ToolGPA

NOVEMBER 2026

Rox

The Insider's Guide

Revenue agents for sales research, outreach and pipeline



Every plan, grade, refund rule and rival among AI agents, read from Rox's own pages.

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

1.8
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 Rox's own pages, its app-store listings and our grades. Every fact in it is on Rox'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

1.8

GPA, above 30 of the 178 other AI agents we grade

Rox is an AI platform for sales teams that researches accounts, enriches contacts, runs multi-channel outreach and tracks deals from one workspace. It syncs with Salesforce and HubSpot, and has a Mac app for call recording and transcripts.

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

> "
>
> **You also pay for agent work, so the final bill depends on use.**
>
> From our report card of Rox

1 **Best for AI sales agents on top of your CRM**

Rox researches accounts, runs outbound and inbound work and syncs with your CRM.

2 **Paid plans start at $100 a month**

As its pricing page puts it: $100 per month and up (Individual).

3 **You can try it first**

Start for free; the page does not state how long the free start lasts

4 **It runs on 2 platforms**

Web and macOS.

5 **Account research and enrichment**

Agents research accounts and enrich them with contact emails and phone numbers, company firmographics and technographics, and org charts.

6 **Outbound and inbound autopilot**

Multi-channel sequences, automatic follow-ups and scheduling, deliverability management and engagement analytics.

7 **CRM sync**

The plan comparison lists Salesforce and HubSpot sync on Teams and above, with Databricks warehouse sync on Enterprise.

8 **A 1.8 GPA, above 30 of 178**

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

9 **Keep it**

To replace Rox 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.

Rox at a glance

PRICING
Free trial, from $100 per month and up (Individual)

FREE PLAN
No

FREE TRIAL
Start for free; the page does not state how long the free start lasts

RUNS ON
Web, macOS

MADE BY
Rox

CATEGORY
AI Agents

OUR GRADE
1.8 GPA, weak

The report card

Best for AI sales agents on top of your CRM

Rox researches accounts, runs outbound and inbound work and syncs with your CRM. Individual starts at $100 a month, far above this category's middle, and CRM sync and deal tools are not on it. You also pay for agent work, so the final bill depends on use.

TOOLGPA REPORT CARD — **Rox** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Individual starts at $100 a month and Teams at $255, with agent work paid on top. The category middle is $24, and the CRM sync most buyers want is not on Individual.
Free plan and trial	D	The pricing page says to start for free but not for how long, and the free start leads to a plan from $100.
Features	C	Account research, outbound and inbound autopilot, CRM sync, conversation intelligence and forecasts. CRM sync and Deal Management Autopilot are not on Individual.
Ease of use	C	No store rating on record. Connecting a CRM and email tools is part of getting started.
Platforms and integrations	B	Web and Mac, with Salesforce, HubSpot, Outreach, Salesloft, Gong and Slack listed.

Grade point average — Weak, out of 4.0 **1.8**

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 Rox is for

- ✓ Fits if you sell for a living and want account research done for you
- ✓ Works for sales teams on Salesforce or HubSpot ready to pay for agent work

Who it is not for

- ✕ Pricey if you are one person: $100 a month and up, and 'starts at' prices grow with agent usage
- ✕ Watch out: CRM sync, Deal Management Autopilot and custom reports are not on Individual
- ✕ Skip it if you need SSO, audit logs or in-VPC, which are Enterprise only and sold through sales
- ✕ Not for you if you want a clear trial, as the page does not say how long the free start lasts

Good to know

Good for

- ✓ Sales teams that want account research and outreach in one tool
- ✓ Salesforce or HubSpot users who want agent writeback to the CRM
- ✓ Individual sellers who want to try it free before paying

Worth knowing

- ⓘ Individual and Teams prices are shown as 'starts at', so the final price depends on usage; the page says you pay for agent work.
- ⓘ CRM sync, Deal Management Autopilot and custom reports are not on the Individual plan.
- ⓘ SSO, audit logs and in-VPC deployment are Enterprise-only, which is sold through sales.

PART 02 · PRICING

What it costs

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

$100

A month to start

Rox is a paid product with a free trial, starting at $100 per month and up (Individual).

INDIVIDUAL

$100

per month and up

For one salesperson: 10,000 accounts, Outbound and Inbound Autopilot, enrichment and multi-channel outbound.

TEAMS

$255

per month and up, for the whole team

Up to 50 users with unlimited seats in shared workspaces, CRM sync and writeback, and team management controls.

ENTERPRISE

Custom

Adds data warehouse sync, SAML, SCIM and SSO, in-VPC deployment, audit logs, a dedicated team and unlimited usage limits.

Trying it first

Start for free; the page does not state how long the free start lasts

Read from rox.com on Nov 13, 2026.

