

Competitor overview

Sales Engagement: How Apollo beats the competition



Sellers choose Apollo.io over other solutions for our powerful engagement suite, broad and accurate database, and end-to-end workflow solutions bundled in unbeatable plans.

Fill your pipeline with quality meetings



Generate more pipeline

Engage best-fit prospects with verified contact data all in one place.

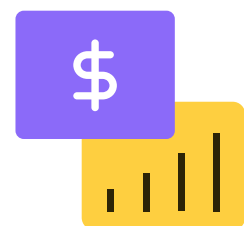
70% increase in SQLs at Customer.io →



Book meetings faster

Speed time to meeting by streamlining your prospecting and engagement activities.

50% faster time to meeting at Predictable Revenue →



Reduce costs

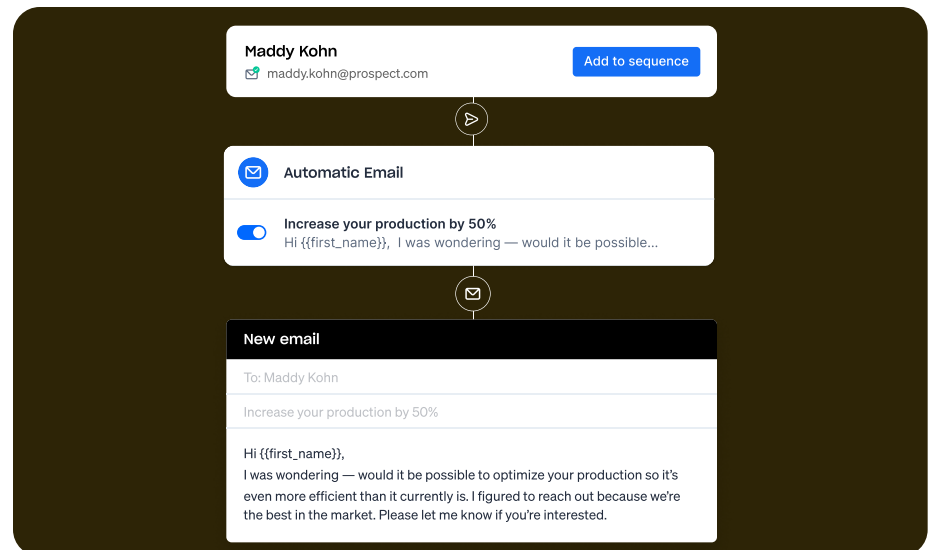
Save money with an end-to-end platform that eliminates the need for multiple tools.

64% cost savings at Census →

Why Apollo is the choice over the competition

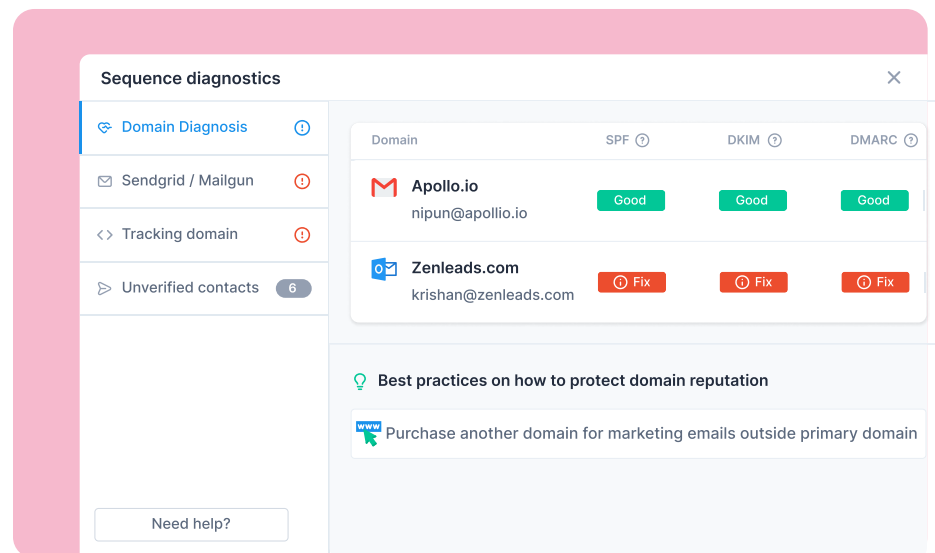
Improve outbound success by combining sales data and engagement

- ✓ Get everything need to build and close pipeline: sequences, emails, calls, social, and task management all in one place.
- ✓ Create outbound sequences with up-to-date contact data from our comprehensive B2B database of 260M buyers.



