

Apollo Io — Deep Research

Klarix Competitive Intelligence

May 2026

Here is the enriched competitive intelligence dossier for Apollo.io based on the provided research results:

Key Personnel

- **Tim Zheng:** Founder & CEO (as of 2025) (*Sources: Sacra, GetLatka, Martech360*)
- **Matt Curl:** CEO (Appointed February 4, 2026) (*Source: Owler / PR Newswire*)
- **David Castellanos:** Sales Leader (*Source: Apollo Magazine*)
- **Paula Urrutia:** Sales Leader (*Source: Apollo Magazine*)

Financial Profile

METRIC	VALUE	SOURCE
2025 ARR	\$150M	<i>GetLatka, Apollo Magazine</i>
2024 ARR	\$134M (or \$100M)	<i>Sacra reports \$134M; GetLatka reports \$100M</i>
2023 ARR	\$96M (or \$70M)	<i>Sacra reports \$96M; GetLatka reports \$70M</i>
Average ACV	\$30K	<i>GetLatka</i>
Total Funding	\$251.3M (Primary) / \$656.5M (Secondary/Alternative)	<i>GetLatka & Owler report ~\$251M; Premier Alternatives reports \$656.5M</i>
Latest Funding Round	\$100M Series D (2023)	<i>GetLatka</i>
Previous Funding	\$110M Series C (2022)	<i>GetLatka, Martech360</i>
Valuation (Primary)	\$1.6B (Set in 2023 Series D)	<i>GetLatka, Tracxn</i>
Valuation (Secondary)	\$722.6M (Implied secondary market price, 2026)	<i>Premier Alternatives</i>
Capital Efficiency Ratio	1.10x	<i>Premier Alternatives</i>

Competitive Intelligence

- **Competitors:** ZoomInfo (identified as Apollo's #1 competitor), Cognism, Lusha, Salesloft, Outreach, Seamless.AI, Clearbit, RocketReach, LinkedIn Sales Navigator, Hunter.io, LeadIQ, FlashIntel, Reply, HubSpot, Outplay, UpLead, Seismic, Showpad, 11x, Amplemarket, Leadsforge, Snov.io, and 6sense. (*Sources: Owler, Cognism, Relevance AI, Salesforge, Mixmax, 11x, Amplemarket*)

- **Known Clients:** Ernst & Young, Oracle, Lyft, Emerge Market, Paraform, Huntr.co, Cyera, Lemonlight, GTM Ops, Idomoo, Tessell, Noble, Iru, Smartling, Instabug, Mutiny, Aligned, Leadium, and Ashby. The platform claims 5,000 to 15,000+ paying customers. *(Sources: Apollo Pricing, Apollo Case Studies, GetLatka, Martech360)*
- **Partners & Integrations:**
 - **HubSpot:** Apollo's 230M+ contact database is embedded in HubSpot's new Breeze Prospecting Agent. *(Source: Apollo Magazine)*
 - **OpenAI:** Launched a ChatGPT integration in April 2026 for enhanced sales efficiency. *(Source: PR Newswire)*
 - **Webflow:** Integrated for automated account creation, enrichment, and segmentation. *(Source: Apollo Case Studies)*
- **Investors:** Sequoia Capital (Lead - Series C), Tribe Capital, Nexus Venture Partners, NewView Capital. *(Source: Martech360)*
- **Acquisitions:** Acquired Pocus in March 2026 to advance its vision for an AI-native GTM operating system. *(Source: Martech360 / Built In)*

Additional Intel

- **Data Landscape & Capabilities:** Apollo boasts a database of 230M to 275M+ global B2B contacts. It functions as a combined contact database, sales engagement platform, and AI workflow automation tool. *(Sources: Apollo Magazine, Sendr.ai)*
- **AI Growth:** Apollo's AI platform experienced 500% YoY growth, reaching over 50,000 weekly active users. Sales teams using Apollo's AI Research Agent report booking 46% more meetings. *(Source: Apollo Magazine)*
- **Pricing Strategy:** Apollo utilizes a highly transparent, product-led growth pricing model. Tiers include Free (\$0), Basic (\$49/user/month), Professional (\$79/user/month), and Organization (\$119/user/month). Annual billing offers a 20% discount. Credits expire every billing cycle. *(Sources: Apollo Pricing, Salesforce)*
- **Company Size:** Employs approximately 1,600 people as of 2026 (up from 1,000 in 2023), including 94 quota-carrying sales reps. *(Source: GetLatka)*
- **Market Weaknesses & Pain Points (Reported by Competitors/Users):**
 - **Deliverability & Compliance:** Users report high email bounce rates (averaging 12.3% in some Reddit tests) and note that Apollo discontinued its email warmup tool in 2024. It also only screens against "Do Not Call" (DNC) lists in the US and UK, exposing global teams to compliance risks. *(Sources: Reddit, Amplemarket, Mixmax)*
 - **Feature Gating:** Crucial filters (intent signals, website visitor tracking, technographics) are locked behind the highest \$119/user Organization tier. *(Source: Salesforce)*
 - **Channel Limitations:** Lacks native advanced outreach channels like WhatsApp, iMessage, and AI voice compared to specialized competitors. *(Source: Amplemarket)*

- **Performance Metrics:** Apollo achieved a reported 2.37% cold-to-meeting conversion rate in April 2026.
(Source: PR Newswire)