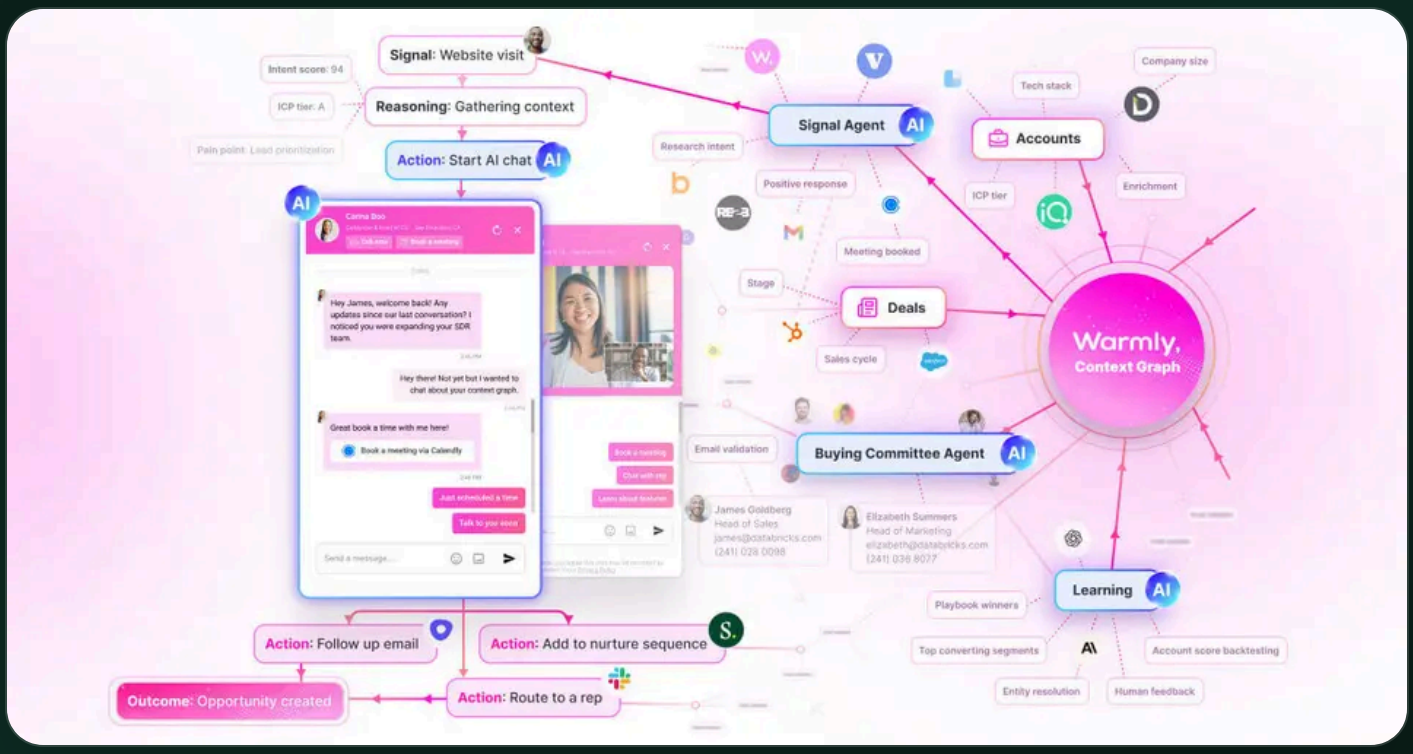
ToolGPA

NOVEMBER 2026

Warmly

The Insider's Guide

Website visitor identification with AI chat and intent signals

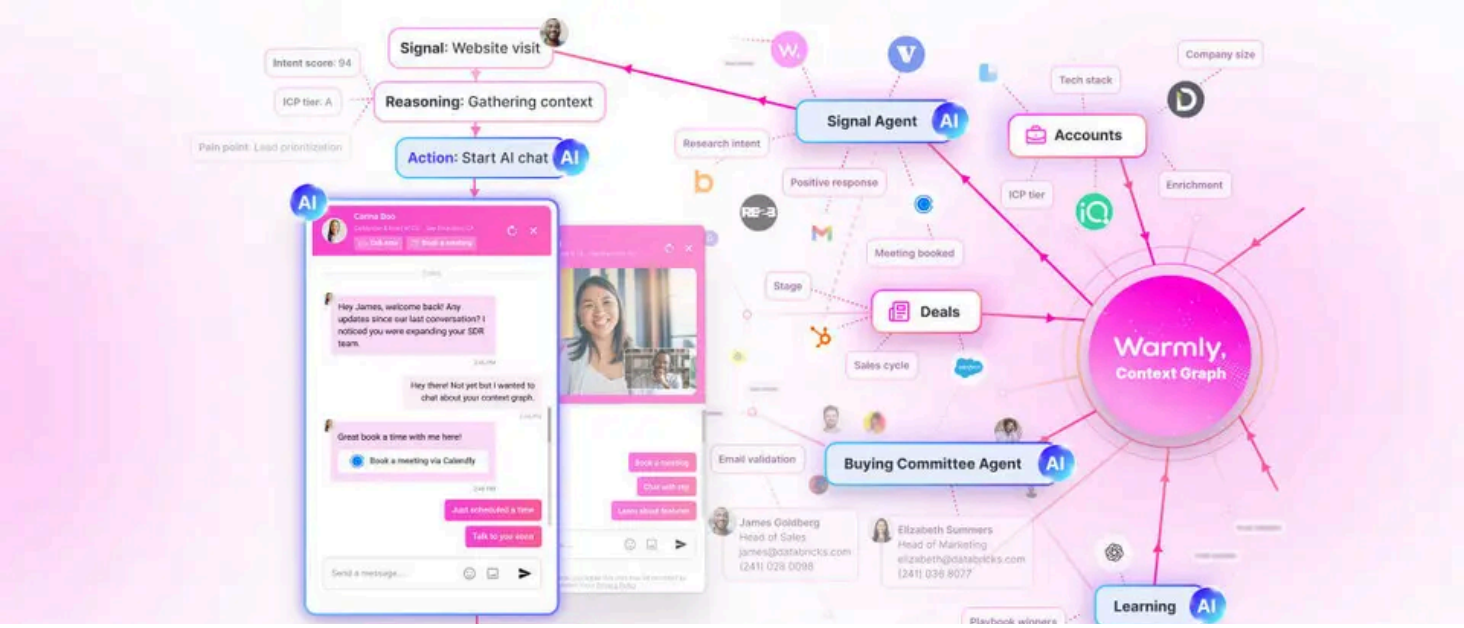


Every plan, grade, refund rule and rival among lead and email finders, read from Warmly's own pages.

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

1.4

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

1.4

GPA, above 0 of the 72 other lead and email finders we grade

Warmly identifies the people and companies visiting a website, scores them with intent signals and routes them to sales through alerts, chat and retargeting. Higher tiers add an AI chatbot and agents that qualify and follow up with visitors. Plans are published as annual or quarterly commitments and every plan is bought through sales.

> "
>
> **If your budget is smaller than that, look elsewhere.**
>
> From our report card of Warmly

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

1 **Best for spotting who is on your website, for big B2B budgets**

Warmly names the companies and people visiting your website and hands them to sales through alerts, chat and ad retargeting.

2 **Paid plans start at $833.33 a month when paid by the year**

As its pricing page puts it: $10,000 per year, billed annually ($4,875 per quarter billed quarterly).

3 **It runs on Web**

Web.

4 **Visitor identification**

Shows website visitors as people and companies, with ICP filtering, real-time alerts, Slack alerts and lead routing.

5 **AI chatbot and live chat**

A chatbot and live human chat that engage visitors while they are on the site, with meeting booking and smart popups.

6 **Intent signals**

First-party site visits, social activity and third-party research intent, plus job changes, hiring and funding signals.

7 **A 1.4 GPA, above 0 of 72**

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 Warmly 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.

Warmly at a glance

PRICING
Paid, from $10,000 per year, billed annually ($4,875 per quarter billed quarterly)

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Warmly

CATEGORY
Lead & Email Finders

OUR GRADE
1.4 GPA, weak

The report card

Best for spotting who is on your website, for big B2B budgets

Warmly names the companies and people visiting your website and hands them to sales through alerts, chat and ad retargeting. Every plan is $10,000 a year or more and bought through sales, and the page never says what a credit buys. If your budget is smaller than that, look elsewhere.

