ToolGPA

NOVEMBER 2026

Vainu

The Insider's Guide

Nordic company and contact data for prospecting and CRM upkeep



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

Made by Vainu · checked Nov 12, 2026 · toolgpa.com

1.6
GPA



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ToolGPA put this guide together from Vainu's own pages, its app-store listings and our grades. Every fact in it is on Vainu'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

1.6

GPA, above 1 of the 49 other lead and email finders we grade

Vainu is a Nordic company data provider covering Finland, Sweden, Norway and Denmark. Its site puts the database at 5.1 million companies and 10.5 million contacts. Three products build on it: Reach for finding accounts and buyers, Data Sync for keeping CRM and other systems current, and Discover for trigger events and AI agents.

To get you started, here are **8 things to know about Vainu**, taken from its own pages and our grades.

> "
>
> **There's no free plan or trial, and most of what you'd add costs more.**
>
> From our report card of Vainu

1 **Best for Nordic company data for sales teams**

Vainu is a company database for Finland, Sweden, Norway and Denmark, with lists, CRM sync and trigger events on top.

2 **Paid plans start at about $279.30 a month**

As its pricing page puts it: €250 per month, billed annually, excluding VAT.

3 **It runs on Web**

Web.

4 **Reach**

Filter and segment companies on 550+ data fields, find decision-makers among the contacts, and keep lists that update themselves.

5 **Data Sync**

Sends any data point into a CRM, data warehouse or ERP, with updates and enrichment so records stay current.

6 **Discover**

Surfaces change events that give a reason and a time to reach out, and adds AI agents on the top tier.

7 **A 1.6 GPA, above 1 of 49**

That is against the other lead and email finders we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Vainu 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.

Vainu at a glance

PRICING
Paid, from €250 per month, billed annually, excluding VAT

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Vainu, since 2013

CATEGORY
Lead & Email Finders

OUR GRADE
1.6 GPA, weak

The report card

Best for Nordic company data for sales teams

Vainu is a company database for Finland, Sweden, Norway and Denmark, with lists, CRM sync and trigger events on top. It starts at €250 a month on annual billing, and that buys one country and one to two seats. There's no free plan or trial, and most of what you'd add costs more.

TOOLGPA REPORT CARD

Vainu

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	€250 a month and up, billed annually and before VAT, for one country database. Lead finders here start at $33 in the cheaper quarter and the dearest tenth begins at $99. CRM updates need Data Sync at €417 and the AI agents need Discover at €583.
Free plan and trial	F	No free plan and no trial on the pricing page. You get a 30-minute call where the team confirms your price.
Features	C	Filters on 550+ fields, decision-makers, lists and CRM sync, plus an API. But a licence covers a single country, and richer data like financials and owners costs €83 or €167 a month extra.
Ease of use	C	No store rating on record, and it is a web platform where you pick a country, build lists and connect a CRM or warehouse before it pays off.
Platforms and integrations	B	Web only, but with CRM, data warehouse and ERP sync, an API, MCP and a command-line tool.

Grade point average — Weak, out of 4.0 **1.6**

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 Vainu is for

- ✓ Fits if you sell to companies in Finland, Sweden, Norway or Denmark and have a CRM to keep clean
- ✓ Works for data teams that want Nordic company records over an API

Who it is not for

- ✗ Not for you if you sell outside the four Nordic countries, because coverage stops there
- ✗ Skip it if you want to try before paying: there is no free plan or trial
- ✗ Pricey if you need CRM updates or AI agents, which start at €417 and €583 a month
- ✗ Watch out: each licence covers one country, and extra countries, seats and connectors are quoted on a call
- ✗ Watch out: prices are 'from' figures in euros, billed annually and excluding VAT

Good to know

Good for

- ✓ Sales teams selling to companies in Finland, Sweden, Norway or Denmark
- ✓ CRM owners who want Nordic company records cleaned and kept current
- ✓ Data teams that want Nordic company data over an API

Worth knowing

- ⓘ Every licence covers one country database; extra countries, seats and connectors are priced on a sales call.
- ⓘ The page shows 'from' prices in euros, billed annually and excluding VAT; the final price is confirmed on a demo call.
- ⓘ Premium data adds 83 euros a month and Full adds 167 euros a month on top of the licence.
- ⓘ Coverage is the four Nordic countries, so it is not a global contact database.

PART 02 · PRICING

What it costs

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

~$279.3(

A month to start

Vainu is a paid product, starting at €250 per month, billed annually, excluding VAT.

"

No free plan and no trial on the pricing page.

From our grade for free plan and trial

REACH

€250

per month and up, billed annually, excl. VAT

Find the right accounts and buyers. One country database, one to two seats and triggers. Exact price confirmed on a demo call.

