

Best Email List Providers Ranked by Deliverability, Replies, and Bookings

(23 Tested Over 2 Years)

By Baris Zeren, CEO of Bookyourdata | Last Updated: December 1, 2025

An email list is a collection of email addresses that businesses gather from visitors and customers who want to receive information, updates, discounts, and other important details about their business, delivered directly to their email inbox through online marketing platforms.

An email list seller is a company that sells email lists to businesses looking to reach potential customers. The list source collects, verifies, and organizes email contacts based on factors such as industry, location, or interests.

You should consider their data quality, accuracy, targeting options, pricing, and recommendations before choosing the best email list seller for your business.

The Winner: BookYourData

97% email deliverability | 72 total bookings (highest) | 6.80% reply ratio (highest)

2.10% hard bounce rate (lowest) | A+ BBB rating | 4.9/5 total score

Pay-as-you-go from \$0.40/lead | No subscriptions | Real-time email verification

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Quick Comparison of the Best Places to Buy Email Lists

After spending \$200K testing 23 email list brokers over 2 years, we found the best options for purchasing email lists. The table below ranks all 23 providers by their total score, G2 rating, Capterra rating, and BBB.org rating.

B2B Data Provider	Total Score	G2 Score	Capterra	BBB Rating
Bookyourdata	4.9	4.9	5	A+
Lusha	3.6	4.3	4	C-
Cognism	4.7	4.6	4.7	N/A
Hunter	4.5	4.4	4.6	N/A
Aeroleads	4.3	4	4.5	N/A
Skrapp	4.3	4	4.5	N/A
Lead411	4.6	4.5	4.7	N/A
Zoominfo	4.7	4.5	4.5	A+
Cloudlead	4.8	4.8	N/A	N/A
DiscoverOrg	4.5	4.9	4.1	N/A
Uplead	3.4	4.7	4.6	F
Kaspr	4.4	4.3	4.5	N/A
LeadsGorilla	3.4	3.6	3.2	N/A
LakeB2B	4.5	4.5	N/A	N/A
Clearbit	4.3	4.4	4.5	B
Apollo	3.5	4.7	4.7	F
EasyLeadz	4.8	4.6	5	N/A
Leadspace	4.7	4.3	5	N/A
Rocketreach	4.3	4.5	4.1	N/A
Salesintel	4.5	4.3	4.3	A+
Seamless.ai	4.1	4.4	3.8	N/A
LeadIQ	4.3	4.2	4.4	N/A
D7 Lead Finder	3.3	3.6	3	N/A

Bookyourdata scored 4.9/5 overall, the highest total score among all 23 tested providers, with the only A+ BBB rating alongside ZoomInfo and SalesIntel.

What Each Provider Is Best For

Provider	Best For
BookYourData	Extensive global contact database with 97%+ accuracy and real-time verification, ideal for high-volume targeted B2B cold outreach.
Lusha	Accurate professional emails and phone numbers on-demand, perfect for targeted B2B sales prospecting and recruitment outreach.
Cognism	Legally compliant sales intelligence delivering high-quality global leads, ideal for enterprise-level B2B prospecting.
Hunter	Email finder with built-in verification for authentic contacts and reliable cold outreach campaigns.
AeroLeads	LinkedIn and website scraping tool for gathering emails and phone numbers for targeted B2B lead generation.
Skrapp	LinkedIn email finder locating and verifying professional addresses for precise B2B outreach.
Lead411	Verified business contacts with intent signals, best for prospects already interested in your offerings.
ZoomInfo	Massive up-to-date B2B contact database, ideal for enterprise-scale prospecting and account-based marketing.
Cloudlead	Custom-built, verified B2B contact lists tailored by industry or criteria for niche targeting.
DiscoverOrg	Detailed company intelligence with contact emails for account-based marketing and enterprise B2B sales.
UpLead	Real-time verified contact data with granular filters for building highly targeted prospect lists.
Kaspr	Real-time LinkedIn contact extraction for instant prospecting and streamlined B2B outreach.
LeadsGorilla	AI-driven local lead finder for businesses in specific areas, ideal for local marketing outreach.
LakeB2B	Industry-specific B2B email lists for targeted campaigns to reach the right audience in each sector.
Clearbit	Real-time contact enrichment to enhance lead profiles for personalized B2B marketing.
Apollo.io	All-in-one B2B prospecting platform combining contact database with email sequencing.
EasyLeadz	Specialized Indian B2B contact provider for decision-maker emails in the Indian market.
Leadspace	AI-powered platform for building and segmenting lead lists to identify best potential customers.
RocketReach	Comprehensive contact finder with verification for multi-channel B2B outreach and research.
SalesIntel	AI-enhanced data with human verification for highly accurate, up-to-date contacts.
Seamless.ai	AI-driven real-time contact search engine for instant access to accurate prospect details.
LeadIQ	Prospecting tool to capture and organize lead data from LinkedIn for streamlined cold outreach.
D7 Lead Finder	Web scraping lead tool for quickly building niche contact lists.

