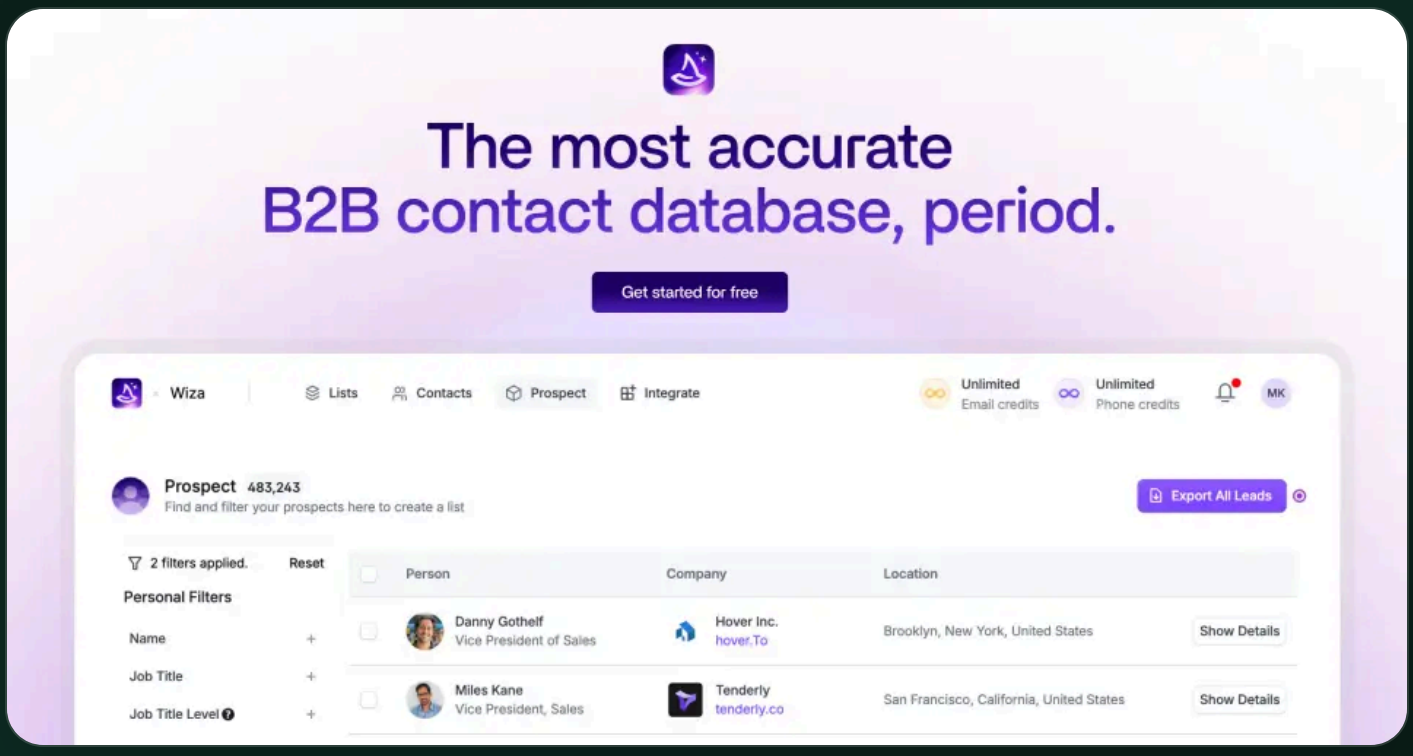
ToolGPA

NOVEMBER 2026

Wiza

The Insider's Guide

LinkedIn prospect lists exported with verified emails and phones

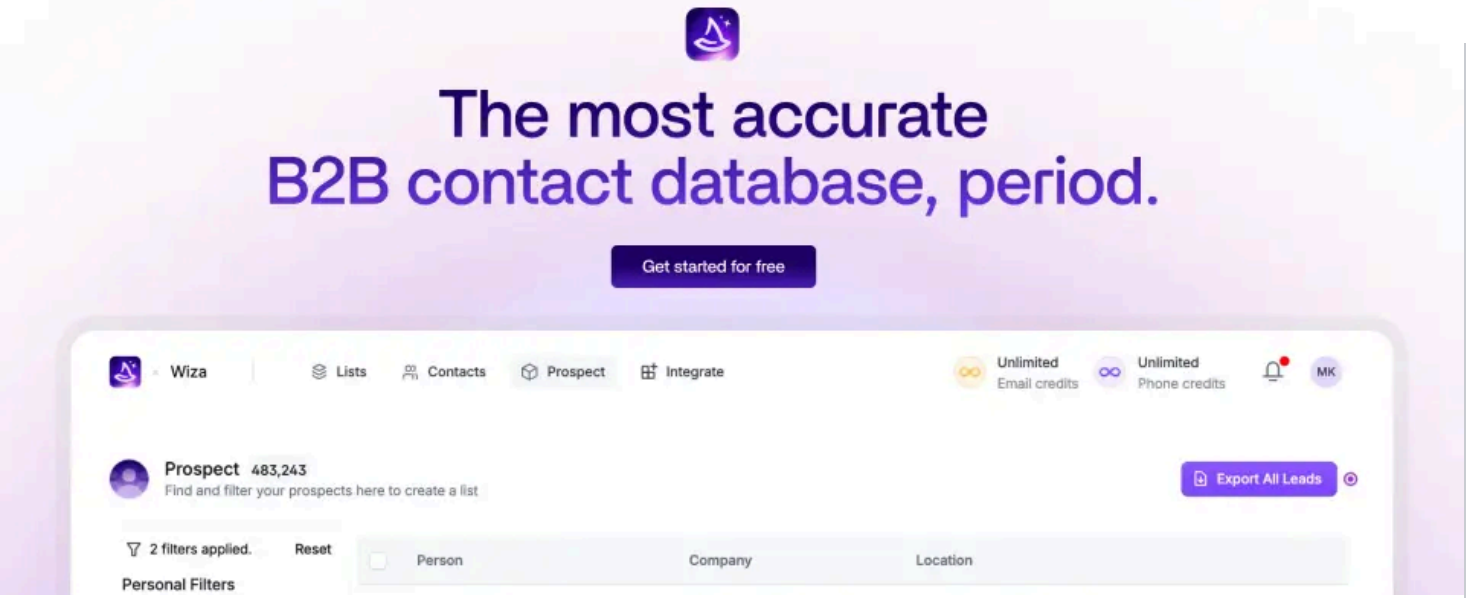


Every plan, grade, refund rule and rival among lead and email finders, read from Wiza's own pages.

Made by Wiza, Inc · checked Nov 12, 2026 · toolgpa.com

2.2

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

2.2

GPA, above 15 of the 49 other lead and email finders we grade

Wiza is a prospecting tool that turns LinkedIn and Sales Navigator searches into contact lists with email addresses and phone numbers. Contacts are checked against live sources when you request them, and lists can go to a CSV file or a CRM. Pricing is per user, with unlimited email reveals only on annual billing.

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

> "
>
> **The unlimited reveals people want only come with annual billing.**
>
> From our report card of Wiza

1 **Best for pulling contact lists out of LinkedIn searches**

Wiza turns LinkedIn and Sales Navigator searches into lists with emails and phone numbers, and sends them to a CSV or a CRM.

2 **Paid plans start at $49 a month for each person**

As its pricing page puts it: $49 per user / month, billed monthly.

3 **There is a free plan**

20 valid emails and 5 phone numbers.

4 **It runs on Web**

Web, with a browser extension too.

5 **LinkedIn and Sales Navigator export**

A Chrome extension pulls prospects from LinkedIn searches into lists that export to CSV or to a connected CRM.

6 **Contacts verified on request**

Wiza says it checks each email and phone against live sources when you ask for it, instead of serving a stored database.

7 **Email and phone reveals**

Individual plans reveal emails, phones or both; unlimited reveals apply on annual billing, with credit caps on monthly billing.

8 **A 2.2 GPA, above 15 of 49**

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**

Nothing Wiza does is plain enough to make in a weekend. The 4 things listed below take a company.

Wiza at a glance

PRICING Free plan, from $49 per user / month, billed monthly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web, Browser extension
MADE BY Wiza, Inc	CATEGORY Lead & Email Finders
OUR GRADE 2.2 GPA, fair	

The report card

Best for pulling contact lists out of LinkedIn searches

Wiza turns LinkedIn and Sales Navigator searches into lists with emails and phone numbers, and sends them to a CSV or a CRM. There's a free plan, but

it stops at 20 emails and 5 phones. The unlimited reveals people want only come with annual billing.

