ToolGPA

NOVEMBER 2026

Sansan

The Insider’s Guide

Shared company contact database built from scanned business cards



Every plan, grade, refund rule and rival among digital business cards, read from Sansan’s own pages.

Made by Sansan, Inc. · 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 Sansan's own pages, its app-store listings and our grades. Every fact in it is on Sansan'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 0 of the 15 other digital business cards we grade

Sansan turns the business cards a company's staff collect into one shared contact database. Cards are scanned with a dedicated scanner or a phone photo, read by AI and checked by people, then searched and used by the whole company. It is sold to organizations on a contract, not to individuals.

To get you started, here are **7 things to know about Sansan**, taken from its own pages and our grades.

> **No store rating on record, and it is a company roll-out with scanners, accounts and a CRM feed to set up.**
>
> From our grade for ease of use

1 **Best for company-wide business card databases**

Sansan turns the business cards a whole company collects into one shared, searchable contact database, with a person checking each scan.

2 **It runs on 3 platforms**

Web, iOS and Android.

3 Card scanning with human checking

Paper cards are scanned with a dedicated scanner or photographed on a phone. Sansan says AI reads each card and a person then checks it, giving 99.9% accuracy across 11 languages.

4 Shared contact database

Every employee's contacts go into one company database that anyone can search, so staff can see who in the company already knows a given person.

5 Organization charts and activity history

An organization tree is built for each customer company, and emails, calls and meetings can be attached to a company or a person.

6 A 1.8 GPA, above 0 of 15

That is against the other digital business cards we grade, on value, the free plan, features, ease of use and platforms.

7 Keep it

To replace Sansan you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

Sansan at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web, iOS, Android
MADE BY Sansan, Inc., since 2007	CATEGORY Digital Business Cards
OUR GRADE 1.8 GPA, weak	

The report card

Best for company-wide business card databases

Sansan turns the business cards a whole company collects into one shared, searchable contact database, with a person checking each scan. But no price is published, there is a 10-user minimum and a 1-year term, and the email-signature feature is Japan only. If you are one person, look elsewhere.

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

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; every plan is quoted after a consultation, so it sits in the middle by default, with a 1-year term and a 10-user minimum.
Free plan and trial	F	Nothing free is on record: no free plan and no trial on the pages read.
Features	C	Scanning, a shared database, org charts, Virtual Cards and email lists. The listing names a gap: Contact Inbox, which pulls contacts from signatures, is Japan only.
Ease of use	C	No store rating on record, and it is a company roll-out with scanners, accounts and a CRM feed to set up.
Platforms and integrations	B	Web, iPhone and Android, with Salesforce, an API and SAML. No desktop app is 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 Sansan is for

- ✓ Fits if a sales team wants every employee's cards in one company-wide database
- ✓ Works for firms with offices in several countries, as cards in 11 languages are read

Who it is not for

- ✕ Not for you if you are an individual, as it is sold to companies with a minimum of 10 users
- ✕ Watch out: no prices are published and the standard contract term is 1 year
- ✕ Skip it if you want a free plan or a trial, as none is listed
- ✕ Tight if you are outside Japan and want signature capture, which is Japan only
- ✕ Watch out: scans include a human data-entry step, so it is not fully automatic

Good to know

Good for

- ✓ Companies that want every employee's business cards in one searchable customer database
- ✓ Sales teams that already use a CRM or sales-support system and want card data fed into it
- ✓ Organizations with offices in several countries, since cards in 11 languages can be read

Worth knowing

- ⓘ No prices are published: every plan is quoted after a consultation, and the standard contract term is 1 year.
- ⓘ The FAQ states a minimum of 10 users.
- ⓘ Scanning uses a human data-entry step, since the vendor says AI alone is not yet accurate enough.
- ⓘ The Contact Inbox feature that pulls contacts from email signatures is, per the features page, available only in Japan.

What it costs

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

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

> **Nothing free is on record: no free plan and no trial on the pages read.**

From our grade for free plan and trial

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

PART 03 · FEATURES

What it does

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

3

Places it runs: Web, iOS and Android

Shared company contact database built from scanned business cards. Here is what it does, as its own site describes it, and what it covers: email campaigns, digital business card.

> **Scanning, a shared database, org charts, Virtual Cards and email lists.**

From our grade for features

Card scanning with human checking

Paper cards are scanned with a dedicated scanner or photographed on a phone. Sansan says AI reads each card and a person then checks it, giving 99.9% accuracy across 11 languages.

Shared contact database

Every employee's contacts go into one company database that anyone can search, so staff can see who in the company already knows a given person.

Organization charts and activity history

An organization tree is built for each customer company, and emails, calls and meetings can be attached to a company or a person.

Virtual Cards

Online business card exchange is part of the standard contract, and contacts added this way are managed like ones met in person.

Email to contact lists

Contacts can be turned into lists by business type, department or position, used to send bulk emails, and tracked for opens and clicks.

Integrations and security controls

The features page lists Salesforce integration, an API, two-factor authentication, SAML, IP address restrictions and usage log downloads.

Where it runs

Web iOS Android

What it works with

Salesforce

Sansan is made by Sansan, Inc., and has been around since 2007.