Why Did We Spend \$200K Testing Email List Providers?

We spent \$200K on testing email list brokers because many businesses end up with fake or outdated emails that bounce back, leading to wasted money and effort. Response rates are extremely low when emails are delivered, which makes the investment worthless. Legal issues are another big concern, as some email lists do not comply with regulations such as GDPR and CAN-SPAM, leading to fines or reputational damage.

We decided to put email list suppliers to the test to solve these challenges. We spent \$200K testing 23 different brokers to find the most reliable, high-quality sources. Our goal was to identify the best places to buy email lists that are accurate, legally compliant, and help businesses connect with real customers. As proof of our rigorous testing process, we included receipts from platforms we tested, including Apollo.io and Lusha.

This investment allowed us to separate high-quality providers from those selling outdated or non-compliant data, ensuring businesses can make informed decisions when purchasing email lists.

What Were the Testing Criteria Used During the Test?

We tested each email list source using key performance metrics as testing criteria to measure the quality of their email lists. Our goal was to determine whether these ready-to-buy leads could help businesses reach real people and generate positive results. The 12 main factors we tested are listed below.

- **Total deliverability.** Percentage of emails that successfully reached recipients' inboxes.
- **Total emails sent.** Tracked the scale of testing and compared results across platforms.
- **Total emails delivered.** How many emails were successfully delivered, filtering out bounced/blocked.
- **Reply ratio.** How many recipients responded, showing engagement and interest.
- **Positive replies.** Responses indicating real interest, such as inquiries about products or services.
- **Total bookings.** How many leads converted into scheduled calls, meetings, or sales.
- **Hard bouncing.** Emails that failed permanently due to invalid or non-existent addresses.
- **Inactive contacts.** Valid email addresses that showed no engagement.
- **BBB.org rating.** Each seller's Better Business Bureau rating for reputation and trust.
- **G2 rating.** User reviews and ratings on G2 for overall customer satisfaction.
- **Capterra rating.** Additional user experience and satisfaction data.
- **Other soft bounces.** Temporary delivery failures such as full inboxes or server issues.

The Results and the Winner

We evaluated 23 different email list brokers under strict and controlled conditions to find out which sellers delivered the most accurate, engaged, and high-quality email lists after 2 years of testing.

Testing criteria used:

We ensured a fair comparison by exporting 5,000 contacts from each vendor using the same criteria:

- Job titles: CEO, Founder, Owner

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- Location: USA
 - Company size: 1-100 employees

Testing conditions:

- Emails sent only on Tuesdays (excluding federal holidays)
- Google Workspace accounts with warmed-up domains (used for 3+ months)
- SPF, DKIM and DMARC enabled to improve deliverability
- Spam-free, single-message email flows with no hyperlinks
- No "open rates" tracked to avoid inaccurate data from pixel blockers
- 2 email accounts per domain, sending 25-30 emails per day for 20-30 days

