

Lusha — Dossier

Klarix Competitive Intelligence

May 2026

Lusha — Competitive Dossier

FIELD	VALUE
Company	Lusha
Domain	lusha.com
Industry	B2B Sales Intelligence / Contact Data
Relationship to Klarix	direct_competitor
Klarix score	8/10

Snapshot

Lusha is a \$1.5B-valuation unicorn (Series B, Nov 2021) offering self-serve B2B contact data through a Chrome extension, prospecting platform, and API. Founded in 2016 by Yoni Tserruya and Assaf Eisenstein, the company serves 1M+ users across 280,000+ organizations with 300M+ business profiles and a credit-based pricing model starting at \$29/user/month. The product is optimized for individual rep velocity—quick LinkedIn lookups, verified emails/phones—but the per-seat model and monthly credit expiry create cost traps at scale, and data accuracy outside North America/UK drops materially.

Firmographics

METRIC	VALUE
Founded	2016
Headquarters	Boston, MA (operations); Tel Aviv, Israel (founding HQ)
Employees	393 (Nov 2025); 300 (2024); grew from 260 (Dec 2021) (https://getlatka.com/companies/lusha)
Revenue (ARR)	\$64.4M (June 2025 est.); \$54.4M (Oct 2024); \$29.4M (Nov 2021) (https://getlatka.com/companies/lusha)
Funding	\$245M total: \$40M Series A (Feb 2021, PSG), \$205M Series B (Nov 2021, PSG + ION Crossover) (https://www.prnewswire.com/news-releases/lusha-reaches-1-5-billion-valuation-with-205-million-funding-to-build-the-largest-crowd-sourced-data-community-for-salespeople-301420862.html)
Valuation	\$1.5B (Nov 2021, Series B)
Ownership	Private; PSG (lead investor both rounds)
Database size	300M+ business profiles, 30M+ companies, 1.2B+ data points processed daily, 7M new signals/week (https://www.lusha.com/blog/lusha-clay-integration)

Leadership

NAME	TITLE	TENURE / NOTES
Yoni Tserruya	Co-founder & CEO	Since 2016; software engineer background (iOS dev at AT&T); 41 years old, father of four (https://www.lusha.com/blog/building-with-instinct-while-scaling-with-best-practices-a-conversation-with-yoni-tserruya)
Assaf Eisenstein	Co-founder & President	Since 2016; HR tech creator; moved family from Tel Aviv to Boston for US expansion (https://www.builtinboston.com/articles/lusha-raises-205m-1b-valuation-hiring)
Not found publicly	CFO	Not found publicly
Not found publicly	CRO	Not found publicly
Not found publicly	CMO	Not found publicly

Product & positioning

Lusha positions as "B2B's favorite personal assistant"—a self-service contact data tool that removes friction from prospecting. The core mental model: **individual reps should spend time selling, not researching**. The product suite includes:

- **Chrome Extension** (flagship): One-click reveal of emails/phones on LinkedIn, company websites, Gmail. Designed for single-contact lookups; no bulk enrichment from extension.
- **Prospecting Platform**: Searchable database with filters (role, seniority, industry, company size, location, tech stack). Bulk reveal limited to 25 contacts/batch on Pro/Premium tiers.
- **API**: Programmatic access for CRM enrichment and workflow automation (Premium+).
- **Buying Signals**: Job changes, funding, hiring velocity, headcount growth (5 topics on Starter/Pro; 25 on Premium/Scale) (<https://www.cleanlist.ai/blog/2026-03-19-lusha-pricing-guide>).
- **Lusha Conversations** (Oct 2025 launch): AI-powered meeting intelligence—transcription, summaries, action items (<https://www.lusha.com/blog/lusha-product-updates-october-2025-2>).
- **Lusha MCP** (Model Context Protocol, Oct 2025): Connects Lusha data to Claude, n8n, or custom AI stacks via natural-language prompts (<https://www.lusha.com/blog/lusha-product-updates-october-2025-2>).
- **Signals API** (Oct 2025): Automate lead routing/scoring based on job changes, hiring, promotions (<https://www.lusha.com/blog/lusha-product-updates-october-2025-2>).
- **Clay Integration** (March 2026): Lusha data provider inside Clay for enrichment waterfalls, lookalike prospecting, and signal-driven workflows (<https://www.lusha.com/blog/lusha-clay-integration>).