TOOLGPA REPORT CARD	Wiza	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$49 per user a month for Starter, which is where this category's middle sits at $49. Unlimited email reveals start at $83 a month and need annual billing, and phones cost $0.35 each on that plan.
Free plan and trial	C	A free plan gives 20 valid emails and 5 phone numbers. That is a few lists before you hit the wall.
Features	C	A Chrome extension, CRM sync, an API and MCP. Monthly plans cap reveals at 100 to 500, annual plans cap exports at 2,500 a month, and the API is on the custom Team Plan.
Ease of use	C	No store rating on record. You install the extension and connect LinkedIn searches and a CRM before it is useful.
Platforms and integrations	B	Web plus a browser extension, with Salesforce, HubSpot, Pipedrive, Outreach, Salesloft and Zapier, and an API.
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 Wiza is for

- ✓ Fits if you build prospect lists from LinkedIn searches and want a CSV or CRM at the end
- ✓ Works for a solo rep who wants a per-seat price rather than credits

Who it is not for

- ✗ Tight if you stay on the free plan: 20 emails and 5 phone numbers
- ✗ Pricey if you need unlimited reveals, which need annual billing at $83 a month
- ✗ Watch out: extra emails on Starter cost $0.15 each and extra phones $0.35
- ✗ Watch out: annual plans stop at 2,500 exports a month, and API access is on the custom Team Plan
- ✗ Not for you if you want a tool tied to LinkedIn's blessing, since Wiza says it is not affiliated with LinkedIn or Microsoft

Good to know

Good for

- ✓ Sales reps who build prospect lists from LinkedIn searches
- ✓ Teams that want one price per seat instead of per-credit billing
- ✓ Recruiters sourcing contact details for candidates

Worth knowing

- ⓘ Unlimited reveals apply only on annual billing; monthly plans cap emails and phones.
- ⓘ Phone numbers on the Email plan cost $0.35 each; extra emails on Starter cost $0.15.
- ⓘ Annual plans cap exports at 2,500 a month, and API access is listed on the custom Team Plan.
- ⓘ Wiza states it is not affiliated with or endorsed by LinkedIn or Microsoft.

PART 02 · PRICING

What it costs

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

$49

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

Wiza has a free plan. Paid plans start at $49 per user / month, billed monthly.

> **That is a few lists before you hit the wall.**
>
> From our grade for free plan and trial

FREE

$0

20 valid emails and 5 phone numbers for occasional prospecting.

STARTER

$49

per user / month, billed monthly

100 valid emails and 100 phone numbers a month; extras cost $0.15 per email and $0.35 per phone number.

EMAIL

$83

per user / month, billed annually ($99 billed monthly)

Annual: unlimited email reveals, $0.35 per phone number, 2,500 exports a month. Monthly: 500 emails a month.

EMAIL + PHONE

$166

per user / month, billed annually ($199 billed monthly)

Annual: unlimited email and phone reveals, 2,500 exports a month. Monthly: 500 emails and 500 phones a month.

TEAM PLAN

Custom

For 3 or more users, billed annually; unlimited emails and phones, API access and a success manager.

The free plan

20 valid emails and 5 phone numbers.

Read from wiza.co on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing lowers the price

The pricing page shows Email at $83 a month on yearly billing versus $99 monthly, and Email + Phone at $166 versus $199, with unlimited credits.

Stated on wiza.co

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

LinkedIn prospect lists exported with verified emails and phones. Here is what it does, as its own site describes it, and what it covers: public API, AI features, email verification.

> "A Chrome extension, CRM sync, an API and MCP.

From our grade for features

LinkedIn and Sales Navigator export

A Chrome extension pulls prospects from LinkedIn searches into lists that export to CSV or to a connected CRM.

Contacts verified on request

Wiza says it checks each email and phone against live sources when you ask for it, instead of serving a stored database.

Email and phone reveals

Individual plans reveal emails, phones or both; unlimited reveals apply on annual billing, with credit caps on monthly billing.

CRM and sales tool sync

Lists can be sent to Salesforce, HubSpot, Pipedrive, Outreach and Salesloft, or to other apps through Zapier.

AI Research

Paid plans list an AI Research feature for prospecting from live web data and Wiza's own insights.

API and MCP

An API returns data in real time, and an MCP server connects Wiza to AI assistants.