Why BookYourData Is the Winner

After testing 23 B2B email list sellers, BookYourData came out as the clear winner due to its superior data quality, high deliverability, and targeted accuracy. Compared to other sellers, BookYourData consistently delivered:

- The lowest bounce rate and highest reply ratio
- The most accurate contact data, matching the requested job titles and company sizes
- Legally compliant lists, reducing risks associated with bad data quality
- More positive replies and actual bookings, showing leads were authentic and engaging
- A pay-as-you-go pricing model with no subscription games, no hidden costs or long-term commitments
- A unique job function classification that makes prospecting much easier when targeting specific roles

Total Bookings

The total bookings achieved through contacts from each of the 23 email list sellers are shown below.

Email List Provider	Total Bookings
Bookyourdata	72
Lusha	18
Cognism	17
Hunter	17
Aeroleads	7
Skrapp	9
Lead411	9
Zoominfo	51
Cloudlead	22
DiscoverOrg	21
Uplead	8
Kaspr	14
LeadsGorilla	1
LakeB2B	7
Clearbit	35
Apollo	20
EasyLeadz	2
Leadspace	19
Rocketreach	9
Salesintel	6
Seamless.ai	23
LeadIQ	37
D7 Lead Finder	1

Email Deliverability

The email deliverability performance across all 23 email list brokers is shown below.

Provider	Deliverability	Total Sent	Total Delivered
Bookyourdata	97%	5,000	4,825
Lusha	75%	5,000	3,730
Cognism	79%	5,000	3,970
Hunter	87%	5,000	4,335
Aeroleads	65%	5,000	3,225
Skrapp	75%	5,000	3,750
Lead411	77%	5,000	3,850
Zoominfo	80%	5,000	3,995
Cloudlead	80%	5,000	4,015
DiscoverOrg	82%	5,000	4,115
Uplead	74%	5,000	3,715
Kaspr	83%	5,000	4,145
LeadsGorilla	52%	5,000	2,600
LakeB2B	62%	5,000	3,110
Clearbit	81%	5,000	4,060
Apollo	81%	5,000	4,060
EasyLeadz	71%	5,000	3,550
LeadSPACE	75%	5,000	3,770
Rocketreach	60%	5,000	2,985
Salesintel	82%	5,000	4,110
Seamless.ai	79%	5,000	3,940
LeadIQ	85%	5,000	4,250
D7 Lead Finder	70%	5,000	3,520

Email Replies

The email reply ratios and positive reply ratios across all 23 email list vendors are shown below.

Provider	Reply Ratio	Positive Reply Ratio
Bookyourdata	6.80%	2.90%
Lusha	2.70%	0.80%
Cognism	2.80%	0.80%
Hunter	2.30%	0.90%
Aeroleads	0.70%	0.40%
Skrapp	1.30%	0.40%
Lead411	1.70%	0.50%
Zoominfo	3.90%	1.90%
Cloudlead	1.80%	0.80%
DiscoverOrg	2.20%	0.90%
Uplead	0.80%	0.30%
Kaspr	1.10%	0.70%
LeadsGorilla	0.30%	0.10%
LakeB2B	0.90%	0.50%
Clearbit	2.00%	1.20%
Apollo	3.10%	1.20%
EasyLeadz	0.40%	0.20%
Leadspace	3.10%	1.30%
Rocketreach	1.20%	0.50%
Salesintel	1.40%	0.40%
Seamless.ai	2.10%	1.00%
LeadIQ	2.40%	1.50%
D7 Lead Finder	0.30%	0.10%

Email Bounces

The email bounce data including hard bounces, inactive contacts, and soft bounces across all providers.