DATA SYNC

€417

per month and up, billed annually, excl. VAT

Everything in Reach, plus data updates and enrichment to keep connected systems current.

DISCOVER

€583

per month and up, billed annually, excl. VAT

Everything in Data Sync, plus monitoring of your market with the full AI offering and agents.

ENTERPRISE

Custom

Fully customised data solutions delivered to your data lake or warehouse. Sold through sales.

Read from vainu.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Nordic company and contact data for prospecting and CRM upkeep. Here is what it does, as its own site describes it, and what it covers: public API, AI features, databases, AI agents.

> **Web only, but with CRM, data warehouse and ERP sync, an API, MCP and a command-line tool.**
>
> From our grade for platforms and integrations

Reach

Filter and segment companies on 550+ data fields, find decision-makers among the contacts, and keep lists that update themselves.

Data Sync

Sends any data point into a CRM, data warehouse or ERP, with updates and enrichment so records stay current.

Discover

Surfaces change events that give a reason and a time to reach out, and adds AI agents on the top tier.

Data packages

Basic data is included. Premium adds business units, financials, group data, owners and event data. Full adds meeting minutes, municipality budgets and ESG reports.

Three ways to run it

Use the Vainu platform yourself, build on it over API, MCP and CLI with Vainu Headless, or have Vainu deliver finished work as Vainu Outcomes.

Where it runs

Web

What it works with

Its own pages name no integrations.

Vainu is made by Vainu, and has been around since 2013.

Where it stands

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

1/49

Other lead and email finders it is graded above

Vainu's GPA of 1.6 is higher than 1 of the 49 other lead and email finders we grade, and level with 3.

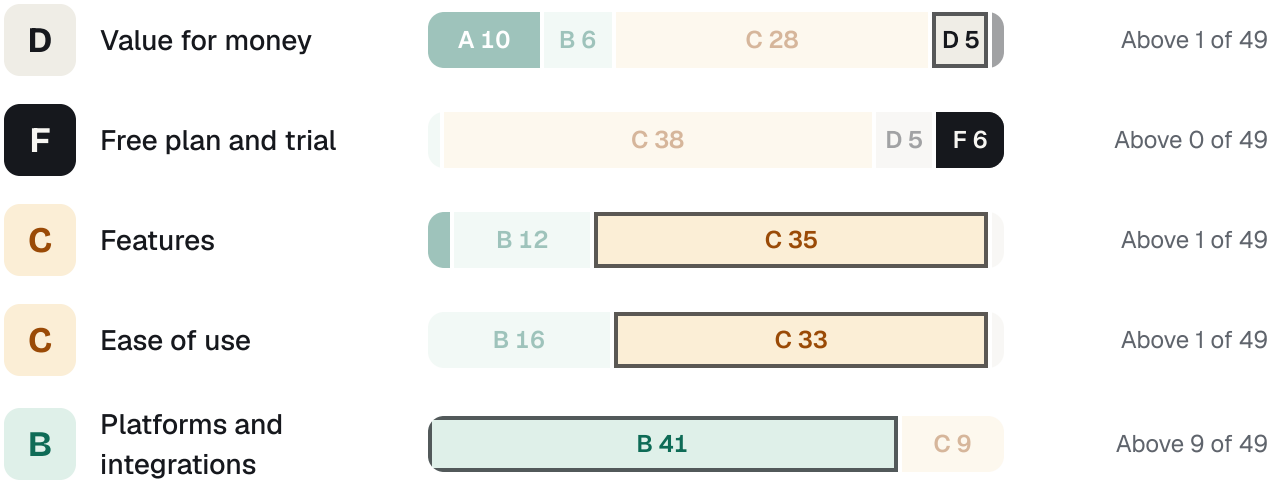
It stands best on platforms and integrations (B, above 9 of 49) and worst on free plan and trial (F, above 0).

Its paid plans start at about $279.30 a month, against a middle price of $49 for the category: 37 of the 39 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 23 tools score higher and cost less.