Where it stands

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

0/15

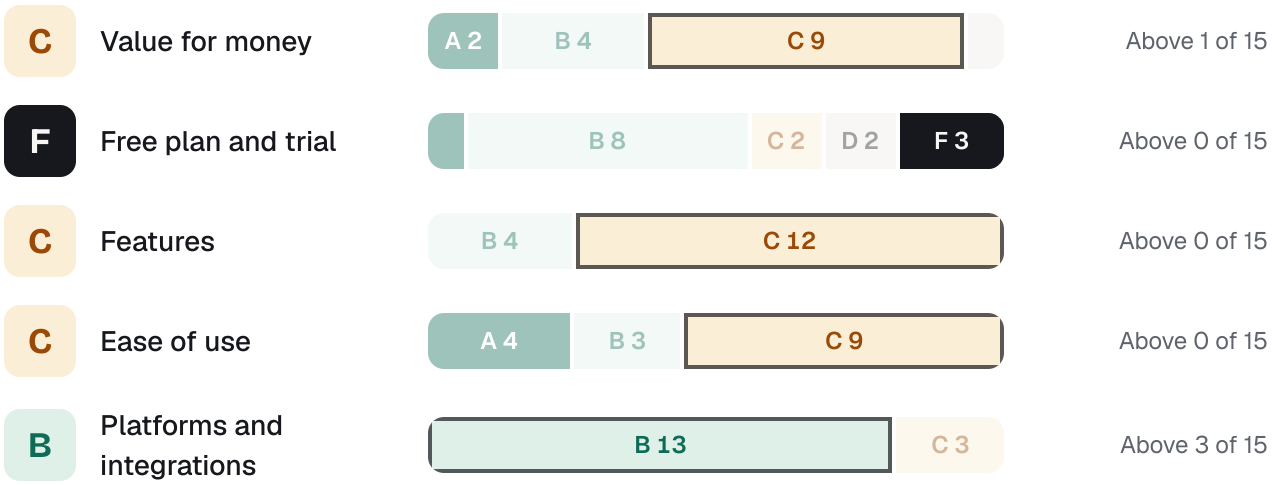
Other digital business cards it is graded above

Sansan's GPA of 1.8 is higher than 0 of the 15 other digital business cards we grade, and level with 1.

It stands best on platforms and integrations (B, above 3 of 15) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 16 digital business cards we grade, cut by the letter each got. Sansan'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.

Keep it

To replace Sansan you would be making newsletters sent to thousands of people that still reach the inbox. 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: 14 of the 15 other digital business cards grade higher.

What you could make

- Digital business card: an app builder makes this well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.
- A real app for iOS and Android. Something home-made would be a web page.
- What a company asks for before it lets staff use something: single sign-on.

What this rests on. Sansan'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



CamCard, ScanBizCards, Haystack, HiHello and Blinq

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

CamCard

1.8 GPA

Free trial

Business card scanner and digital business card with CRM sync.

- Only Sansan lists a web app.
- Sansan also covers email campaigns.
- CamCard also covers email signature and qR codes.

Sansan and CamCard compared in full

ScanBizCards

2.2 GPA

Free plan · from $100/yr

Business card and conference badge scanner that exports leads to CRMs.

- ScanBizCards has a free plan. Sansan does not.
- Only Sansan lists a web app.
- Sansan also covers email campaigns.

Sansan and ScanBizCards compared in full



3.0
GPA

Haystack

Free plan · from $2.50/mo

Digital-only business cards with directory sync for large companies.

- Haystack has a free plan. Sansan does not.
- Sansan also covers email campaigns.
- Haystack also covers email signature.

Sansan and Haystack compared in full



2.8
GPA

HiHello

Free plan · from $5/mo

Digital business cards, email signatures and lead capture for teams.

- HiHello has a free plan. Sansan does not.
- Sansan also covers email campaigns.
- HiHello also covers email signature.

Sansan and HiHello compared in full



3.0
GPA

Blinq

Free plan · from $4.99/mo

Digital business cards with contact scanning and event lead capture.

- Blinq has a free plan. Sansan does not.
- Sansan also covers email campaigns.
- Blinq also covers meeting notes and email signature.

Sansan and Blinq compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Sansan free?

No. Sansan is a paid product.

What platforms does Sansan work on?

Sansan is available on Web, iOS and Android.

Does Sansan have a Windows app?

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

Does Sansan have a macOS app?

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

Is Sansan open source?

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

What does Sansan integrate with?

Sansan's listing names Salesforce. A listing names up to eight integrations, so it may connect to more.

Who makes Sansan?

Sansan is made by Sansan, Inc. It dates from 2007.

What are the alternatives to Sansan?

The closest alternatives to Sansan in our directory are CamCard, ScanBizCards, Haystack, HiHello and Blinq.

How does Sansan compare with other digital business cards?

Sansan's GPA of 1.8 is higher than 0 of the 15 other digital business cards we grade, and level with 1.

Could I make my own version of Sansan?

To replace Sansan you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

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

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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

Sansan, kept up to date

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

toolgpa.com/tools/sansan

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, "Sansan: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/sansan
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Know someone choosing between digital business cards?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded digital business cards after Sansan, each with an Insider's Guide of its own.

Digital Business Cards Insider's Guide

Every one of the 16 digital business cards we grade, compared

Blinq Insider's Guide

Digital business cards with contact scanning and event lead capture

3.0 GPA

Haystack Insider's Guide

Digital-only business cards with directory sync for large companies

3.0 GPA

Popl Insider's Guide

Digital business cards and event badge scanning for sales teams

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