Provider	Hard Bounce	Inactive	Soft Bounce
Bookyourdata	2.10%	0.50%	0.90%
Lusha	12.10%	11.20%	2.10%
Cognism	9.20%	8.90%	2.50%
Hunter	8.70%	2.80%	3.80%
Aeroleads	18.90%	12.40%	4.20%
Skrapp	11.60%	9.30%	4.10%
Lead411	13.10%	6.30%	3.60%
Zoominfo	9.30%	7.90%	2.90%
Cloudlead	11.80%	3.70%	4.20%
DiscoverOrg	8.00%	6.00%	3.70%
Uplead	13.40%	9.40%	2.90%
Kaspr	9.60%	4.70%	2.80%
LeadsGorilla	21.40%	21.30%	5.30%
LakeB2B	19.70%	13.20%	4.90%
Clearbit	8.00%	8.20%	2.60%
Apollo	18.00%	9.20%	2.60%
EasyLeadz	16.20%	9.90%	2.90%
Leadspace	11.70%	8.70%	4.20%
Rocketreach	21.90%	13.10%	5.30%
Salesintel	9.30%	6.10%	3.40%
Seamless.ai	11.20%	5.90%	4.10%
LeadIQ	9.90%	4.80%	2.30%
D7 Lead Finder	16.20%	9.30%	4.10%

Scoring and Rating Methodology

We calculated the "Total Score" by using each platform as the primary source and taking the average rating. If a service does not have a rating on a particular platform, we excluded it from the calculation. For BBB.org ratings, we applied the following scale:

BBB Rating	Numeric Score
A+	5
A-	4.5
B+	4
B-	3.5
C+	3
C-	2.5
D	2
F	1

Detailed Provider Profiles

Below are detailed profiles of all 23 email list providers tested, including key features, pricing, customer quotes, and

1 **BookYourData** - Buy leads who are ready-to-buy

BookYourData stands out in the email list market with its large database, 97% accuracy guarantee, real-time email verification, and flexible pay-as-you-go pricing. BookYourData is a lead generation tool that helps businesses find and connect with potential customers by offering access to 250 million verified global contacts. Its easy-to-use platform allows users to filter prospects using 100+ options, including job titles, industries, and company size. BookYourData ensures the highest quality data with built-in real-time email verification. It offers advanced enterprise features at no extra cost.

Key Features

- Extensive database with over 500M+ profiles, including 250M+ B2B contacts across business, healthcare, and finance
- 100+ specialized filters for job titles, industries, company size, and more
- Raw data format allows easy integration with CRM software
- Built-in real-time email verification to ensure data accuracy
- API access for data automation + Chrome extension
- Targeting tools for actively hiring companies and funding rounds
- Buyer signals to identify interested prospects
- 10 free credits to test quality before purchasing

Pricing

Pay-as-you-go model. Starts at \$99.00 with \$0.40 per lead, with bulk discounts for larger purchases. No monthly subscription fees.

Customer Quote

"Revolutionary Sales Prospecting with Bookyourdata: Accurate Leads and Flexible Pricing" - Daniel W. (Technical Solutions Manager)

Customer Support

2 Lusha - Super simple setup

Lusha is a B2B contact data and email list vendor that helps businesses find and connect with decision-makers. Lusha specializes in business emails, phone numbers, and company data, offering real-time information and verification tools. Widely used by sales, marketing, and recruitment teams.

Key Features

- Real-time data enrichment and verification for better accuracy
- Free plan with 70 free credits per month
- Easy-to-use browser extension and dashboard for quick contact discovery on LinkedIn
- GDPR and CCPA-compliant
- Filters contacts by seniority levels, departments, and job titles

Pricing

Free Plan: 70 credits/month. Pro: \$37/user/month (6,000 credits/year). Premium: \$59/user/month (12,000 credits/year).

Customer Quote

"The team relies on Lusha's reliable contact details daily." - Lauren Palmer (Global Operations Manager, Signify Technology)

Customer Support

3 Cognism - Talks a lot about compliance

Cognism is a B2B sales intelligence platform providing high-quality, compliant contact and company data. Specializes in AI-powered data enrichment, real-time verification, and intent-based prospecting.

