ToolGPA

NOVEMBER 2026

Snitcher

The Insider's Guide

Identifies companies visiting your website, priced by company IDs

Snitcher

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

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

2.2

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Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Snitcher's own pages, its app-store listings and our grades. Every fact in it is on Snitcher'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 29 of the 72 other lead and email finders we grade

Snitcher matches visitor IP addresses to company records and shows which companies visit a site and what they look at. It sends alerts and syncs to CRMs, and it can reveal contact details when you choose to. Plans are priced by the number of unique companies identified each month, with unlimited team members.

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

> "
>
> **You add a script to your site and connect your tools.**
>
> From our grade for ease of use

1 **Best for seeing which companies visit your website**

The price climbs with the number of IDs, and going over your limit means upgrading.

2 **Paid plans start at $49 a month**

As its pricing page puts it: $49 per month, up to 50 IDs, billed annually ($79 monthly).

3 **You can try it first**

14-day free trial with full access, no credit card required

4 **It runs on Web**

Web.

5 **Company identification**

Resolves visitor IP addresses to companies with firmographic data, and filters out noise such as non-business traffic.

6 **Intent signals and alerts**

Detects intent signals on the site and sends real-time Slack and email alerts, including when a returning visitor comes back.

7 **Contact reveal**

Surfaces individual contact details only when you choose to reveal them, with GDPR compliance tools on every plan.

8 **A 2.2 GPA, above 29 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 Snitcher 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.

Snitcher at a glance

PRICING
Free trial, from $49 per month, up to 50 IDs, billed annually ($79 monthly)

FREE PLAN
No

FREE TRIAL
14-day free trial with full access, no credit card required

RUNS ON
Web

MADE BY
Snitcher

CATEGORY
Lead & Email Finders

OUR GRADE
2.2 GPA, fair

The report card

Best for seeing which companies visit your website

Snitcher identifies the companies that visit your site, from $49 a month billed yearly for up to 50 company IDs, with a 14-day trial and no card. The price climbs with the number of IDs, and going over your limit means upgrading.

TOOLGPA REPORT CARD	Snitcher	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$49 a month billed yearly for 50 IDs ($79 monthly) matches the $49 middle of the category, then rises to $229 at 1,000 IDs and $529 at 5,000.
Free plan and trial	C	A 14-day trial with full access and no credit card, and no free plan after it.
Features	C	Identifies companies, sends intent alerts and syncs to CRMs. Contact-level identification is only on reveal, which is a limit on the core job.
Ease of use	C	No store rating on record. You add a script to your site and connect your tools.
Platforms and integrations	B	Web app with five listed integrations and a REST API, plus IP-to-company lookups. No desktop or phone app.
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 Snitcher is for

- ✓ Fits if you want to know which companies are reading your site
- ✓ Works for teams that want unlimited users on every plan

Who it is not for

- ✗ Pricey if you have lots of visitors, as the price follows unique companies identified each month
- ✗ Tight if you hit your limit, as the page says you must move to a higher tier
- ✗ Skip it if you want named people, because contact-level identification only appears on reveal
- ✗ Watch out: the price table stops at 5,000 company IDs, and larger volumes go through sales

Good to know

Good for

- ✓ B2B sales and marketing teams that want to see which companies visit their site
- ✓ Teams with many users, since seats are unlimited
- ✓ European companies that need GDPR-oriented tooling

Worth knowing

- ⓘ Price follows unique companies identified per month; a first-time visit from a company counts once per billing period.
- ⓘ Going over the monthly company limit requires upgrading to a higher tier; the page shows an in-app warning near the limit.
- ⓘ Contact-level identification is marked with an asterisk on the pricing page and surfaced only on reveal.
- ⓘ The price table stops at 5,000 company IDs; larger volumes go through sales.

What it costs

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

$49
A month to start

Snitcher is a paid product with a free trial, starting at $49 per month, up to 50 IDs, billed annually ($79 monthly).

0-50 COMPANY IDS

$49

per month, up to 50 IDs, billed annually ($79 monthly)

Entry step; every feature included. The price rises with IDs: $229 a month at 1,000, $529 at 5,000.

101-250 COMPANY IDS

$99

per month, up to 250 IDs, billed annually ($149 monthly)

Same features and unlimited users; only the monthly volume of identified companies changes.

1,001-2,000 COMPANY IDS

$279

per month, up to 2,000 IDs, billed annually ($419 monthly)

Mid step of the volume ladder. The page lists steps up to 5,000 IDs ($529 a month billed annually).

CUSTOM

Custom

For platforms and developers: white-label, Radar embed or IP-to-company lookups; sold through sales.

Trying it first

14-day free trial with full access, no credit card required

Ways to pay less

ANNUAL DISCOUNT

About 30% off with annual billing

The pricing page says paying annually saves 30% compared with monthly billing; the entry step is $49 a month annually and $79 monthly.