TOOLGPA REPORT CARD | **Warmly** | Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	F	$10,000 a year is the floor and the top plan is $30,000. This category's dearest tenth starts at $99 a month, which is about $1,200 a year, and the credits that set the limits are not explained.
Free plan and trial	F	No free plan and no trial. Every button on the pricing page says Talk To Sales.
Features	C	Visitor identification, intent signals, chat, audiences and retargeting. But the AI chatbot needs the $20,000 plan and the agents need $30,000, and the video chat agent is contact-sales.
Ease of use	C	No store rating on record. It is a web platform that needs a site tag, a CRM link and ideal-customer rules set up before the alerts mean much.
Platforms and integrations	B	Web only, with CRM sync, Slack alerts and ad-audience retargeting.
Grade point average		Weak, out of 4.0 **1.4**

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 Warmly is for

- ✓ Fits if you are a funded B2B team with a sales rep ready to act on live visitor alerts
- ✓ Makes sense if you want identification and AI chat from one vendor and can sign a yearly contract

Who it is not for

- ✗ Skip it if you want self-serve: no plan can be bought without talking to sales
- ✗ Pricey if your budget is under $10,000 a year, which is where the cheapest plan starts
- ✗ Tight if you want the chatbot or agents, which sit on the $20,000 and $30,000 plans
- ✗ Watch out: the page does not say what a credit buys, and every tier starts at 10,000 a month
- ✗ Watch out: four quarterly payments of $4,875 come to $19,500, against $10,000 on the annual tab

Good to know

Good for

- ✓ Mid-market and enterprise B2B teams with a funded GTM budget
- ✓ Teams that want visitor identification and AI chat from one vendor
- ✓ Sales teams that act on intent signals in real time

Worth knowing

- ⓘ Entry pricing is $10,000 a year; no plan is self-serve and each button says Talk To Sales.
- ⓘ Every tier starts from 10,000 credits a month; the page does not say what a credit buys.
- ⓘ GTM Signals Package and Warm Experiences are add-ons at $10,000 a year each; the AI video chat agent is contact-sales.
- ⓘ Four quarterly payments of $4,875 come to $19,500, against $10,000 on the annual tab, though the page says annual saves 30%.

PART 02 · PRICING

What it costs

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

$833.33

A month to start, paid by the year

Warmly is a paid product, starting at $10,000 per year, billed annually ($4,875 per quarter billed quarterly).

> **Every button on the pricing page says Talk To Sales.**

From our grade for free plan and trial

AI WEB-DEANONYMIZATION

$10,000

per year and up, from 10K credits a month

Visitor contacts and companies, ICP filtering, alerts, lead routing, CRM sync, retargeting. $4,875 a quarter. Sold through sales.

INBOUND CHAT

$20,000

per year and up, from 10K credits a month

Adds an AI chatbot with 1 agent, warm calling, Warm Offers and email follow-up. $6,500 a quarter. Sold through sales.

AI INBOUND AUTOPILOT

$30,000

per year and up, from 10K credits a month

Adds unlimited AI Studio agents, an Autopilot agent and AI-written follow-up. $9,750 a quarter. Sold through sales.

Read from warmly.ai on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual commitment, labelled 30% off

The pricing page offers annual or quarterly payment and marks annual as saving 30%; the quarterly price is listed for each tier.

Stated on warmly.ai

What it does

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

1

Place it runs: Web

Website visitor identification with AI chat and intent signals. Here is what it does, as its own site describes it, and what it covers: AI agents, live chat, chatbots, popups.

"

Visitor identification, intent signals, chat, audiences and retargeting.

From our grade for features

Visitor identification

Shows website visitors as people and companies, with ICP filtering, real-time alerts, Slack alerts and lead routing.

AI chatbot and live chat

A chatbot and live human chat that engage visitors while they are on the site, with meeting booking and smart popups.

Intent signals

First-party site visits, social activity and third-party research intent, plus job changes, hiring and funding signals.

Outbound audiences

Builds audiences, tiers accounts by ICP, finds buying committees and orchestrates outbound and nurture campaigns.

Contact data

Verified emails and direct dials from its own database. The site cites 220 million-plus people profiles and 40 million-plus companies.

Retargeting

Retargets identified visitors through email, LinkedIn ads and other ad audiences.