Where it runs

Web

Browser extension

What it works with

Salesforce

HubSpot

Pipedrive

Outreach

Salesloft

Zapier

Wiza is made by Wiza, Inc.

Where it stands

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

15/49

Other lead and email finders it is graded above

Wiza's GPA of 2.2 is higher than 15 of the 49 other lead and email finders we grade, and level with 5.

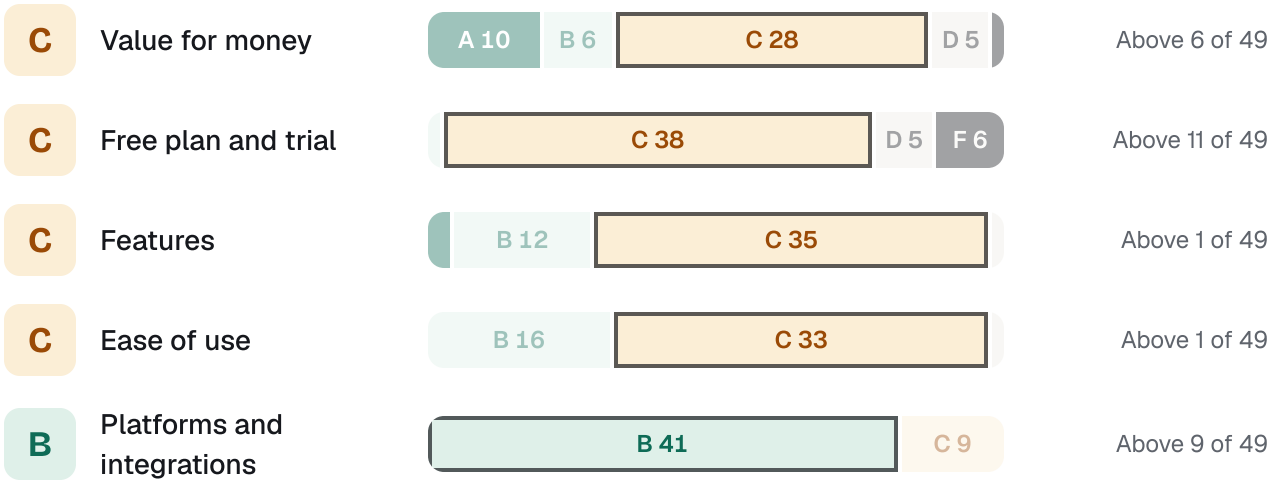
It stands best on platforms and integrations (B, above 9 of 49) and worst on features (C, above 1).

Its paid plans start at $49 a month for each person, against a middle price of $49 for the category: 19 of the 39 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 13 tools score higher and cost less.

