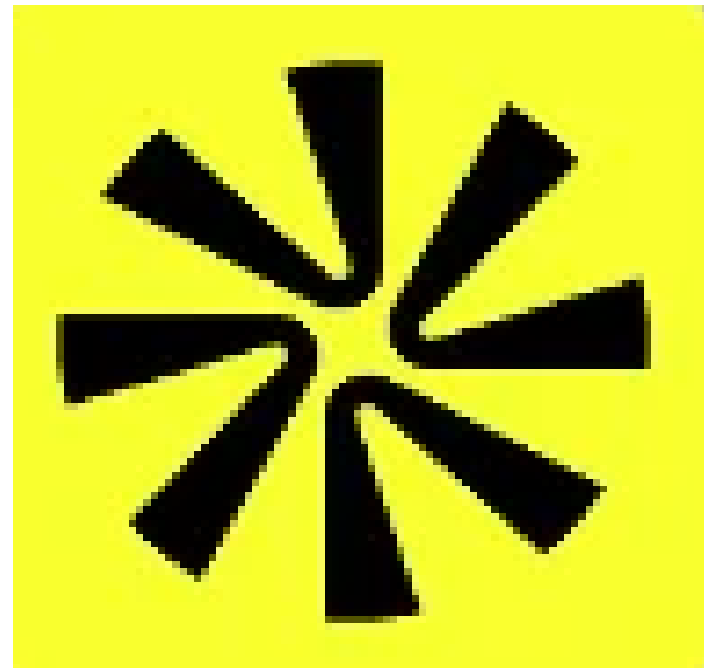


What is Apollo.io?

- All-in-one sales intelligence + outreach tool used to find leads, close deals faster.
- Analyze & track who open, replies, clicks & book meetings
- Automate your outreach, email, calling, LinkedIn
- Find emails, phone numbers, and company info
- Generate calls & sync with CRM platforms



<https://www.apollo.io>

What Problems Does Apollo.io Solve?

Automated multi-step outreach sequences (email, calls, LinkedIn)

Central place to track outreach by tracking all interactions (emails, calls, replies) in one platform

Find & generate good accurate leads

Helps sales teams scale personalized outbound

How Does Apollo.io Work?

Find and close your next deal

Power your go-to-market with one platform. Fueled by the most accurate data on 275M contacts and 73M companies.

[Sign up for free](#) [Get a demo](#)

★★★★★ 4.8/5 based on 6,904 reviews | GDPR Compliant

- Home
- Prospect & enrich
 - Search
 - Data enrichment
- Engage
 - Sequences
 - Emails
 - Calls
- Win & close
 - Meetings
 - Conversations
 - Deals
- Tools & workflows
 - Tasks
 - Plays
 - Analytics

- Send automated emails, calls, messages
- Find & fill missing information such as emails, phone numbers
- Search database to generate leads
- Sync with CRM
- Analyze & track who opens, replies, clicks, or books meetings

How Can a Small Business Use Apollo.io?



Marketing Agency:

- **Specific Use:** To find new client leads in specific industries and cities. They launch targeted email sequences, and automated follow-ups ensure every prospect is contacted without constant manual work.



Cleaning Business:

- **Specific Use:** An owner searches for office managers and property managers in their area using Apollo.io. They send outreach campaigns and track replies, turning cold leads into booked walkthroughs and recurring contracts.



Services Consultant:

- **Specific Use:** An IT consultant uses to find small businesses that need tech support. With automated email sequences and organized contact records, to generate client conversations without spending hours prospecting.