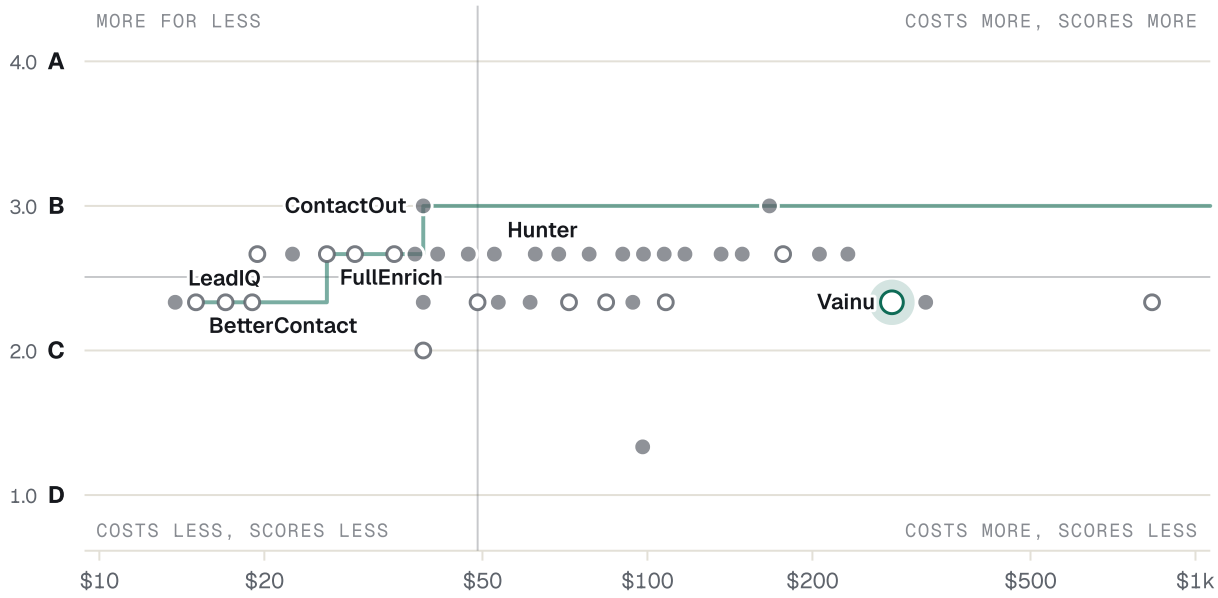
Each grade against the category

Every bar is all 50 lead and email finders we grade, cut by the letter each got. Vainu's own letter is outlined.



Price against what you get

Each dot is one of 40 lead and email finders. Further left costs less; higher up scores better on features, ease of use and platforms. Vainu 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 Vainu 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: 45 of the 49 other lead and email finders grade higher. It costs $3,351.60 a year.

What you could not

- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ Databases with views, filters and links between them.

× An API that other software can build on.

What this rests on. Vainu'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



ZoomInfo, Cognism, D&B Hoovers and Lead411

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

ZoomInfo

2.8 GPA

Free plan

B2B contact and company data platform with AI sales tools.

- ZoomInfo has a free plan. Vainu does not.
- Only ZoomInfo lists an iOS app.
- Only ZoomInfo lists a browser extension.

Vainu and ZoomInfo compared in full

Cognism

2.0 GPA

Paid

B2B contact data with phone-verified mobiles, focused on Europe.

- Only Cognism lists a browser extension.
- Vainu also covers databases and AI agents.

Vainu and Cognism compared in full

1.8
GPA

D&B Hoovers

Free trial

Sales intelligence from Dun & Bradstreet business data.

- Vainu also covers databases and AI agents.
- D&B Hoovers also covers research.

Vainu and D&B Hoovers compared in full

2.2
GPA

Lead411

Free trial · from $49/mo

B2B contact database with verified emails, direct dials and intent.

- Only Lead411 lists a browser extension.
- Vainu also covers databases and AI agents.
- Lead411 also covers email verification.

Vainu and Lead411 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 Vainu free?

No. Vainu is a paid product, starting at €250 per month, billed annually, excluding VAT.

How much does Vainu cost?

Vainu lists 4 plans. Reach: €250 per month and up, billed annually, excl.

What platforms does Vainu work on?

Vainu is available on Web.

Does Vainu have an Android app?

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

Does Vainu have an iPhone app?

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

Is Vainu open source?

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

Does Vainu have an API?

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

Who makes Vainu?

Vainu is made by a company of the same name. It dates from 2013.

What are the alternatives to Vainu?

The closest alternatives to Vainu in our directory are ZoomInfo, Cognism, D&B Hoovers and Lead411.

How does Vainu compare with other lead and email finders?

Vainu's GPA of 1.6 is higher than 1 of the 49 other lead and email finders we grade, and level with 3.

Is Vainu good value for money?

ToolGPA grades Vainu D for value for money. Its paid plans start at about $279.30 a month, against a middle price of $49 for the category: 37 of the 39 others that charge start lower.

Could I make my own version of Vainu?

To replace Vainu 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 Vainu'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 Vainu'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 Vainu. Prices change, so check vainu.com before you buy.

vainu.com/pricing

vainu.com

About ToolGPA

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

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Vainu, kept up to date

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

toolgpa.com/tools/vainu

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, "Vainu: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/vainu
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Know someone choosing between lead and email finders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after Vainu, each with an Insider's Guide of its own.

Lead & Email Finders Insider's Guide

Every one of the 50 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

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Vainu'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. Vainu is a trademark of its owner, and this guide is not made, paid for or approved by Vainu. Prices and plans change: check vainu.com before you buy.