Key Features

- High-quality verified data with focus on EU and US markets
- Chrome extension for quick lead discovery on LinkedIn
- Fully GDPR and CCPA-compliant
- Filter contacts based on job titles, seniority levels, and departments

Pricing

Custom pricing based on business needs. No free plan; demo available. More suitable for mid-to-large enterprises.

Customer Quote

"Cognism's percentage of MQLs is higher than our other vendors, providing 5.7% of MQLs." - Kinaxis Marketing Database Manager

Customer Support

4 Hunter - Digs up emails

Hunter is a B2B email finder and verification tool for discovering and verifying professional email addresses. Users can extract email addresses associated with a specific domain or company.

Key Features

- High accuracy for email addresses
- Free plan with 25 searches per month
- Chrome extension for easy email discovery from company websites and LinkedIn
- Popular among startups, recruiters, SaaS companies, and content marketers

Pricing

Free: 25 searches/50 verifications. Starter: \$49/mo. Growth: \$149/mo. Scale: \$299/mo.

Customer Quote

"Thanks to Hunter, we've been able to secure 2-3 new podcast appearances every week." - Ehsan (REsimpli's Head of Marketing)

Customer Support

5 AeroLeads - Real time checks

AeroLeads is a B2B lead generation and email-finding tool for discovering and verifying professional email addresses and phone numbers from platforms including LinkedIn, Crunchbase, and AngelList.

Key Features

- Verified B2B emails and phone numbers for sales outreach
- Email verification to reduce bounce rates
- Chrome extension for extracting contact details from LinkedIn
- Free trial with limited credits

Pricing

Free: 10 credits. Take Off: \$39/mo. Climb: \$129/mo. Cruise: \$249/mo. Enterprise: custom.

Customer Quote

"AeroLeads is a good tool for generating leads with very good accuracy." - Priya S. (Manager of Tech Club)

Customer Support

6 **Skrapp** - Chrome buddy for LinkedIn

Skrapp is a B2B email finder tool for discovering verified professional email addresses. Integrates with LinkedIn, company websites, and other sources to extract and validate email addresses.

Key Features

- Built-in email validation to reduce bounce rates
- Chrome extension for LinkedIn email scraping
- Free plan with limited credits
- Simple and user-friendly interface

Pricing

Free: 100 lookups/mo. Starter: \$19/mo. Seeker: \$59/mo. Enterprise: \$140/mo.

Customer Quote

"The Treasure box I was searching for from eternity!" - Muskan J. (Training Coordinator)

Customer Support

7 **Lead411** - Data intel

Lead411 is a comprehensive sales intelligence platform providing accurate and up-to-date information on companies and professionals. Offers verified email addresses, direct phone numbers, and detailed company data.

Key Features

- Triple-verified emails ensuring high deliverability
- Database of 450M+ contacts across 20M companies worldwide
- Re-verification every 3-6 months
- 7-day free trial with 50 exports
- Chrome extension and 25+ CRM/SaaS integrations

Pricing

Basic Plus Unlimited: \$99/user/month (annual). Enterprise Limited: custom pricing.

Customer Quote

"Lead411 is incredibly intuitive. It allows me to identify and connect with prospects efficiently." - John L. (President)

Customer Support

Online chat, phone, and email. Some users note response time can be slow.

8

ZoomInfo - *Does a bit of everything*

ZoomInfo is a widely used B2B data and email list supplier with a huge database of verified business contacts, company insights, and sales intelligence tools.

Key Features

- Database updated frequently with high accuracy
- Supports segmentation by industry, job title, company size, revenue
- GDPR and CCPA-compliant
- Extensive database categorized by job title, seniority, and department

Pricing

Starts at \$14,995/year (2-year minimum). Advanced: \$24,995/year. Elite: \$39,995/year.

Customer Quote

"ZoomInfo expanded our prospect pool significantly." - Nicholas G. (Director of Revenue Operations)

Customer Support

9

Cloudlead - *Humans make sure emails are good*

Cloudlead is a B2B lead generation and data enrichment broker that combines technology with human research to verify and validate data.

