

# Apollo Io — Dossier

Klarix Competitive Intelligence

May 2026

## Apollo.io — Competitive Dossier

| FIELD                  | VALUE   |
|------------------------|---|
| Company                | Apollo.io   |
| Domain                 | apollo.io   |
| Industry               | Sales Intelligence & Engagement Platform (B2B SaaS) |
| Relationship to Klarix | <b>direct_competitor</b>                            |
| Klarix score           | 9/10  |

### Snapshot

Apollo.io is a \$150M ARR, 990-employee sales intelligence platform combining a 270M+ contact database with AI-powered engagement tools, dialing, and CRM integrations. Founded in 2015 by Tim Zheng and Ray Li, the company reached unicorn status (\$1.6B valuation) in August 2023 and operates on a hybrid per-seat + credit consumption model starting at \$49/user/month. Apollo positions as an "all-in-one GTM platform" but faces persistent criticism for data accuracy (65-70% reported), credit burn rates, and database saturation from overuse by thousands of sales teams.

### Firmographics

| METRIC                  | VALUE  |
|-------------------------|--|
| <b>Founded</b>          | 2015   |
| <b>Headquarters</b>     | San Francisco, CA (415 Mission St, Floor 37)   |
| <b>Employees</b>        | 990 (seeded context); 1,600 (Getlatka 2026); 450+ (Apollo press release Aug 2023); 138 (Tracxn Mar 2026) — conflicting sources |
| <b>Revenue (ARR)</b>    | \$150M (announced by CEO Tim Zheng, 2026); \$134M end-2024; \$96M (2023); \$48M (2022)   |
| <b>Funding</b>          | \$251.3M total across 6 rounds   |
| <b>Latest round</b>     | Series D, \$100M at \$1.6B valuation (August 2023, led by Bain Capital Ventures)   |
| <b>Investors</b>        | Bain Capital Ventures, Sequoia Capital, Tribe Capital, Nexus Venture Partners, NewView Capital                                 |
| <b>Ownership</b>        | Private  |
| <b>Paying customers</b> | 40,000+ (About page); 500,000+ companies total users (press releases)  |

## Leadership

| NAME                  | TITLE                  | BACKGROUND   |
|-----------------------|------------------------|--|
| <b>Matt Curl</b>      | CEO                    | Appointed Feb 2026 ( <a href="https://www.owler.com/company/apollo6">https://www.owler.com/company/apollo6</a> ); previously COO (joined July 2024 from Checkr, where he was SVP/GM; built Checkr Self Serve to 100K+ customers) |
| <b>Tim Zheng</b>      | Co-founder, former CEO | Founded 2015; stepped aside as CEO Feb 2026; remains on board  |
| <b>Ray Li</b>         | CTO & Co-founder       | Previously at Square (payment infrastructure engineer)   |
| <b>Marcio Arnecke</b> | CMO                    | Appointed April 2025; background in scaling high-growth tech companies   |
| <b>Adam Carr</b>      | CRO                    | Appointed April 2025   |
| <b>Bela Stepanova</b> | Chief Product Officer  | Joined from Box and Iterable   |
| <b>Ralph Pyne</b>     | CISO                   | Not found publicly.  |
| <b>Rachel Noble</b>   | SVP of People          | Not found publicly.  |
| <b>Alexa Summer</b>   | General Counsel        | Not found publicly.  |
| <b>Julie Bi</b>       | VP Finance & Strategy  | Not found publicly.  |

Leadership turnover note: CEO transition from founder Zheng to operator Curl in Feb 2026 signals shift from startup to scale-up phase.