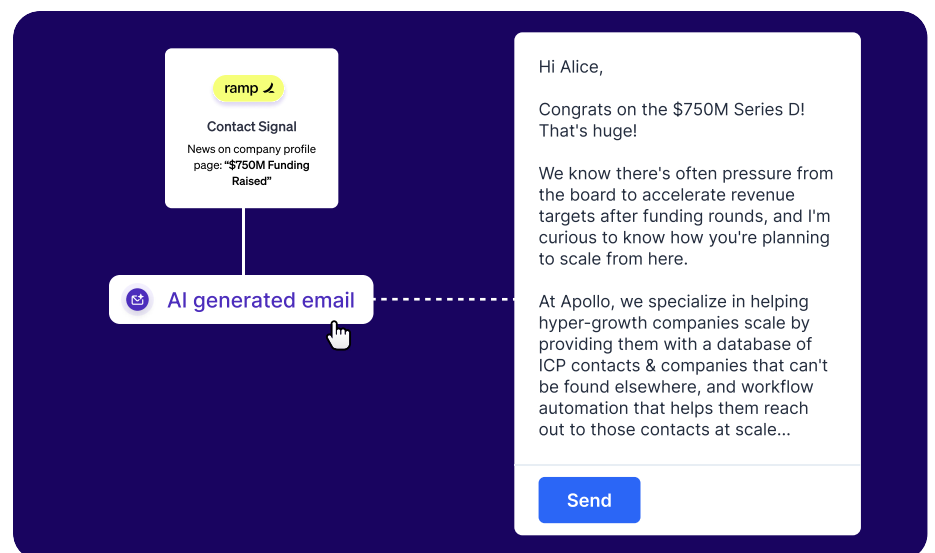
Maximize email deliverability and reach more buyers

- ✓ Maintain a healthy domain reputation with easy-to-follow guidelines for proper domain setup.
- ✓ Leverage sequence diagnostics, Sendgrid / Mailgun integrations, and tracking domains to avoid spam filters.



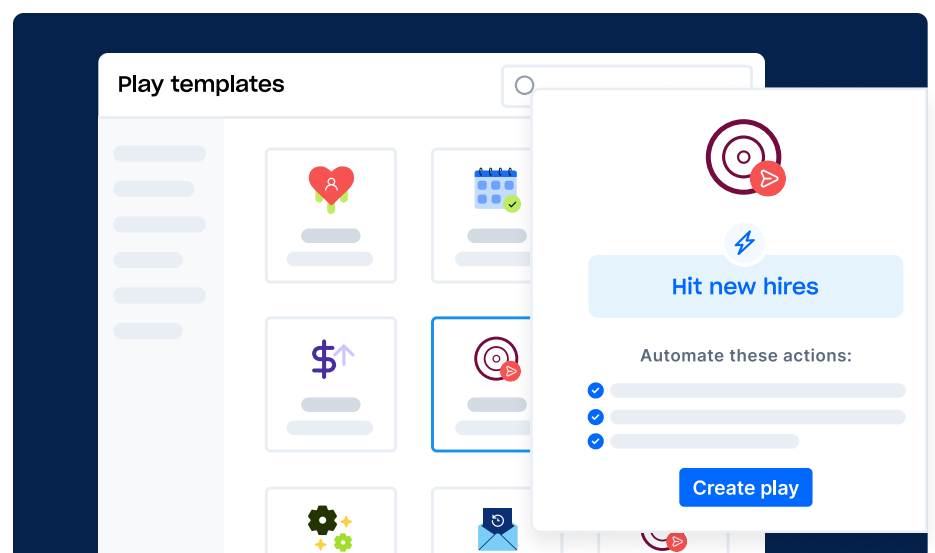
Drive more conversions with personalized, data-driven AI messaging

- ✓ Generate personalized outbound emails in seconds based on you and your business needs.
- ✓ Tailor email messaging to your prospect's demographic and behavioral signals powered by our contact database.







Automate and scale end-to-end sales playbooks

- ✓ Auto-trigger sales workflows using data signals that lead to new sales opportunities.
- ✓ Reach every lead at the right time and with the right message so you never miss a new opportunity.



