ToolGPA

NOVEMBER 2026

Unify

The Insider's Guide

AI outbound platform for prospecting, signals and sequencing



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

Made by Unify · checked Nov 13, 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 Unify's own pages, its app-store listings and our grades. Every fact in it is on Unify'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

2.4

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

Unify is an AI-native sales platform that combines a B2B contact and company database, buying signals, multi-channel sequencing and a dialer. Reps use an agent chat to build lists and write outreach. Usage is metered in credits per seat.

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

> "
>
> **You connect mailboxes, CRM and signals before it works.**
>
> From our grade for ease of use

1 **Best for AI-assisted outbound prospecting**

Website intent, open API and read-write CRM sync are on the Business plan, and credits run out.

2 **Paid plans start at $20 a month for each person**

As its pricing page puts it: $20 per seat / month, billed monthly (Base).

3 **There is a free plan**

Limited credits, up to 3 seats, 1.1B+ people and 65M+ companies, sequencing and a click-to-call dialer.

4 **It runs on Web**

Web, with a browser extension too.

5 **Agentic prospecting**

Chat prompts build lists and research accounts using frontier AI models and data on 1.1B+ people and 65M+ companies.

6 **Signals**

Tracks job changes, hiring, tech stack, funding, social and warm-intro paths; website intent is on Business.

7 **Sequencing**

Multi-channel sequences with AI copywriting and a click-to-call dialer; a power dialer is on Business.

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 Unify 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.

Unify at a glance

PRICING
Free plan, from $20 per seat / month, billed monthly (Base)

FREE PLAN
Yes

FREE TRIAL
14-day free trial of Pro, no credit card required

RUNS ON
Web, Browser extension

MADE BY
Unify

CATEGORY
Lead & Email Finders

OUR GRADE
2.4 GPA, fair

The report card

Best for AI-assisted outbound prospecting

Unify combines prospecting, signals and sequencing, with a free plan for up to 3 seats and paid seats from $20 a month. Website intent, open API and read-write CRM sync are on the Business plan, and credits run out.

TOOLGPA REPORT CARD

Unify

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Base is $20 per seat a month billed monthly, under the $33.25 the cheaper quarter charges, with 800 credits a seat. Pro is $60 per seat.
Free plan and trial	C	A free plan for up to 3 seats with limited credits, and a 14-day Pro trial with no card. You will hit the credit cap.
Features	C	Prospecting, signals, sequencing, enrichment and CRM sync. Website intent, product signals, open API and read-write CRM sync are Business only.
Ease of use	C	No store rating on record. You connect mailboxes, CRM and signals before it works.
Platforms and integrations	B	Web app and extension, with five listed integrations. The open API is Business only.

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 Unify is for

- ✓ Fits if you are a small team that wants prospecting and sequencing under one login
- ✓ Works for people who want to start on a free plan with up to 3 seats

Who it is not for

- ✗ Tight if you stay free, as credits are limited and extra credits are for paid plans only
- ✗ Skip it if you need website intent or an open API, as those are Business features
- ✗ Watch out: managed mailboxes are Business only, at $25 per mailbox a month
- ✗ Pricey if you scale seats, as Pro is $60 per seat a month

Good to know

Good for

- ✓ Individual reps and small teams doing outbound on a personal card
- ✓ Sales teams that want data, signals and sequencing in one tool

Worth knowing

- ⓘ Credits are used for data and actions, and extra credits can be added only on paid plans.
- ⓘ Free plan allows 3 seats and limited credits.
- ⓘ Managed mailboxes are Business only at $25 per mailbox a month.
- ⓘ Website intent, product signals, open API and SSO are Business-plan features.

PART 02 · PRICING

What it costs

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

$20

A month to start, for each person.
There is a free plan too

Unify has a free plan. Paid plans start at $20 per seat / month, billed monthly (Base).

FREE

$0

Limited credits, up to 3 seats, multi-channel sequencing and standard models.

BASE

$20

per seat / month, billed monthly

800 credits per seat a month, unlimited seats, phone and email enrichment, AI email copywriting.

PRO

$60

per seat / month, billed monthly

2,400 credits per seat a month, plus read-only HubSpot and Salesforce sync and Slack notifications.

BUSINESS

Custom

Billed annually with a workspace credit pool, website intent, automations, read-write CRM sync; sold through sales.

The free plan

Limited credits, up to 3 seats, 1.1B+ people and 65M+ companies, sequencing and a click-to-call dialer.