## Product & positioning

Apollo sells itself as an "AI-powered, end-to-end go-to-market platform" that consolidates prospecting, engagement, and deal execution. The mental model: *replace 4-6 point solutions (ZoomInfo + Outreach + Gong + data enrichment) with one unified stack.*

### Core modules:

- **Apollo Data:** 270M B2B contacts, 70M+ companies; crowdsourced + proprietary acquisition
- **Search & Enrichment:** Advanced filters (job title, seniority, technographics covering 16,000+ technologies, intent topics, funding signals); waterfall enrichment via API/CSV/CRM
- **Sequences & Engagement:** Unlimited sequences (Professional+), A/B testing, multi-channel (email, LinkedIn, phone)
- **Dialer:** US dialer (Professional), international dialer (Organization); parallel & power dialer modes; call recording + AI insights (4,000 mins Professional, 8,000 mins Organization)
- **AI Assistant:** Research automation, lead scoring, message generation (beta/limited availability across tiers)

- **Deal Management:** Pipeline tracking, analytics, pre-built reports (Professional+), custom reports (Organization only)
- **Integrations:** Salesforce, HubSpot, Outreach, Salesloft, Gong, Snowflake, 35,000+ tools via API

**Positioning wedge:** Product-led growth (freemium model) + vertical integration. Apollo argues buying separate tools creates data silos, integration tax, and workflow friction. Counter-narrative from competitors: jack-of-all-trades, master of none; data quality sacrificed for breadth.

**Recent product direction (2025-2026):** Heavy AI investment — launched "agentic end-to-end GTM platform" with AI agents as co-pilots; ChatGPT app (April 2026) via Model Context Protocol; 500% YoY growth in AI platform usage to 50,000+ weekly active users (<https://www.apollo.io/magazine/apollo-reaches-150-million-arr-fueled-by-ai>).

## Pricing & packaging

| PLAN                | ANNUAL (PER USER/MO) | MONTHLY (PER USER/MO) | CREDITS/YEAR            | KEY GATES  |
|---------------------|----------------------|-----------------------|-------------------------|--|
| <b>Free</b>         | \$0                  | \$0                   | 1,200 (100/mo)          | 2 sequences, basic filters, no API, 50 AI credits  |
| <b>Basic</b>        | \$49                 | \$59                  | 30,000 (upfront)        | Unlimited sequences, advanced filters, CRM integrations, <b>no API access</b> , 6 intent topics, 1,000 email credits + 75 mobile credits |
| <b>Professional</b> | \$79                 | \$99                  | Not found publicly      | A/B testing, US dialer, call recording (4,000 min), analytics, <b>API access unlocked</b> , 6 intent topics                              |
| <b>Organization</b> | \$119                | \$149                 | 72,000 (6,000/mo equiv) | Min 3 seats; international dialer, SSO, custom reports, advanced API, 12 intent topics, 8,000 min call recording                         |

**Credit economics** (the hidden cost layer):

- Email reveal: ~1 credit
- Mobile phone reveal: **8 credits** (8x email cost)
- Export: consumes credits
- Credits **expire monthly** (do not roll over)
- Overage credits: \$0.20 each, 250-credit minimum purchase (\$50 minimum top-up)
- Real-world burn rate: Professional tier user doing phone + email enrichment exhausts 200 credits/month in ~33 fully enriched contacts (<https://coteraco/articles/apollo-io-pricing-guide>)

**Pricing model criticism:** Hybrid per-seat + consumption creates unpredictable costs. Teams report burning credits in 2 weeks, forcing mid-cycle upgrades (<https://fundraiseinsider.com/blog/apollo-alternatives>). Competitor Cognism and others offer no-credit-limit models as a wedge.

**Minimum commitments:** Organization plan requires 3 seats minimum = \$4,284/year minimum (annual billing).

**Verified pricing sources:** Landbase, Salesmotion, Woodpecker, Enginy, Warmly (all 2026 pricing guides cross-reference Apollo's public pricing page).

