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Lusha's contact quality beats ZoomInfo's quantity

Fuel your pipeline with accurate contact details (numbers and emails) in just one-click.

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Why Lusha is the choice over ZoomInfo



We focus on the data

We provide high-quality, direct contact data that won't find anywhere else.



Prospecting made easy

Lusha integrates seamlessly with your workflows so you can get started today, not next month.



Real value, no waste

Get the best global contact data, and only pay for what you need.

Data	Lusha	Zoominfo
Database size	<p>Large</p> <p>100 million contacts. Database has verified contacts only, and is updated frequently</p>	<p>Large</p> <p>150-220 million contacts (contradictory figures available) Database includes partial and low-quality data</p>
Phone numbers	Predominantly direct & mobile numbers	Also have HQ & other non-direct numbers
Global data	<p>Global & high-quality</p> <p>In addition to our US data, we offer over 20 million contacts with verified contact details in Europe</p>	<p>US-centric</p> <p>Global data costs extra, is sparse and has garnered negative user feedback on quality in regions like Europe</p>
Data freshness	<p>Good</p> <p>Our data is refreshed on a monthly basis</p>	<p>Average</p> <p>Many users have commented about out-of-date data and long refresh cycles</p>
Privacy & compliance	<p>Excellent</p> <p>GDPR compliant & ISO 27701 certified by an accredited body We don't sell our customers' data</p>	<p>Good</p> <p>Self-declared GDPR-compliant - not certified by an accredited body</p>
Offering	Lusha	Zoominfo
Prospecting platform	<p>Friendly & effective</p> <p>Users love our friendly, intuitive UI</p>	<p>Cumbersome & slow</p> <p>Though extensive, ZoomInfo can be slow, complex and not intuitive to use</p>
Prospecting extension	<p>Useful & popular</p> <p>The Lusha Chrome extension is easy to use and allows users to prospect anywhere - LinkedIn, B2B websites, your email & calendar, too</p>	<p>Cumbersome</p> <p>ZoomInfo's extension can be cumbersome, buggy and doesn't work for all users</p>
Data enrichment	<p>Simple</p> <p>Enrich CSVs and your Salesforce CRM with an easy-to-use automation tool</p>	<p>Cumbersome</p> <p>CSV and CRM enrichment that requires dedicated, complex setup</p>
Cost	<p>Reasonable & scalable</p> <p>Lusha is Enterprise- and SMB-friendly with a wide range of customizable plans. You don't pay for what you don't need</p>	<p>High & higher</p> <p>Starting price is high and cost gets even higher with add-ons such as non-US data</p>
Experience	Lusha	Zoominfo
Try before you commit	<p>Extensive</p> <p>There are many ways to try Lusha out to see if we're a good fit: a free version, monthly self-service plans and a custom trial</p>	<p>Only a peek</p> <p>Go from a limited trial provided by sales to a large annual contract</p>
Getting started	<p>Good</p> <p>We onboard an entire team of 20+ in less than 10 minutes, assigning one CSM per customer</p>	<p>Okay</p> <p>Onboarding is handled by a team of people and can take weeks</p>
Customer experience	<p>Attentive & flexible</p> <p>We invest in customer care and put your needs first - there's no fine print, and no catch. Sign up for a Premium or Professional plan and cancel any time</p>	<p>Strict & sometimes aggressive</p> <p>Users are required to sign expensive long-term contracts that box them in</p>

- > **Which is better Lusha or ZoomInfo?**

- > **Whose data quality is best?**

- > **Who has more types of data?**

- > **Whose trial pricing and contract is best?**

- > **Whose time to get started is best?**

Get Started with Lusha

[Start for free](#)

✓ Free contact shows a month ✓ Instant access ✓ 280,000 companies love us ✓ GDPR compliant & CCPA compliant ✓ Monthly & yearly contracts ✓ Cancel anytime

Products	Company	Information	Legal	Resources
The Platform	About	Data Sources	Terms and Conditions	Blog
Prospecting	Pricing	Community Program	Privacy Notice	Help Center Support
Lusha API	Customers	Community Terms of Use	Cookie Policy	API Documentation
Buyer Intelligence	Our Data	Community FAQ	Vendor Code of Conduct	Lusha Alternatives
Enrichment	Newsroom		Privacy Center	Search by Industry
Integrations	Careers		Opt Out	Revenue Calculator
Lusha Extension			Transfer Impact	Sales Script Generator
Engage			Assessment (TIA)	
			Do Not Sell My Info	