Stated on snitcher.com

OTHER SAVINGS

Startup, nonprofit and education discounts

The pricing FAQ says discounts are considered for startups, nonprofits and educational institutions; contact sales to ask.

Stated on snitcher.com

What it does

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

1

Place it runs: Web

Identifies companies visiting your website, priced by company IDs. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, reports, web analytics.

> **Identifies companies, sends intent alerts and syncs to CRMs.**

From our grade for features

Company identification

Resolves visitor IP addresses to companies with firmographic data, and filters out noise such as non-business traffic.

Intent signals and alerts

Detects intent signals on the site and sends real-time Slack and email alerts, including when a returning visitor comes back.

Contact reveal

Surfaces individual contact details only when you choose to reveal them, with GDPR compliance tools on every plan.

CRM and tool sync

Syncs with HubSpot, Salesforce and Pipedrive, and lists 17 integrations including Slack, Zapier and webhooks.

REST API and IP-to-company

REST API access is part of the platform, and a separate IP-to-company lookup and Radar embed serve platforms and developers.

Where it runs

Web

What it works with

HubSpot
Salesforce
Pipedrive
Slack
Zapier

Snitcher is made by Snitcher.

PART 04 · STANDING

Where it stands

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

29/72

Other lead and email finders it is graded above

Snitcher's GPA of 2.2 is higher than 29 of the 72 other lead and email finders we grade, and level with 8.

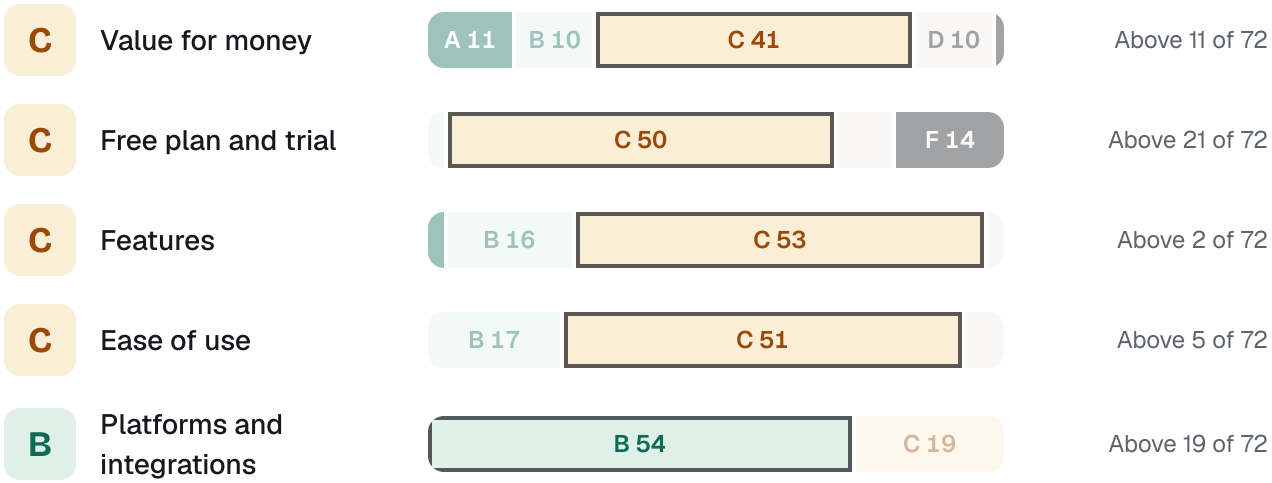
It stands best on platforms and integrations (B, above 19 of 72) and worst on features (C, above 2).

Its paid plans start at $49 a month, against a middle price of $49 for the category: 26 of the 54 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 14 tools score higher and cost less.