## Customer voice

### On data quality:

*"An average complain ratio of 2.06%. In other words: 1 out of 50 contacted apollo lead will hit the 'this is spam' button." — Reddit r/coldemail, "The Apollo Issue"*

*([https://www.reddit.com/r/coldemail/comments/1fugcbs/the\\_apollo\\_issue](https://www.reddit.com/r/coldemail/comments/1fugcbs/the_apollo_issue))*

*"Real-world data accuracy hovers around 65-70% according to user reviews, with email bounce rates of 15-25% reported across G2 and Trustpilot." — Salesmotion pricing analysis (<https://salesmotion.io/blog/apollo-pricing>)*

*"You only discover this AFTER you've spent the credits and loaded them into your CRM. [...] By the time you reach them, the inbox is exhausted, you're not the 47th cold email." — Reddit r/coldemail, "Our Apollo list has 95% accuracy"*

*([https://www.reddit.com/r/coldemail/comments/1qho29v/our\\_apollo\\_list\\_has\\_95\\_accuracy\\_no\\_it\\_doesnt\\_you](https://www.reddit.com/r/coldemail/comments/1qho29v/our_apollo_list_has_95_accuracy_no_it_doesnt_you))*

### On switching:

*"We trialled Apollo, which didn't produce adequate results. We evaluated ZoomInfo but found the data to be too US-centric, which is why we went with Cognism." — Cognism case study, cited in competitor comparison (<https://www.cognism.com/blog/apollo-competitors>)*

*"Bounce rate was 4.8% [with Lusha]. [...] SalesTarget.ai: Bounce rate averaged 2.1%. [...] We went with SalesTarget. 3 months in, average bounce rate across all 6 client campaigns is 2.3%." — Reddit r/growmybusiness, agency switching from Apollo*

*([https://www.reddit.com/r/growmybusiness/comments/1spv96y/apolloio\\_alternatives\\_with\\_better\\_data\\_quality\\_in](https://www.reddit.com/r/growmybusiness/comments/1spv96y/apolloio_alternatives_with_better_data_quality_in))*

### On credit model:

*"200 credits per month still only covers about 33 fully enriched contacts (email + phone at 6 credits each). If you're an individual rep doing targeted outreach to 30 accounts per month, that's enough. If you're doing volume prospecting, you'll hit the ceiling by week two." — Coteria Apollo pricing guide*

*(<https://coteria.co/articles/apollo-io-pricing-guide>)*

### Positive sentiment:

*"I've had an overall great experience with Apollo.io. It allows me to reach out to my ideal customer profile at scale while being able to customise my messaging." — TrustRadius review, Finance & Insurance vertical (<https://www.trustradius.com/products/apollo/reviews/all?industry=finance-and-insurance>)*

*"Apollo strongly recommends keeping your daily limit at or below 50 emails per day. Raise your sending limits at your own risk." — Apollo knowledge base on email sending limits (<https://knowledge.apollo.io/hc/en-us/articles/4409233349005-Configure-Email-Sending-Limits>) — reflects deliverability caution baked into product.*

## Strengths (for them)

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- **Vertical integration at scale:** Single platform spanning database (270M contacts) + sequencing + dialer + conversation intelligence + deal management reduces tool sprawl for mid-market teams. G2 scores 9.3/10 ease of setup, 9.0/10 quality of support (<https://www.apollo.io/why-apollo/g2-crowd-rankings>).
- **Product-led growth engine:** Freemium model (1,200 credits/year free) drives viral adoption; 1M+ users globally, 40,000 paying customers. Low friction to trial = fast land, upsell motion.
- **AI velocity:** 500% YoY growth in AI platform usage; ChatGPT app launch April 2026; AI assistant in beta across tiers. Positioning as "AI-native" GTM platform ahead of legacy competitors like ZoomInfo.
- **CRM-native distribution:** Deep Salesforce/HubSpot integrations + Chrome extension (LinkedIn, Sales Navigator) meet users in existing workflows. Reduces adoption friction vs. standalone tools.
- **Technographic coverage:** 16,000+ technologies tracked; intent topics (6-12 depending on tier) provide buying signal layer competitors like Lusha lack.
- **Transparent pricing (relative):** Public pricing page with clear tier breakdowns. Contrast to ZoomInfo (\$14,995/yr starting, custom quotes only) and Cognism (\$1,000-3,000/mo, no public pricing).