Key Features

- Custom-built, verified B2B contact lists
- AI-driven automation combined with manual verification
- Claims 95%+ accuracy due to human verification
- Easy data exports that integrate with CRM and sales tools

Pricing

Customized pricing. Free trial available. Contact directly for personalized quote.

Customer Quote

"Cloudlead produces ridiculously high-quality data." - Ranjit S. (Small business owner)

Customer Support

10

DiscoverOrg - *Keeps tabs on company news*

DiscoverOrg is a B2B sales and marketing intelligence platform that acquired ZoomInfo and later rebranded under the ZoomInfo name in 2019. Provides highly accurate contact and company data.

Key Features

- Advanced search filters, CRM integrations, intuitive interface
- Covers technology, finance, healthcare, manufacturing
- Complies with GDPR, CCPA, and other data protection regulations
- Precise targeting of decision-makers

Pricing

Not listed publicly. Sales call required. Based on users, features, and data access levels.

Customer Quote

"Incredibly comprehensive database, updated every 90 days." - MD Masoom R (Executive Sales)

Customer Support

11 UpLead - Match up with your targeted persona

UpLead is a B2B data source offering real-time verified emails, mobile numbers, and intent data. Over 50 search filters, including intent data.

Key Features

- Free trial and demo option
- Intuitive interface with advanced search filters
- Covers technology, healthcare, finance, manufacturing
- Adheres to data protection regulations

Pricing

Free trial: \$0/7 days/5 credits. Essentials: \$99/mo. Plus: \$199/mo.

Customer Quote

"Affordable, reliable data and fantastic customer service." - Jack Copeland (CEO and Co-Founder)

Customer Support

12 Kaspr - LinkedIn's best friend

Kaspr is a B2B contact data seller offering real-time access to verified phone numbers and email addresses directly from LinkedIn profiles.

Key Features

- Data from 150+ sources for real-time verification
- 500M+ verified and compliant phone numbers and emails
- Free plan with limited credits
- Chrome Extension and web application

Pricing

Free: 5 phone + 5 email credits. Starter: from 45 EUR/mo. Business: from 79 EUR/mo. Enterprise: from 99 EUR/mo.

Customer Quote

"Nice that it integrates onto my computer with a pop-up for searching new leads." - Sachin S. (Small business owner)

Customer Support

13 LeadsGorilla - Local biz lead hunter

LeadsGorilla is a cloud-based lead generation platform that uses AI and automation to find, audit, and close leads for local businesses.

Key Features

- Proprietary ranking score technology for quality leads
- Find, audit, and generate reports for potential clients within minutes
- Covers marketing agencies, local marketers, e-commerce, coaches, consultants
- 30-day money-back guarantee

Pricing

Full edition: \$37 (one-time, discounted from \$67/mo). 30-day money-back guarantee.

Customer Quote

"LeadsGorilla gives me everything I need for my B2B business." - Maxwell T. (Marketing Director)

Customer Support

14 LakeB2B - Bulk data provider

LakeB2B is a prominent B2B email list seller specializing in comprehensive and accurate contact databases to improve marketing and sales strategies across various industries.

Key Features

- Precise and up-to-date email lists
- 95% delivery guarantee, regularly updated and verified
- Pre-segmented and customizable email lists
- Efficient targeting of specific demographics

Pricing

Custom pricing. Contact directly for personalized quote.

Customer Quote

"Working with LakeB2B has been a fantastic experience." - John W. (Small business owner)

Customer Support

15 Clearbit - Enriches your CRM

Clearbit, now integrated with HubSpot, is a leading B2B data supplier offering comprehensive solutions for marketing, sales, and customer service. Delivers precise datasets using public web data, proprietary information, and advanced AI.