Trying it first

14-day free trial of Pro, no credit card required

Read from unifygtm.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 Browser extension

AI outbound platform for prospecting, signals and sequencing. Here is what it does, as its own site describes it, and what it covers: AI features, sales pipeline, marketing automation, AI agents.

> **Prospecting, signals, sequencing, enrichment and CRM sync.**

From our grade for features

Agentic prospecting

Chat prompts build lists and research accounts using frontier AI models and data on 1.1B+ people and 65M+ companies.

Signals

Tracks job changes, hiring, tech stack, funding, social and warm-intro paths; website intent is on Business.

Sequencing

Multi-channel sequences with AI copywriting and a click-to-call dialer; a power dialer is on Business.

Enrichment

Email and phone enrichment from 40+ data sources, paid in credits.

CRM sync

HubSpot and Salesforce are read-only on Pro and read-write on Business.

Where it runs

Web

Browser extension

What it works with

HubSpot

Salesforce

Slack

Gmail

Outlook

Unify is made by Unify.

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

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

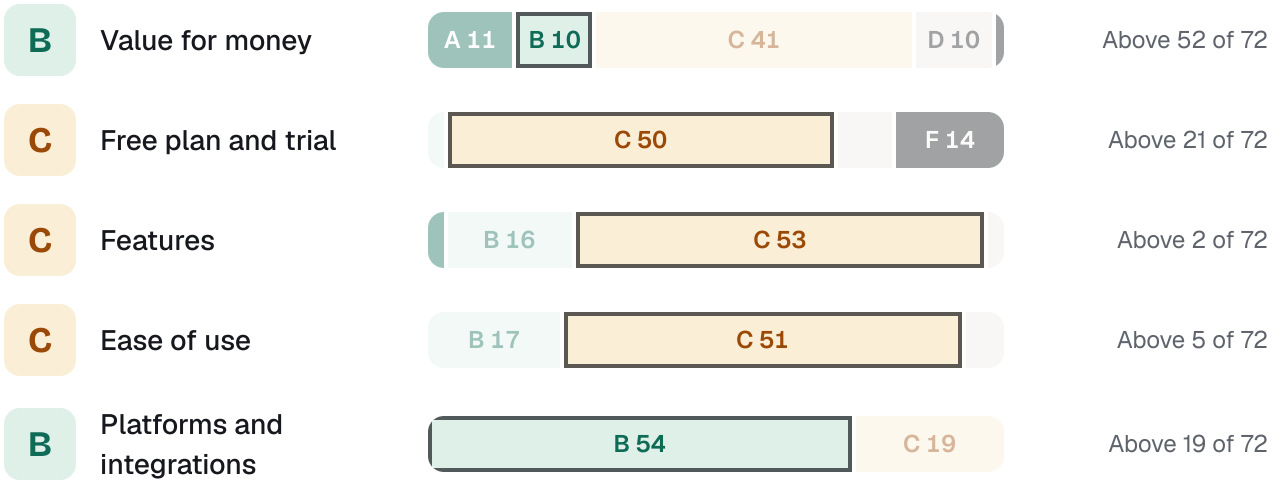
It stands best on value for money (B, above 52 of 72) and worst on features (C, above 2).

Its paid plans start at $20 a month for each person, against a middle price of $49 for the category: 6 of the 54 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 1 tool scores higher and costs less.