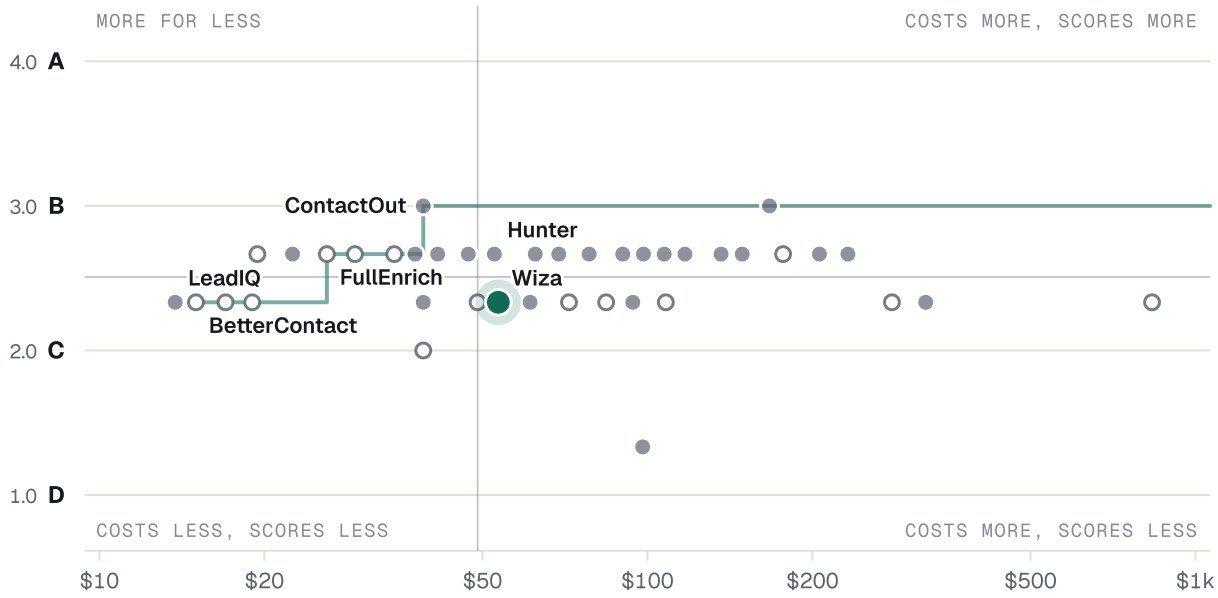
Each grade against the category

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

Nothing Wiza does is plain enough to make in a weekend. The 4 things listed below take a company.

That makes this kind of software worth paying for, not this one in particular: 29 of the 49 other lead and email finders grade higher. It costs $588 a year.

What you could not

- ✕ Checking that an address exists without writing to it.
- ✕ It is priced for each person, which means accounts and billing for a team.

- ✕ It plugs into other products, Salesforce, HubSpot and Pipedrive among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Wiza'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, Lusha, RocketReach, ContactOut and Seamless.AI

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

2.4 GPA

Apollo.io

Free plan · from $49/mo

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

- Wiza also covers email verification.
- Apollo.io also covers web clipper, sales pipeline and email campaigns.

Wiza and Apollo.io compared in full

2.4 GPA

Lusha

Free plan · from $37.45/mo

B2B contact data for verified emails and direct phone numbers.

- Wiza also covers email verification.
- Lusha also covers web clipper and email campaigns.

Wiza and Lusha compared in full



2.6
GPA

RocketReach

Free plan · from $399/yr

Contact database for finding work emails and phone numbers.

- Wiza also covers email verification.
- RocketReach also covers web clipper and email campaigns.

Wiza and RocketReach compared in full



2.6
GPA

ContactOut

Free plan · from $39/mo

Email and phone finder for recruiters and sales, priced flat.

- Wiza also covers email verification.
- ContactOut also covers web clipper and email campaigns.

Wiza and ContactOut compared in full



2.4
GPA

Seamless.AI

Free trial

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

- Wiza has a free plan. Seamless.AI does not, though it has a free trial.
- Wiza also covers email verification.
- Seamless.AI also covers web clipper and email campaigns.

Wiza and Seamless.AI compared in full

PART 06 · QUESTIONS

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 Wiza free?

Wiza has a free plan. 20 valid emails and 5 phone numbers.

How much does Wiza cost?

Wiza lists 5 plans. Free: $0.

What platforms does Wiza work on?

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

Does Wiza offer any discounts?

Wiza publicly lists the following: Annual billing lowers the price.

Does Wiza have an Android app?

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

Does Wiza have an iPhone app?

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

Is Wiza open source?

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

Does Wiza have an API?

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

What does Wiza integrate with?

Wiza's listing names Salesforce, HubSpot, Pipedrive, Outreach, Salesloft and Zapier.

Who makes Wiza?

Wiza is made by Wiza, Inc.

What are the alternatives to Wiza?

The closest alternatives to Wiza in our directory are Apollo.io, Lusha, RocketReach, ContactOut and Seamless.AI.

How does Wiza compare with other lead and email finders?

Wiza's GPA of 2.2 is higher than 15 of the 49 other lead and email finders we grade, and level with 5.

Is Wiza good value for money?

ToolGPA grades Wiza C for value for money. Its paid plans start at $49 a month for each person, against a middle price of $49 for the category: 19 of the 39 others that charge start lower.

Could I make my own version of Wiza?

Nothing Wiza does is plain enough to make in a weekend. The 4 things listed below take a company.

Where this guide comes from

The prices, plans, platforms and features were read from Wiza'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 Wiza'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 Wiza, Inc. Prices change, so check wiza.co before you buy.

wiza.co/pricing
wiza.co/integrations

wiza.co

PART 07 · ABOUT

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
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Wiza, kept up to date

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

toolgpa.com/tools/wiza

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, "Wiza: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/wiza
```

Know someone choosing between lead and email finders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after Wiza, 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

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