Key Features

- Integrates with HubSpot, providing 100+ B2B data points
- Covers technology, finance, and healthcare
- Normalized role and seniority data
- Committed to data privacy and legal standards

Pricing

Enrichment: from \$99/mo. Prospector: from \$999/mo. Startup: \$700/mo. Business: \$1,440-\$1,740/mo. Enterprise: custom.

Customer Quote

"Very easy to use. Helps us find company owner details with high accuracy." - Anubuvh N. (Marketing Manager)

Customer Support

16 Apollo.io - All-in-one outbound tool

Apollo.io is a B2B sales platform combining sales intelligence, engagement, and automation. Access to 210M+ contacts across 35M companies.

Key Features

- High data accuracy for confident lead targeting
- Free plan with database access and essential features
- User-friendly interface with CRM integrations
- Covers technology, finance, and healthcare

Pricing

Free: 1,200 credits/year. Basic: \$49/user/mo. Professional: \$79/user/mo. Custom plans for enterprises.

Customer Quote

"The integration between sales data and sales engagement is magic." - Collin Stewart (CEO, Predictable Revenue)

Customer Support

Knowledge base, webinars, and direct support via website.

17 EasyLeadz - Finds decision-makers in India

EasyLeadz specializes in providing accurate B2B contact information for lead generation in the Indian market. Its flagship tool, Mr. E, enables single-click extraction of direct mobile numbers from LinkedIn.

Key Features

- High hit rate and number accuracy
- Free trial with 5 free contacts
- Single-click contact extraction with Mr. E tool
- Search filters based on multiple parameters including job titles

Pricing

Starts at INR 2,499/month (billed quarterly), 130 credits per quarter, up to 2 users.

Customer Quote

"Mr. E helped me find the right leads, leading to sales." - (Small business owner)

Customer Support

18 Leadspace - AI-driven B2B insights

Leadspace is a B2B Customer Data Platform (CDP) that improves sales and marketing strategies with accurate customer data from various integrated sources.

Key Features

- Demo available on request
- User-friendly interface with CRM and marketing automation integrations
- Data enrichment, lead scoring, B2B marketing intelligence
- Adheres to data protection regulations
- Detailed segmentation by job titles and roles

Pricing

Customized pricing. Contact sales team for details.

Customer Quote

"With Leadspace, we've built next generation demand gen technology." - Eric Lewis (Business owner)

Customer Support

19 RocketReach - Email and phone finder

RocketReach is a comprehensive B2B contact information and lead generation platform for locating verified email addresses, phone numbers, and social media profiles.

Key Features

- Advanced AI and proprietary models for data verification
- Aggregates data from public profiles, websites, and APIs
- User-friendly interface with Gmail and LinkedIn integration
- Sign up directly through the website

Pricing

Essentials: \$468/year. Pro: \$1,188/year. Ultimate: \$2,988/year.

Customer Quote

"RocketReach helps find contact details easily and accurately." - Tushar K. (Business owner)

Customer Support

20 **SalesIntel** - Human-verified B2B data

SalesIntel offers accurate sales leads with human verification, re-verified every 90 days. Claims a 95% accuracy rate.

Key Features

- Human verification with re-verification every 90 days
- 95% claimed accuracy rate
- Demo available on website
- User-friendly interface with workflow integration

Pricing

"Unlimited Everything" model. Median annual contract: ~\$19,000.

Customer Quote

"Our Customer Support representative feels like a member of our team." - Business owner

Customer Support

21 **Seamless.ai** - Automates lead discovery

Seamless.AI is an AI-driven tool for quickly finding and confirming contact details. Real-time search engine with 1.3B+ business contacts and 121M companies.

Key Features

- Real-time research and validation on 1.3B+ contacts
- Free plan with 50 credits
- Pro plan for advanced features
- Integrates into existing sales workflows

Pricing

Free: 50 credits. Pro: pricing on request.

Customer Quote

"Helps with day-to-day operations and allows me to develop new relationships." - Business owner

Customer Support

22 LeadIQ - Captures leads as you browse

LeadIQ is a B2B sales prospecting platform for identifying and connecting with potential leads. Integrates with LinkedIn Sales Navigator.