Apollo.io Competitors

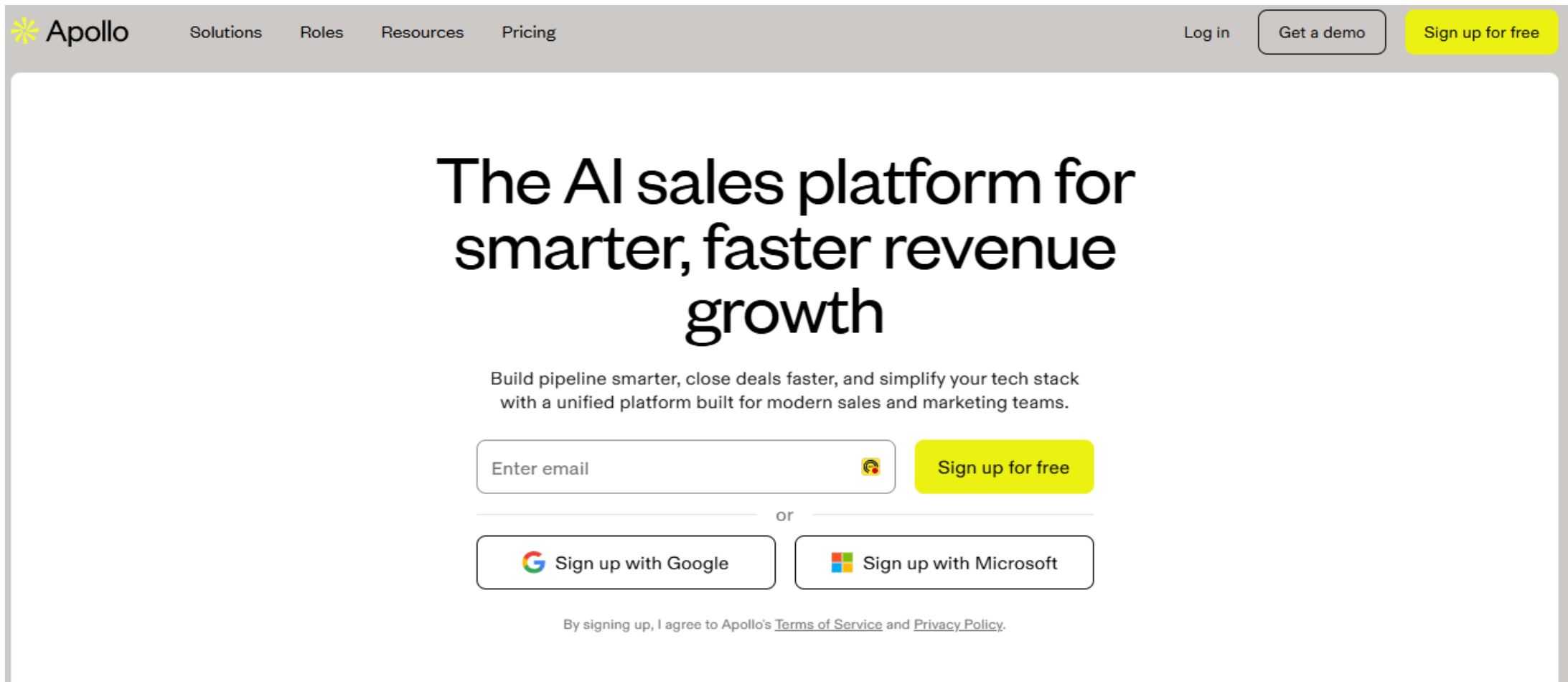
Feature	<u>Apollo.io</u>	<u>Trellus.ai</u>	<u>Salesloft</u>	HubSpot Sales
AI-Assisted Outreach / Personalization	Yes	Limited (focus on calls)	Yes	Yes
Dialer / Calling / Sequencing	Yes	Yes (parallel dialing)	Some	Limited
Lead Database / Contact Data	Yes (huge B2B database)	Limited (integrates with others)	No	Limited
Real-Time Sales Coaching	No	Yes (live coaching)	No	No
Best For...	All-in-one lead gen + engagement	Teams needing real-time call coaching	Outreach cadence management	CRM-centric engagement

Getting Started With Apollo.io - Costs

<u>Plan</u>	<u>Monthly Price \$</u>	<u>Main Features</u>
Free	\$0	<ul style="list-style-type: none">• Limited leads access & contacts• Basic sequences & limited email sends
Basic / Professional	\$59	<ul style="list-style-type: none">• Full lead database access• Email & call sequences• CRM sync
Growth / Business	\$149	<ul style="list-style-type: none">• Unlimited sequences & email• Advanced analytics & reporting• Team features, integrations
Enterprise	Custom / contact sales	<ul style="list-style-type: none">• Custom limits & dedicated support• API access, compliance & advanced features

Getting Started With Apollo.io - Demo

- Demo: <https://youtu.be/Bnr5Xqzr-Ec?si=OhMe15vPdwJVf6nk>



The screenshot shows the Apollo.io website homepage. At the top left is the Apollo logo, followed by navigation links for Solutions, Roles, Resources, and Pricing. On the right side of the header are links for Log in, Get a demo, and Sign up for free. The main content area features a large headline: "The AI sales platform for smarter, faster revenue growth". Below this is a sub-headline: "Build pipeline smarter, close deals faster, and simplify your tech stack with a unified platform built for modern sales and marketing teams." The sign-up section includes an email input field with a placeholder "Enter email", a "Sign up for free" button, and two social login options: "Sign up with Google" and "Sign up with Microsoft". At the bottom, there is a small disclaimer: "By signing up, I agree to Apollo's Terms of Service and Privacy Policy."