Where it runs

Web

What it works with

Slack

Warmly is made by Warmly.

Where it stands

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

0/72

Other lead and email finders it is graded above

Warmly's GPA of 1.4 is higher than 0 of the 72 other lead and email finders we grade, and level with 1.

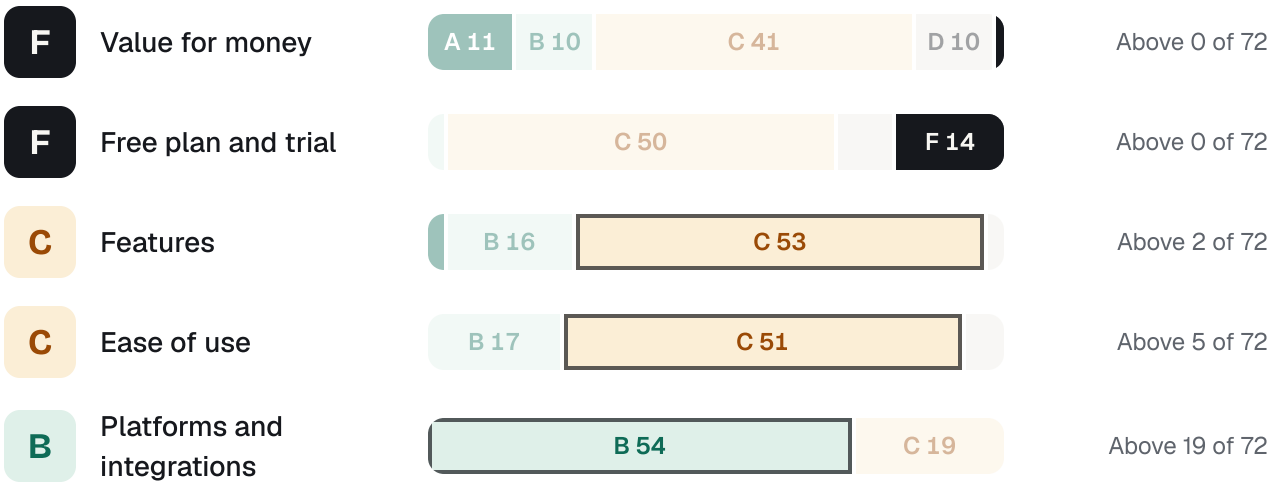
It stands best on platforms and integrations (B, above 19 of 72) and worst on value for money (F, above 0).

Its paid plans start at $833.33 a month when paid by the year, against a middle price of $49 for the category: 52 of the 54 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 27 tools score higher and cost less.