What it does

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

2

Places it runs: Web and macOS

Revenue agents for sales research, outreach and pipeline. Here is what it does, as its own site describes it, and what it covers: transcription, sales pipeline, workflow automation, AI agents.

> **Account research, outbound and inbound autopilot, CRM sync, conversation intelligence and forecasts.**
>
> From our grade for features

Account research and enrichment

Agents research accounts and enrich them with contact emails and phone numbers, company firmographics and technographics, and org charts.

Outbound and inbound autopilot

Multi-channel sequences, automatic follow-ups and scheduling, deliverability management and engagement analytics.

CRM sync

The plan comparison lists Salesforce and HubSpot sync on Teams and above, with Databricks warehouse sync on Enterprise.

Conversation intelligence

Meeting preparation, plus call recording with transcripts and speaker identification, which the page says is only in the Rox Mac app.

Pipeline and forecast views

Deal health, forecast categories, commit management and custom reports sit under revenue intelligence on the higher plans.

Where it runs

Web · macOS

What it works with

Salesforce · HubSpot · Outreach · Salesloft · Gong · Avoma · Databricks · Slack

Rox is made by Rox.

PART 04 · STANDING

Where it stands

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

30/178

Other AI agents it is graded above

Rox's GPA of 1.8 is higher than 30 of the 178 other AI agents we grade, and level with 33.

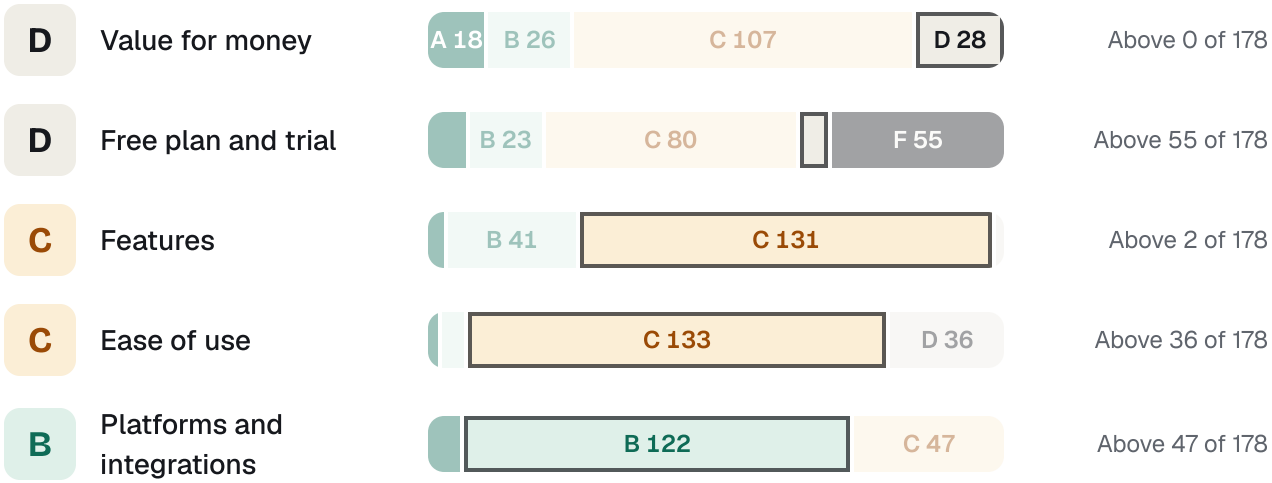
It stands best on platforms and integrations (B, above 47 of 178) and worst on value for money (D, above 0).

Its paid plans start at $100 a month, against a middle price of $25 for the category: 85 of the 98 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 36 tools score higher and cost less.