## Weaknesses (for them)

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- **Data accuracy ceiling:** 65-70% accuracy per user reviews; 15-25% email bounce rates. Crowdsourced data model (contributor network) trades coverage for quality. Complaint ratio of 2.06% (1 in 50 contacts mark as spam) damages sender reputation ([https://www.reddit.com/r/coldemail/comments/1fugcbs/the\\_apollo\\_issue](https://www.reddit.com/r/coldemail/comments/1fugcbs/the_apollo_issue)).
- **Database saturation / "burned leads":** Thousands of sales teams pull from same 270M contact pool. High-value prospects receive 8+ cold emails/day from Apollo users, desensitizing them before your outreach arrives. "The database is already burned" is recurring Reddit complaint ([https://www.reddit.com/r/coldemail/comments/1qwm1rf/stop\\_using\\_apollo\\_for\\_leads\\_the\\_database\\_is](https://www.reddit.com/r/coldemail/comments/1qwm1rf/stop_using_apollo_for_leads_the_database_is)).
- **Credit model opacity:** Hybrid per-seat + consumption pricing creates bill shock. Phone credits cost 8x email credits; monthly expiration forces use-it-or-lose-it behavior. Overage minimums (\$50) penalize small overruns. Teams report burning monthly allocation in 2 weeks (<https://fundraiseinsider.com/blog/apollo-alternatives>).
- **Feature fragmentation by tier:** API access locked to Professional+ (\$79/mo); custom reports Organization-only (\$119/mo); international dialer Organization-only. Forces upgrades to access table-stakes features competitors bundle lower.
- **EMEA/APAC data gaps:** US-centric database. Multiple case studies cite "too US-focused" as reason for switching to Cognism or Lusha for European markets (<https://www.cognism.com/blog/apollo-competitors>).
- **Deliverability risk:** Apollo's own knowledge base warns users to cap sending at 50 emails/day "at your own risk" (<https://knowledge.apollo.io/hc/en-us/articles/4409233349005-Configure-Email-Sending-Limits>). Suggests platform's data quality + user behavior creates spam trap exposure.

## Switching signals

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**Inbound to Apollo** (customers leaving competitors):

*"Results have roughly doubled. I've gone from booking one to two meetings per week since we switched from Lusha to Cognism." — Lockton case study, but cited as comparison point in Cognism's Apollo alternative page, implying Lusha → Cognism path exists parallel to Apollo (<https://www.cognism.com/blog/apollo-competitors>).*

#### **Outbound from Apollo** (customers leaving):

*"Over 80 former Crayon clients are now using Klue." — Klue vs Crayon comparison page (<https://klue.com/klue-vs-crayon>). Not Apollo-specific, but indicates CI platform churn.*

*"We trialed Apollo, which didn't produce adequate results. We evaluated ZoomInfo but found the data to be too US-centric, which is why we went with Cognism." — OneUp Sales case study (<https://www.cognism.com/blog/apollo-competitors>).*

*"I switched 3 months ago [...] Apollo: Bounce rate was 12-18% across 500 contacts. [...] We went with SalesTarget. 3 months in, average bounce rate across all 6 client campaigns is 2.3%." — Reddit agency post ([https://www.reddit.com/r/growmybusiness/comments/1spv96y/apolloio\\_alternatives\\_with\\_better\\_data\\_quality\\_in](https://www.reddit.com/r/growmybusiness/comments/1spv96y/apolloio_alternatives_with_better_data_quality_in)).*

#### **Common switching reasons** (synthesized from 15+ alternative comparison pages):

1. Data accuracy / bounce rates (primary)
2. Credit model unpredictability (cost)
3. Database saturation / lead fatigue
4. EMEA compliance + coverage gaps
5. Need for specialized features (e.g., Cognism's Diamond Data for mobiles, Clay's waterfall enrichment)

**Retention risk:** No public churn data, but Reddit threads and alternative-page case studies suggest mid-market agencies (Apollo's core ICP) churn after 6-12 months when bounce rates damage client relationships.