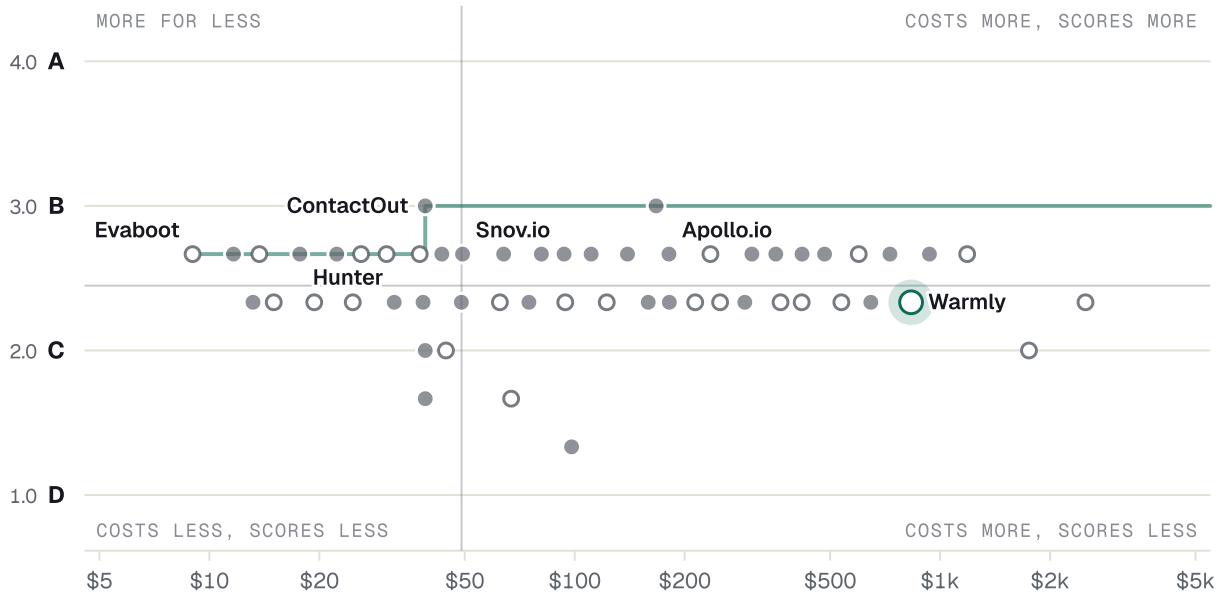
Each grade against the category

Every bar is all 73 lead and email finders we grade, cut by the letter each got. Warmly'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. Warmly 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 Warmly 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: 71 of the 72 other lead and email finders grade higher. It costs $10,000 a year.

What you could make

- Popups: an app builder makes this well.

What you could not

- An AI agent, with the models and the safeguards behind it.

- A chatbot builder hooked into the messaging apps.
- A chat box on your site that reaches you the moment a customer types.

What this rests on. Warmly'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



RB2B, Leadfeeder, 6sense, Demandbase and Albacross

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

2.4 GPA

RB2B

Free plan · from $79/mo

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

- RB2B has a free plan. Warmly does not.
- Warmly also covers AI agents, live chat, chatbots and popups.
- RB2B also covers reports and web analytics.

Warmly and RB2B compared in full

2.2 GPA

Leadfeeder

Free plan · from $79/mo

Identifies the companies visiting your website and finds contacts.

- Leadfeeder has a free plan. Warmly does not.
- Only Leadfeeder lists a browser extension.
- Warmly also covers AI agents, live chat, chatbots and popups.

Warmly and Leadfeeder compared in full

1.6 GPA

6sense

Paid

Account-based platform with intent data and AI sales agents.

- Only 6sense lists a browser extension.
- Warmly also covers AI agents, live chat, chatbots and popups.
- 6sense also covers workflow automation.

Warmly and 6sense compared in full

1.6 GPA

Demandbase

Paid

Account-based go-to-market platform for sales and marketing.

- Warmly also covers AI agents, live chat, chatbots and popups.
- Demandbase also covers workflow automation.

Warmly and Demandbase 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.
- Warmly also covers AI agents, live chat, chatbots and popups.
- Albacross also covers workflow automation and email campaigns.

Warmly and Albacross 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 Warmly free?

No. Warmly is a paid product, starting at $10,000 per year, billed annually ($4,875 per quarter billed quarterly).

How much does Warmly cost?

Warmly lists 3 plans. AI Web-Deanonymization: $10,000 per year and up, from 10K credits a month.

What platforms does Warmly work on?

Warmly is available on Web.

Does Warmly offer any discounts?

Warmly publicly lists the following: Annual commitment, labelled 30% off.

Does Warmly have an Android app?

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

Does Warmly have an iPhone app?

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

Is Warmly open source?

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

What does Warmly integrate with?

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

Who makes Warmly?

Warmly is made by a company of the same name.

What are the alternatives to Warmly?

The closest alternatives to Warmly in our directory are RB2B, Leadfeeder, 6sense, Demandbase and Albacross.

How does Warmly compare with other lead and email finders?

Warmly's GPA of 1.4 is higher than 0 of the 72 other lead and email finders we grade, and level with 1.

Is Warmly good value for money?

ToolGPA grades Warmly F for value for money. Its paid plans start at $833.33 a month when paid by the year, against a middle price of $49 for the category: 52 of the 54 others that charge start lower.

Could I make my own version of Warmly?

To replace Warmly 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 Warmly'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 Warmly'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 Warmly. Prices change, so check warmly.ai before you buy.

warmly.ai/p/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

Warmly, kept up to date

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

toolgpa.com/tools/warmly

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:

```
ToolGPA, "Warmly: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/warmly
```

Know someone choosing between lead and email finders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after Warmly, 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 Warmly'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. Warmly is a trademark of its owner, and this guide is not made, paid for or approved by Warmly. Prices and plans change: check warmly.ai before you buy.