



Why Lusha? ▾

Solutions ▾

Pricing

Resources ▾

Contact Sales

Login

Enter your work email

Start for free

Why customers choose Lusha over Apollo

TL;DR: Lusha provides more direct-dial phone numbers, better lead intelligence, and plenty of actionable insights in an easily scalable platform.

Enter your work email

Start for free

Why Lusha is the choice over Apollo



We deliver fresh data

Our crowdsourced contact data is always being updated.



We make prospecting easy

It takes just minutes to onboard your entire team and then connect your business apps with one-click integrations.



We're a leader in data privacy compliance

We take data privacy seriously, and are fully compliant and 3rd party-certified—we simply don't sell non-compliant contact data.

Data	Lusha	APOLLO
Data quality	<p>Great</p> <p>Our database contains high-quality contacts that all must pass a 7-step verification process. Lusha provides direct & mobile numbers almost exclusively.</p>	<p>Average</p> <p>Many contacts are missing either an email or a phone number. For those that have phone numbers, they are often outdated or lead to company switchboards. They have confidence filters for a reason.</p>
Data freshness	<p>Good</p> <p>Our data is refreshed on a daily basis.</p>	<p>Average</p> <p>Contact data can be stale and outdated.</p>
Data coverage	<p>Global</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>Fewer quality contacts in EMEA, APAC, and LATAM. More than 60% of all contacts are in the US.</p>
Privacy & compliance	<p>Great</p> <p>GDPR compliant by several impartial third party auditors including accredited ISO 27701-certified, ePrivacy seal and Truste Commitment not to sell customer data.</p>	<p>Limited</p> <p>No formal GDPR-related certification. Apollo documentation recommend its customers to exclude EU data while using their tool to protect themselves Lack of transparency about data collection practices. All Apollo integrations collects unnecessary data from the client</p>
Offering	Lusha	APOLLO
Value of credits	<p>Complete & truly unlimited</p> <p>1 credit = 1 contact or company On Scale plan, credits are unlimited for manual use and only apply to bulk exports products.</p>	<p>Partial & not quite unlimited</p> <p>1 credit = 1 contact detail (email OR phone) On Pro & Enterprise plans, email credits are unlimited, but mobile phone credits are strictly rationed.</p>
Prospecting platform	<p>Friendly & efficient</p> <p>Our intuitive UI makes prospecting the easiest part of selling.</p>	<p>Clunky & confusing</p> <p>Apollo users have mentioned it can be difficult to navigate smoothly.</p>
Prospecting extension	<p>Dynamic</p> <p>The Lusha Chrome extension is simple to use & fits right into any prospecting flow. Supported by Chrome & Microsoft Edge browsers.</p>	<p>Awkward</p> <p>Apollo's extension can be tedious to navigate, buggy, and it doesn't work for all users. Supported by Chrome browser only.</p>
Cost	<p>Flexible</p> <p>A range of enterprise- and SMB-friendly customizable plans.</p>	<p>Cheap + add-ons</p> <p>One of the lowest-costing "unlimited" plans on the market. However, some users find themselves paying extra for additional verification tools.</p>
Experience	Lusha	APOLLO
Customer experience	<p>Agile & attentive</p> <p>We invest in customer care and put your needs first—there's no fine print and no catch.</p>	<p>Inefficient & unavailable</p> <p>Many customers complain of non-responsive or unavailable customer service.</p>

Here's what our customers say

★★★★★

"Lusha's user experience is second-to-none. I've used a few competitors in the past that were so cumbersome."

Antoine Garcia
Ippon Technologies

80%
Data accuracy

★★★★★

"On one project alone... I generated 800% ROI. I'm extremely satisfied."

Guido Mangani
Field Control Analytics

800%
ROI increase

★★★★★

"Most of the meetings I get now, I get thanks to Lusha. It's highly accurate, so I don't need anything else."

Catherine Gomis
Anaplan

70%
Demo booked

Get Started with Lusha

Enter your work email

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

- The Platform
- Prospecting
- Lusha API
- Buyer Intelligence
- Enrichment
- Integrations
- Lusha Extension
- Engage

Company

- About
- Pricing
- Customers
- Our Data
- Newsroom
- Careers

Information

- Data Sources
- Community Program
- Community Terms of Use
- Community FAQ

Legal

- Terms and Conditions
- Privacy Notice
- Cookie Policy
- Vendor Code of Conduct
- Privacy Center
- Opt Out
- Transfer Impact
- Assessment (TIA)
- Do Not Sell My Info

Resources

- Blog
- Help Center Support
- API Documentation
- Lusha Alternatives
- Search by Industry
- Revenue Calculator
- Sales Script Generator

