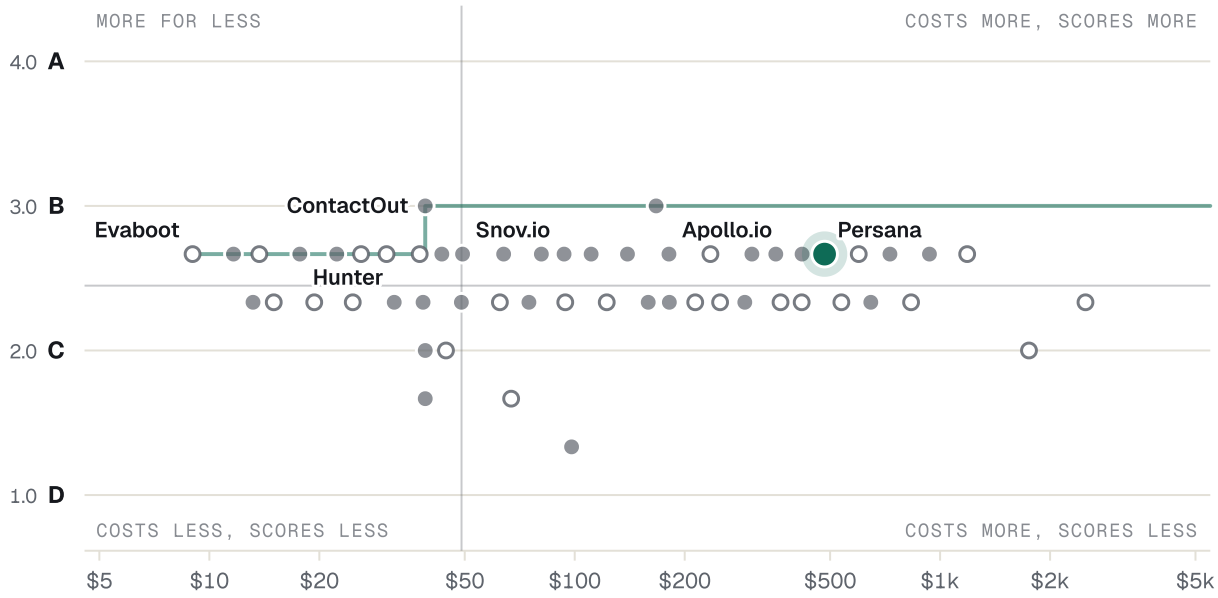
Each grade against the category

Every bar is all 73 lead and email finders we grade, cut by the letter each got. Persana'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. Persana 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 Persana you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

It costs $816 a year.

What you could make

- Sales pipeline: an app builder makes this well.

What you could not

- An AI agent, with the models and the safeguards behind it.

- ✕ Connections to other products, each kept working as those products change.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Persana'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



Clay, Apollo.io, FullEnrich, BetterContact and ZoomInfo

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

2.8 GPA

Clay

Free plan · from $167/mo

Data enrichment tables that query 150+ data providers in one place.

- Persana also covers sales pipeline and AI agents.
- Clay also covers email campaigns.

Persana and Clay compared in full

2.4 GPA

Apollo.io

Free plan · from $49/mo

B2B contact database with built-in email sequences and a dialer.

- Only Apollo.io lists a browser extension.
- Persana also covers workflow automation and AI agents.
- Apollo.io also covers web clipper and email campaigns.

Persana and Apollo.io compared in full



2.8
GPA

FullEnrich

Free trial · from $26/mo

Email and phone finder that checks 20+ data providers in turn.

- Persana has a free plan. FullEnrich does not, though it has a free trial.
- Persana also covers sales pipeline, workflow automation and AI agents.

Persana and FullEnrich compared in full



2.4
GPA

BetterContact

Free trial · from $15/mo

Waterfall email and phone enrichment across many data sources.

- Persana has a free plan. BetterContact does not, though it has a free trial.
- Persana also covers sales pipeline, workflow automation and AI agents.
- BetterContact also covers email verification.

Persana and BetterContact compared in full



2.8
GPA

ZoomInfo

Free plan

B2B contact and company data platform with AI sales tools.

- Only ZoomInfo lists an iOS app.
- Only ZoomInfo lists a browser extension.
- Persana also covers sales pipeline.

Persana and ZoomInfo 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 Persana free?

Persana has a free plan. 50 credits, enough for 50 emails or 5 phone numbers, with unlimited users and 100+ data providers.

How much does Persana cost?

Persana lists 6 plans. Free: $0.

What platforms does Persana work on?

Persana is available on Web.

Does Persana offer any discounts?

Persana publicly lists the following: 20% off with annual billing.

Does Persana have an Android app?

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

Does Persana have an iPhone app?

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

Is Persana open source?

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

Does Persana have an API?

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

What does Persana integrate with?

Persana's listing names HubSpot, Salesforce, Smartlead, Instantly, Salesloft, Outreach, RB2B and Warmly.

Who makes Persana?

Persana is made by Persana AI.

What are the alternatives to Persana?

The closest alternatives to Persana in our directory are Clay, Apollo.io, FullEnrich, BetterContact and ZoomInfo.

How does Persana compare with other lead and email finders?

Persana's GPA of 2.4 is higher than 38 of the 72 other lead and email finders we grade, and level with 16.

Is Persana good value for money?

ToolGPA grades Persana C for value for money. Its paid plans start at $68 a month, against a middle price of $49 for the category: 39 of the 54 others that charge start lower.

Could I make my own version of Persana?

To replace Persana you would be making an AI agent, with the models and the safeguards behind it.

Where this guide comes from

The prices, plans, platforms and features were read from Persana'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 Persana'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 Persana AI. Prices change, so check persana.ai before you buy.

persana.ai/pricing

persana.ai

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

Persana, kept up to date

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

toolgpa.com/tools/persana

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, "Persana: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/persana
```

Know someone choosing between lead and email finders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after Persana, 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

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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 Persana'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. Persana is a trademark of its owner, and this guide is not made, paid for or approved by Persana AI. Prices and plans change: check persana.ai before you buy.