

# Lusha — Deep Research

Klarix Competitive Intelligence

May 2026

## Key Personnel

- **Yoni Tserruya** – CEO and Founder
- **Nirit Braun** – Senior Content Strategist

(Note: Several customer personnel were also mentioned in case studies, such as Jeremy Levine at WalkMe, Adrian Walford at Explorium, Lance Burnstein at Fortunetech, Krish Kolluri and Aman Jain at Acecraft, and Catherine at Anaplan).

## Financial Profile

METRIC	VALUE	SOURCE
<b>2025 Revenue (ARR)</b>	\$64.4M	GetLatka / Growjo
<b>2024 Revenue</b>	\$54.4M	GetLatka
<b>2023 Revenue</b>	\$46.2M	GetLatka
<b>2021 Revenue</b>	\$29.4M	GetLatka
<b>Valuation</b>	\$1.5B (as of Nov 2021)	GetLatka / Growjo
<b>Total Funding</b>	\$245M	GetLatka / Growjo / CBIInsights
<b>Series B (2021)</b>	\$205M (14% sold)	GetLatka
<b>Series A (2021)</b>	\$40M	GetLatka
<b>Revenue per Employee</b>	~\$177,800 (est.)	Growjo
<b>Investors</b>	PSG, ION Crossover Partners, Founder Institute Malaysia Core Accelerator, Founder Institute Waterloo	CBIInsights

## Competitive Intelligence

- **Competitors:** ZoomInfo, Apollo.io, 6sense, Cognism, Hunter.io, UpLead, Lead411, Kaspr, Snov.io, LeadIQ, Persana AI, RocketReach, Default, Seamless.AI, Swordfish, Clay, Jeeva, FullEnrich, PrivateCircle.
- **Known Clients:** Google, Amazon, Salesforce, Apple, WalkMe, Anaplan, Zesty, Explorium, Fortunetech, Acecraft.

- **Partners & Integrations:** Native integrations with Salesforce, HubSpot, Outreach, Salesloft, Marketo, Eloqua, Pardot, Microsoft Dynamics, Pipedrive, and Gmail.
- **Acquisitions:** Acquired **Novacy** in January 2025 to add conversation intelligence (text, voice, and body language analysis in virtual sales calls).

## Additional Intel

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**Company & Operational Data \* Headcount:** Estimates vary between ~300 and 393 employees as of early 2026. (ZoomInfo reports 393; Growjo reports 362; Calcalist reported ~300 following layoffs). **\* Layoffs:** In December 2025, Lusha executed an 8% workforce reduction (roughly 24 employees), which CEO Yoni Tserruya framed as a "diversion of resources" rather than traditional cost-cutting. **\* Locations:** Headquarters is located at 800 Boylston Street, Boston, MA. The company originated in Tel Aviv, Israel, and operates across 10 total locations (including San Diego, CA) with a highly distributed/remote workforce. \*

**Regulatory/Compliance:** Adheres to GDPR, CCPA, SOC 2 Type 2, ISO 27701, ISO 27001, and ISO 27017. However, there is an ongoing operational pressure noted regarding an "Italian Garante investigation" (data privacy).

**Product & Target Market \* Target Audience:** Built primarily for SMB and mid-market B2B sales teams (5-50 reps), solo founders, and 1-3 person SDR teams running LinkedIn-led prospecting on tight budgets. **\* Core Capabilities:** Database of over 50 million business/contact profiles. Features include a highly popular Chrome/Edge extension for LinkedIn prospecting, CRM enrichment, intent data (via Bombora), and a newly launched MCP server (mid-2025) for Claude Desktop (with ChatGPT and N8N integrations upcoming). **\* Pricing Strategy:** Highly transparent, self-serve pricing designed to undercut enterprise minimums (like ZoomInfo's \$10k-\$15k contracts). **\* Free Plan:** 40 credits/month. **\* Starter:** ~\$37.45/user/month (annual). **\* Professional:** ~\$52/user/month (annual). **\* Premium:** ~\$300/month (annual, 5 seats).

**Strategic Weaknesses & GTM Gaps (For Client Positioning) \* Credit Model Limitations:** Lusha's credit-based pricing scales poorly for high-volume enterprise teams. Once teams need more than a few hundred contacts per month, the credit caps become restrictive. **\* Global Data Coverage:** While strong in North America and decent in Europe, its global dataset scale is significantly smaller than ZoomInfo's (500M+ contacts). Competitors like Cognism are frequently cited as superior for European (UK, DACH, Nordics) mobile number accuracy and GDPR compliance. **\* Workflow Limitations:** The primary workflow relies heavily on the browser extension. It lacks native predictive scoring or a "GTM Context Graph reasoning layer," making it less suitable for complex, automated RevOps routing compared to full-suite GTM platforms.