## **Klarix vs Apollo.io — when we win**

- **Done-for-you eliminates tool risk:** Apollo requires in-house expertise to configure sequences, manage credit burn, maintain data hygiene, and navigate 16,000-technographic filter combinations. Klarix delivers finished intelligence in 3-7 days with quality floor 7+/10 — no learning curve, no wasted credits on bad data, no internal headcount tax.
- **Quality floor vs. probabilistic accuracy:** Apollo's 65-70% accuracy = 30-35% of your outreach budget wasted on bounces, wrong contacts, or spam complaints. Klarix's 7+/10 floor is contractual; if a dossier scores below 7, we redo it. Apollo's credit model punishes you for their data gaps (you pay upfront, discover inaccuracy post-export).
- **No database saturation:** Klarix synthesizes competitive intelligence from 1,000+ sources per dossier, not a shared 270M-contact pool hammered by 500,000 companies. Your insights are net-new research, not recycled data every competitor already has. Apollo's "burned leads" problem doesn't exist in a done-for-you model.
- **Transparent, predictable pricing:** \$2,997 / \$4,997 / \$8,997 per month, flat. No per-seat multiplication, no credit top-ups, no surprise \$149/user/month bills when your team scales to 10 reps. Apollo's hybrid model creates CFO friction; Klarix pricing is a line item, not a variable cost center.

- **Speed to value for resource-constrained teams:** Apollo's ROI depends on your team's ability to operationalize the platform — build sequences, score leads, analyze intent signals, train reps. Klarix ships actionable intelligence in 3-7 days whether you have a RevOps team or not. Apollo is a tool; Klarix is an outcome.
- **Competitive intelligence depth Apollo can't provide:** Apollo surfaces *contact data* and *intent signals* (job changes, funding, web visits). Klarix delivers *strategic positioning analysis*: how competitors pitch, where they're weak, what customers complain about, how to win deals against them. Apollo tells you *who* to call; Klarix tells you *what to say* when they answer.

## Open questions

- **Actual churn rate:** Apollo does not publish churn or net revenue retention. Series D materials likely contain this (investor access only).
- **Credit consumption benchmarks by role:** How fast do AEs vs. SDRs vs. RevOps burn credits in real-world usage? Apollo's marketing cites "30,000 credits/year" (Basic) but not median monthly burn by persona.
- **Win/loss data vs. named competitors:** Does Apollo track win rate against ZoomInfo, Cognism, Lusha in competitive deals? If so, what are the primary loss reasons?
- **EMEA revenue mix:** What % of Apollo's \$150M ARR comes from EMEA vs. Americas? Informs whether "US-centric data" criticism is existential or edge case.
- **AI assistant adoption rate:** 50,000 weekly active AI users reported, but out of 1M+ total users = 5% adoption. Is AI a retention driver or science project?
- **Enterprise vs. SMB revenue split:** Pricing tiers suggest SMB/mid-market focus, but Organization plan (min 3 seats, \$119/user) targets upmarket. What % of ARR comes from \$100K+ ACV customers?

**End dossier.**

## Deep Research

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: Oowler / PR Newswire*)
- **David Castellanos:** Sales Leader (*Source: Apollo Magazine*)
- **Paula Urrutia:** Sales Leader (*Source: Apollo Magazine*)

## Financial Profile

| METRIC   | VALUE  | SOURCE                    |
|----------|--------|---------------------------|
| 2025 ARR | \$150M | GetLatka, Apollo Magazine |

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

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