See how Apollo compares to other engagement platforms

	Apollo	Outreach	Salesloft
 Engagement Features			
Sequences Automate workflows for emails, phone calls, and tasks.	✓	✓	✓
Templates & Dynamic Fields Create email templates and automatically personalize messaging.	✓	✓	✓
A/B Testing A/B test email messaging.	✓	✓	✓
Dialer & Live Call Coaching Auto record, transcribe, and join active calls.	✓	✓	✓
Analytics Create pre-built or custom analytics reports.	✓	✓	✓
Sequence Diagnostics Create pre-built or custom analytics reports.	✓	✗	✗
LinkedIn Automation Create pre-built or custom analytics reports.	✓	✗	✗
 Prospecting & Enrichment			
Contact Records Number of people in database.	260M	✗	✗
Email Number of verified email addresses available.	156M	✗	✗
Phone Numbers Number of verified phone numbers available.	120M	✗	✗
Data Enrichment Replace outdated data with accurate data.	✓	✗	✗
Buying Intent Get signals that a company is likely to be interested in your product or service.	✓	✗	✗
Job Change Alerts Get alerts when contacts change companies.	✓	✗	✗
 Plays			
Plays powered by a database Data-driven plays that are powered by a B2B database and lead intelligence.	✓	✗	✗
Play templates Access to best practice sales strategies with out-of-the-box play templates.	✓	✗	✗
50+ contact & company data signals Create evergreen custom plays that reach every target persona and account.	✓	✗	✗
 Messaging AI			
Email AI writing Create AI-generated outbound emails for initial, follow-up, final pitches.	✓	✓	✓
Contact personalization AI Create AI-generated emails using prospect demographic and behavior signals.	✓	✗	✗

See what our customers have to say

“

Speed to booking a meeting is cut in half with Apollo

What made me most excited was Apollo's integration between sales data and sales engagement. We're getting higher reply rates, open rates are doubled, meetings are up, speed to booking a meeting is cut in half. Apollo is a third of what we were spending on ZoomInfo, Outreach, and Salesforce.



Collin Steward
CEO at Predictable Revenue

“

We paid less for Apollo than two tools together.

We were paying Outreach \$18,000. ZoomInfo must have been another \$15,000. When we did the migration Apollo was \$12,000. We basically went from paying \$35,000 for two tools to \$12,000 for one. We cut our costs in half.



Sylvain Giuliani
Head of Growth & Operations at Census

“

I hope it puts the Outreach's of the world on blast.

The price and capabilities are incredible, it's not ridiculous price points at like 50k a year for small companies. I do personalized outreach to thousands of contacts a month... and no, not the crappy boiler plate templates. Real, customized outreach.



Christian Oland
Sales Director at engage:BDR

“

Unlike Outreach, Apollo really has better reporting.

Unlike Outreach, Apollo really has better reporting and a better user-friendly interface. Making it so easy to go about your research and outbound campaigns. My team used to struggle with analytics before switching to Apollo.



Nelson Guzman
Business Development at ledium.io

“

If you are using tools like Outreach... take a look at Apollo.

I love that my prospecting efforts are so easily tied into my outbound sequencing without having to switch from one tool to the next! If you are using tools like Outreach, take a look at Apollo, it combines those tools with Zoominfo and it does a great job!



Aaron Wilson
Account Executive at Lightstep



70%

Increase in sales-qualified leads

“Apollo is two platforms in one with the capabilities of Salesloft and Outreach, plus ZoomInfo. I saw how it could save us clicks, save us time, and allow us to create automated sequences—something we struggled to achieve with our existing tech stack.”

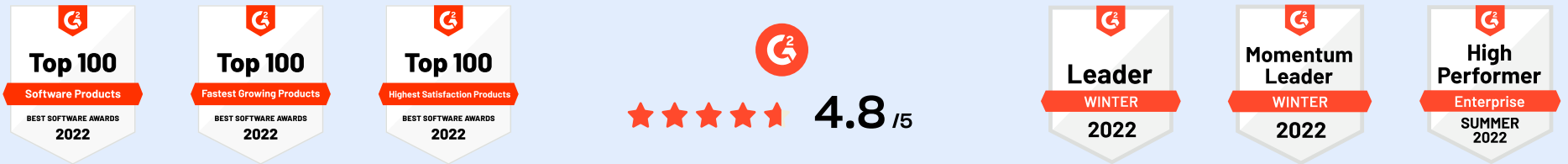
★★★★★



Kaleb Batman
Sales Development Manager at Customer.io

G2 Leader Across Categories

G2 Crowd Leader in Sales Intelligence, Lead Intelligence, Marketing Account Intelligence, Sales Engagement



	Apollo.io	Lusha	Seamless.AI	zoominfo <small>Powered by DiscoverOrg</small>	Outreach	Salesloft.
Meets requirements	9.3	8.5	8.3	8.6	8.7	8.9
Ease of use	9.3	9.3	8.6	8.7	8.3	8.9
Ease of setup	9.3	9.1	8.6	8.6	7.5	8.5
Ease of admin	9.3	8.9	8.2	8.6	7.8	8.6
Quality of support	9.2	8.1	8.1	8.6	8.3	8.7
Ease of doing business with	9.4	8.6	7.8	8.5	8.5	9.0
Product direction (% positive)	9.2	8.0	8.0	8.4	8.5	8.7

See why over 16,000 companies choose Apollo



Apollo combines the worlds largest, most accurate database of 260M buyers with tools to help you engage contacts and automate workflows from one centralized platform.

Sign up for a free account today at [apollo.io](https://www.apollo.io)