Key Features

- Free plan with 50 verified work emails/month
- No credit card required to sign up
- Integrates with LinkedIn Sales Navigator
- GDPR and SOC 2 compliant

Pricing

Free: \$0/user (50 emails/mo). Essential: \$36/user/mo (annual).

Customer Quote

"Hands down the best lead-generating tool." - Digital Marketing business owner

Customer Support

23 D7 Lead Finder - Scrapes local business leads

D7 Lead Finder is a B2B lead generation tool for identifying potential clients across industries and locations. Provides up to 1,200 business leads per search with email, phone, social media.

Key Features

- Up to 1,200 business leads per search
- Results delivered within three minutes
- Export in CSV, Excel, PDF, or print directly
- Free basic use; paid plans for full features

Pricing

Starter: \$29/mo (5 searches). Agency: \$54.99/mo (30 searches/day). Professional: \$119.99/mo (100 searches/day).

Customer Quote

"I like its simplicity and how I can create an outreach list within minutes." - Yatin M. (Business owner)

Customer Support

Live support accessible through the platform.

Common Questions About Choosing the Best Email List Provider

The 5 main factors you should consider before choosing the best email list seller:

- **Data accuracy and verification.** Look for brokers that offer real-time email verification to minimize bounce rates. Ensure the supplier maintains high data accuracy rates (preferably above 90%). Check if data is regularly updated.
- **Compliance with legal regulations.** Verify that the platform is GDPR, CCPA, and other data privacy law compliant. Ensure contacts are sourced ethically and legally.
- **Targeting and segmentation capabilities.** Choose a seller that offers advanced search filters including job title, industry, and company size. Look for features that help identify actively searching prospects.
- **Integration with CRM and marketing tools.** Check if the broker integrates with your CRM (HubSpot, Salesforce, etc.). Ensure it supports exporting data in multiple formats (CSV, Excel, API).
- **Pricing and refund policy.** Compare plans based on contacts, features, and flexibility. Check for free trials or demos. Look for money-back guarantees or compensation for inaccurate data.

Q: Is BookYourData better than ZoomInfo?

Yes, BookYourData provides more accurate and up-to-date data than ZoomInfo, offering a 97% accuracy guarantee. BookYourData ensures higher-quality leads with real-time verification, while ZoomInfo is recognized for its extensive B2B database.

Q: What is the difference between Cognism and ZoomInfo?

Cognism is best known for its AI-driven prospecting capabilities and specializes in European data compliance, making it a strong choice for businesses under GDPR. ZoomInfo is known for providing comprehensive data for sales and marketing professionals.

Q: Should I Build My Own B2B Email List?

Building your own B2B email list is beneficial as it ensures the contacts are highly relevant and engaged, leading to better response rates and compliance with data protection regulations.

Q: Why should you buy an email list only from a reputable source?

Buying from a reputable source ensures data accuracy, compliance with legal regulations, and reduces the risk of damaging the sender's reputation due to high bounce rates or spam complaints.

Q: How to buy an email list from a reputable resource?

Start by researching established email list sellers with positive reviews and testimonials. Request sample data to evaluate quality and relevance before purchasing. Verify that the seller complies with data protection laws such as GDPR and CCPA.

Q: Is it legal to buy an email list?

Yes, it is legal to buy an email list, but it is important to ensure that the data has been collected and is being used in compliance with relevant laws (GDPR, CCPA). The legality largely depends on the region and specific regulations governing data privacy and marketing practices.

Q: How often is the list updated?

The frequency varies by seller. Reputable brokers update their lists regularly, some even in real-time. BookYourData refreshes its list every 30 to 90 days.

Q: Is email marketing good for lead generation?

Yes, email marketing is an effective tool for lead generation, allowing businesses to reach potential clients directly, build relationships, and convert prospects into customers.

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