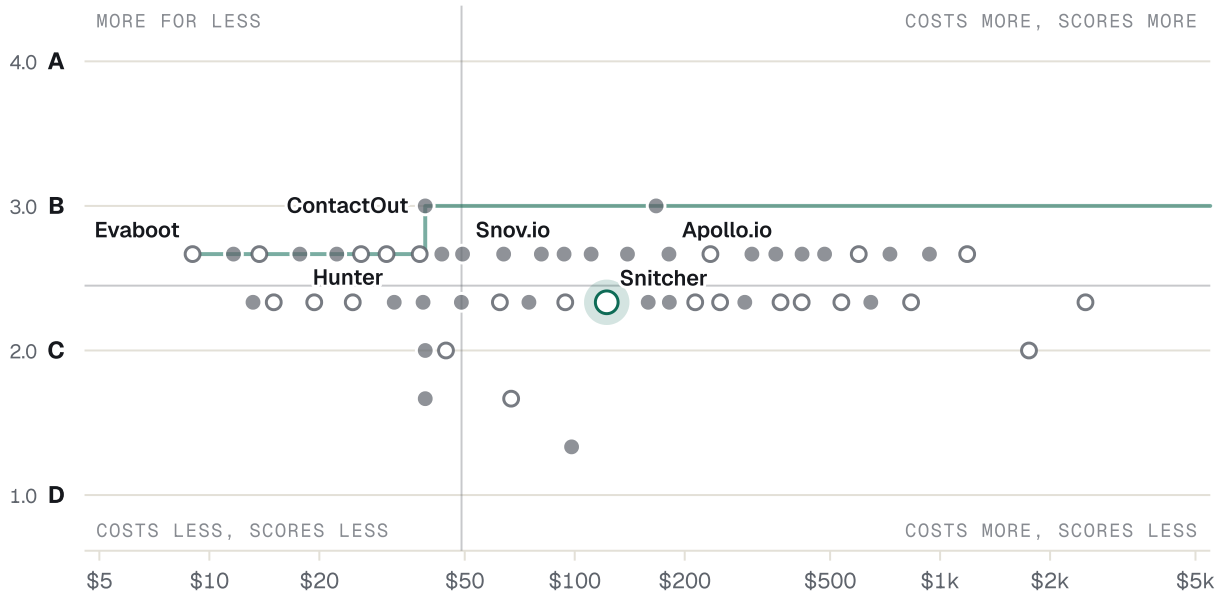
Each grade against the category

Every bar is all 73 lead and email finders we grade, cut by the letter each got. Snitcher'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. Snitcher 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 Snitcher 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 $588 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Connections to other products, each kept working as those products change.

	× A tracking script and a database that counts every visit.

What this rests on. Snitcher'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



Leadfeeder, Albacross, Leadinfo, RB2B and Warmly

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

2.2 GPA

Leadfeeder

Free plan · from $79/mo

Identifies the companies visiting your website and finds contacts.

- Leadfeeder has a free plan. Snitcher does not, though it has a free trial.
- Only Leadfeeder lists a browser extension.
- Snitcher also covers reports and web analytics.

Snitcher and Leadfeeder compared in full

2.0 GPA

Albacross

Free trial · from €59/mo

Identify companies visiting your site and reach their staff.

- Only Albacross lists a browser extension.
- Snitcher also covers reports and web analytics.
- Albacross also covers email campaigns.

Snitcher and Albacross compared in full



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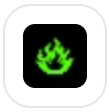
Leadinfo

Free trial · from €69/mo

See which companies visit your website, with lead scoring.

- Snitcher also covers reports and web analytics.
- Leadinfo also covers session replay.

Snitcher and Leadinfo compared in full



2.4
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RB2B

Free plan · from $79/mo

Identify website visitors and send them to Slack or your CRM.

- RB2B has a free plan. Snitcher does not, though it has a free trial.
- Snitcher also covers workflow automation.

Snitcher and RB2B compared in full



1.4
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Warmly

From $10,000/yr

Website visitor identification with AI chat and intent signals.

- Snitcher also covers workflow automation, reports and web analytics.
- Warmly also covers AI agents, live chat, chatbots and popups.

Snitcher and Warmly compared in full

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 Snitcher free?

No, Snitcher is a paid product, but you can try it first. 14-day free trial with full access, no credit card required.

How much does Snitcher cost?

Snitcher lists 4 plans. 0-50 company IDs: $49 per month, up to 50 IDs, billed annually ($79 monthly).

What platforms does Snitcher work on?

Snitcher is available on Web.

Does Snitcher offer any discounts?

Snitcher publicly lists the following: About 30% off with annual billing; Startup, nonprofit and education discounts.

Does Snitcher have an Android app?

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

Does Snitcher have an iPhone app?

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

Is Snitcher open source?

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

Does Snitcher have an API?

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

What does Snitcher integrate with?

Snitcher's listing names HubSpot, Salesforce, Pipedrive, Slack and Zapier.

Who makes Snitcher?

Snitcher is made by a company of the same name.

What are the alternatives to Snitcher?

The closest alternatives to Snitcher in our directory are Leadfeeder, Albacross, Leadinfo, RB2B and Warmly.

How does Snitcher compare with other lead and email finders?

Snitcher's GPA of 2.2 is higher than 29 of the 72 other lead and email finders we grade, and level with 8.

Is Snitcher good value for money?

ToolGPA grades Snitcher C for value for money. Its paid plans start at $49 a month, against a middle price of $49 for the category: 26 of the 54 others that charge start lower.

Could I make my own version of Snitcher?

To replace Snitcher 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 Snitcher'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 Snitcher'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 Snitcher. Prices change, so check snitcher.com before you buy.

snitcher.com
snitcher.com/pricing
snitcher.com/integrations

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

Snitcher, kept up to date

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

toolgpa.com/tools/snitcher

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after Snitcher, 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

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