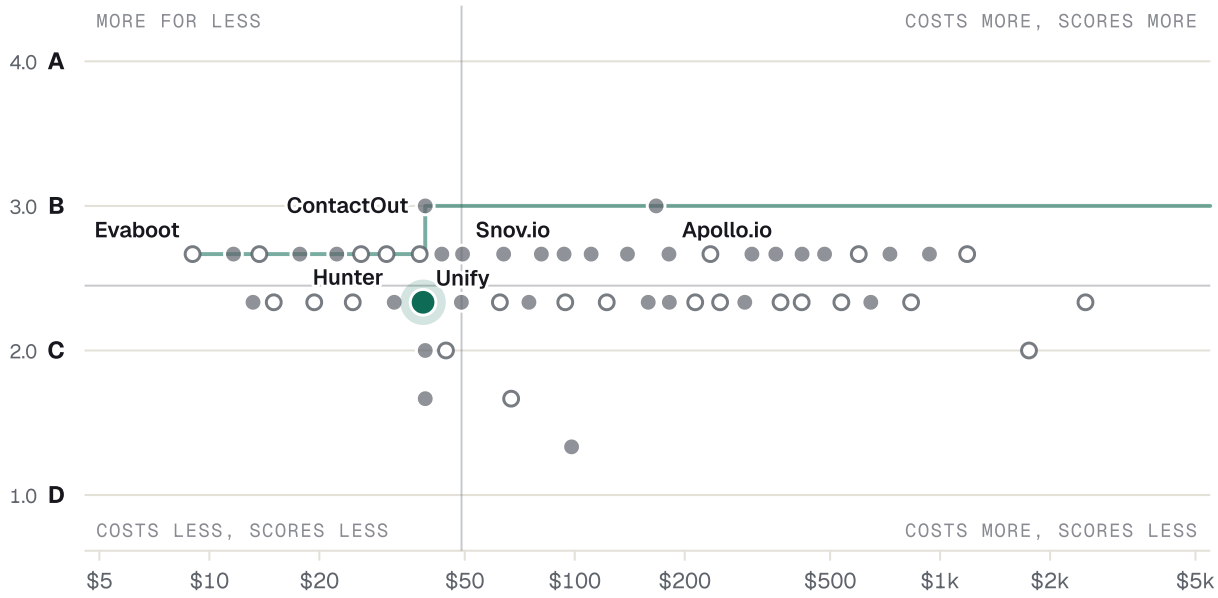
Each grade against the category

Every bar is all 73 lead and email finders we grade, cut by the letter each got. Unify'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. Unify 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 Unify 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 $240 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.

- Email sent in volume that still reaches the inbox.
- It is priced for each person, which means accounts and billing for a team.
- It plugs into other products, HubSpot, Salesforce and Slack among them.

What this rests on. Unify'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



Apollo.io, Clay, ZoomInfo, Persana and Seamless.AI

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

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Apollo.io

Free plan · from $49/mo

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

- Unify also covers marketing automation and AI agents.
- Apollo.io also covers web clipper and email campaigns.

Unify and Apollo.io compared in full

2.8 GPA

Clay

Free plan · from $167/mo

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

- Only Unify lists a browser extension.
- Unify also covers sales pipeline, marketing automation and AI agents.
- Clay also covers workflow automation and email campaigns.

Unify and Clay 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.
- Unify also covers sales pipeline and marketing automation.
- ZoomInfo also covers workflow automation.

Unify and ZoomInfo compared in full

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2.4 GPA

Persana

Free plan · from $68/mo

Credit-based prospect data, enrichment and AI outreach agents.

- Only Unify lists a browser extension.
- Unify also covers marketing automation.
- Persana also covers workflow automation.

Unify and Persana compared in full

2.4 GPA

Seamless.AI

Free trial

B2B contact search with AI writing, emailing and a dialer.

- Unify has a free plan. Seamless.AI does not, though it has a free trial.
- Unify also covers sales pipeline, marketing automation and AI agents.
- Seamless.AI also covers web clipper and email campaigns.

Unify and Seamless.AI compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Unify free?

Unify has a free plan. Limited credits, up to 3 seats, 1.1B+ people and 65M+ companies, sequencing and a click-to-call dialer.

How much does Unify cost?

Unify lists 4 plans. Free: $0.

What platforms does Unify work on?

Unify is available on Web. It also has a browser extension.

Does Unify have an Android app?

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

Does Unify have an iPhone app?

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

Is Unify open source?

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

What does Unify integrate with?

Unify's listing names HubSpot, Salesforce, Slack, Gmail and Outlook. A listing names up to eight integrations, so it may connect to more.

Does Unify have a free trial?

Yes. 14-day free trial of Pro, no credit card required.

Who makes Unify?

Unify is made by a company of the same name.

What are the alternatives to Unify?

The closest alternatives to Unify in our directory are Apollo.io, Clay, ZoomInfo, Persana and Seamless.AI.

How does Unify compare with other lead and email finders?

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

Is Unify good value for money?

ToolGPA grades Unify B for value for money. Its paid plans start at $20 a month for each person, against a middle price of $49 for the category: 6 of the 54 others that charge start lower.

Could I make my own version of Unify?

To replace Unify 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 Unify'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 Unify'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 Unify. Prices change, so check unifygtm.com before you buy.

unifygtm.com

unifygtm.com/pricing

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

Unify, kept up to date

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

toolgpa.com/tools/unify

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after Unify, 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

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