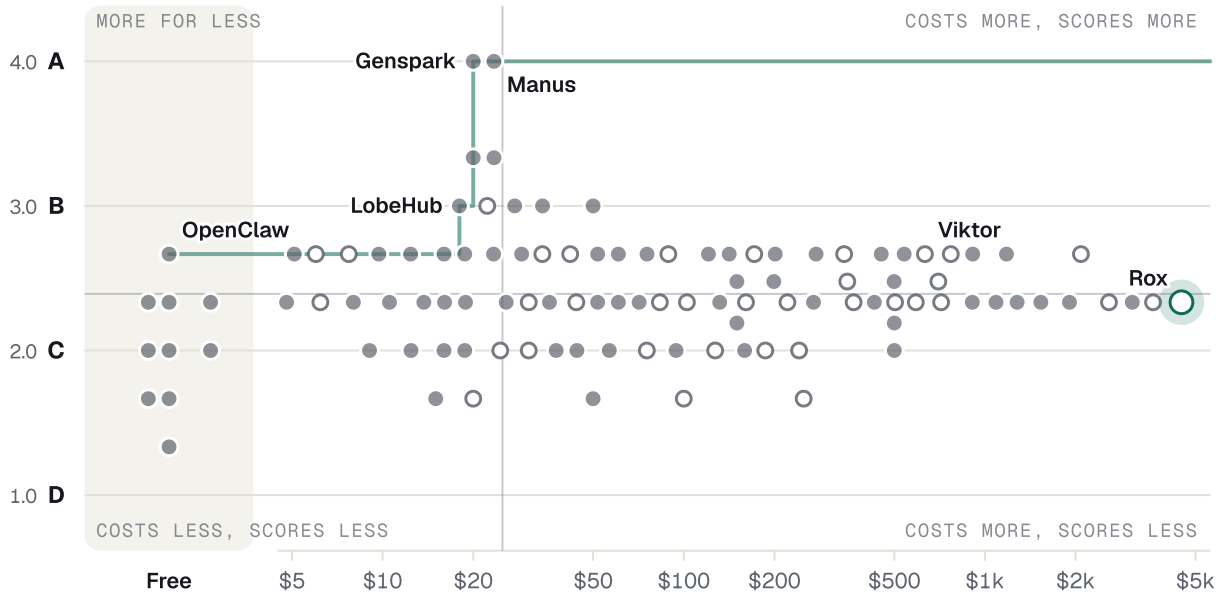
Each grade against the category

Every bar is all 179 AI agents we grade, cut by the letter each got. Rox's own letter is outlined.



Price against what you get

Each dot is one of 109 AI agents. Further left costs less; higher up scores better on features, ease of use and platforms. Rox 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 Rox 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.

That makes this kind of software worth paying for, not this one in particular: 115 of the 178 other AI agents grade higher. It costs $1,200 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.
- Speech turned into text you can trust.
- A real app for macOS. Something home-made would be a web page.

What this rests on. Rox'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



11x, Artisan, Lindy and Relevance AI

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

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11x

Paid

AI sales agents for inbound, outbound and expansion.

- Only Rox lists a macOS app.
- Rox also covers transcription, sales pipeline and workflow automation.
- 11x also covers whatsApp messaging.

Rox and 11x compared in full

1.6 GPA

Artisan

Paid

Ava, an AI sales agent that runs outbound and books meetings.

- Only Rox lists a macOS app.
- Rox also covers transcription, sales pipeline and workflow automation.
- Artisan also covers email campaigns.

Rox and Artisan compared in full

2.4
GPA

Lindy

Free trial · from $29.99/mo

AI teammate for Slack that works across your team's tools.

- Only Rox lists a macOS app.
- Only Lindy lists a browser extension.
- Rox also covers transcription and sales pipeline.

Rox and Lindy compared in full

2.0
GPA

Relevance AI

From $19/mo

Low-code platform for building AI agents and multi-agent teams.

- Only Rox lists a macOS app.
- Only Relevance AI lists iOS and Android apps.
- Only Relevance AI lists a browser extension.

Rox and Relevance AI compared in full

PART 06 · QUESTIONS

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 Rox free?

No, Rox is a paid product, but you can try it first. Start for free; the page does not state how long the free start lasts.

How much does Rox cost?

Rox lists 3 plans. Individual: $100 per month and up.

What platforms does Rox work on?

Rox is available on Web and macOS.

Does Rox have an Android app?

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

Does Rox have an iPhone app?

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

Is Rox open source?

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

What does Rox integrate with?

Rox's listing names Salesforce, HubSpot, Outreach, Salesloft, Gong, Avoma, Databricks and Slack.

Who makes Rox?

Rox is made by a company of the same name.

What are the alternatives to Rox?

The closest alternatives to Rox in our directory are 11x, Artisan, Lindy and Relevance AI.

How does Rox compare with other AI agents?

Rox's GPA of 1.8 is higher than 30 of the 178 other AI agents we grade, and level with 33.

Is Rox good value for money?

ToolGPA grades Rox D for value for money. Its paid plans start at $100 a month, against a middle price of $25 for the category: 85 of the 98 others that charge start lower.

Could I make my own version of Rox?

To replace Rox 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 Rox'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 Rox'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 Rox. Prices change, so check rox.com before you buy.

rox.com/pricing
rox.com/platform

rox.com

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

Rox, kept up to date

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

toolgpa.com/tools/rox

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, "Rox: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/rox
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Know someone choosing between AI agents?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI agents after Rox, each with an Insider's Guide of its own.

AI Agents Insider's Guide

Every one of the 179 AI agents we grade, compared

Genspark Insider's Guide

AI workspace with an agent for research, slides, sheets and docs

3.2 GPA

Manus Insider's Guide

General AI agent for research, slides, websites and browser tasks

3.2 GPA

OpenClaw Insider's Guide

Open-source personal AI agent you run yourself and message in chat

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