The product is **not** a full GTM platform—no native sequences, no conversation intelligence until Oct 2025, no intent data beyond basic signals. It's a data layer optimized for speed and simplicity, not orchestration.

Pricing & packaging

Lusha uses a **credit-based model** with per-user pricing on paid plans. Credits expire monthly with no rollover (except Premium annual, which allows rollover up to 2x monthly cap). Phone numbers cost 5x more credits than emails, creating unpredictable burn rates.

PLAN	PRICE (ANNUAL BILLING)	CREDITS/USER/MONTH	SEATS	KEY FEATURES	LIMITATIONS
Free	\$0	40–70 (conflicting sources: FAQ says 70; G2/dashboard say 40)	1	Chrome extension, basic prospecting, CRM integrations (per FAQ)	May not include CRM integrations per some sources; insufficient for active prospecting
Pro	\$29.90/user/mo (\$52.45 on some pages; \$37.45 "Starter" on others)	480 (250 per another source)	Variable	Job change alerts, buyer intent (5 topics), bulk enrichment (25 contacts/batch), API access (conflicting: some say Premium+)	No API per some sources; no CRM integrations per Enrich comparison; bulk cap frustrates power users
Premium	\$69.90/user/mo (\$299.95 on some pages—likely team vs. individual pricing confusion)	600 (or 40,800/yr for 5 seats = 680/user/mo)	5 (team pricing)	25 buying intent topics, advanced API, credits roll over (annual only), prospecting platform full access	Significantly higher cost; still per-seat trap
Scale	Custom	Custom (claimed "unlimited" under fair use)	Custom	SSO, dedicated CSM, 50%+ per-credit discount, advanced compliance, priority support	Opaque pricing; Vendr benchmark: \$37,482 list for 25 seats, 26–44% discounts typical; SpendHound avg enterprise \$28,332/yr

Sources of pricing confusion: - Lusha's own materials conflict: FAQ, G2 vendor page, dashboard pricing page, and third-party reviews all cite different figures (<https://www.landbase.com/blog/lusha-pricing>). - "Premium" appears as both \$69.90/user/mo (individual) and \$299.95/mo (team of 5, annual = \$59.99/user/mo). - Free plan credits: 40 vs. 70/month. - Pro plan: \$29.90 vs. \$37.45 vs. \$52.45/user/mo depending on source.

Hidden costs: - **5:1 phone-to-email credit ratio:** Actual cost varies wildly based on data mix (<https://pipeline.zoominfo.com/sales/lusha-pricing>). - **Monthly credit expiry:** No rollover on monthly plans; annual Premium allows up to 2x cap. - **Per-seat scaling:** 5-person team on Pro = \$145/mo; 20-person = \$980/mo (<https://www.enrich.so/blog/lusha-pricing-breakdown>). - **Email verification not included:** Need third-party tool (<https://www.cleanlist.ai/blog/2026-03-19-lusha-pricing-guide>). - **Bulk enrichment caps:** 25 contacts/batch = 40 batches to enrich 1,000 contacts (<https://www.cleanlist.ai/blog/2026-03-19-lusha-pricing-guide>).

Discounts: - 25% off annual vs. monthly billing. - Enterprise (Scale): 26–44% off list per Vendr; 50%+ off per-credit cost per Lusha marketing.

Customer voice

Accuracy (mixed):

"We tried other tools before Lusha, but none had enough information or phone numbers. One of my BDRs just had his best month with 142% over quota." — Florence Broderick, VP Marketing, CARTO (<https://www.lusha.com/recruiters>)

"Used to get maybe 10-15% bad data, now it feels like its closer to 30-40% depending on the list. The chrome extension still works okay for basic [lookups]." — Reddit r/SalesOperations (https://www.reddit.com/r/SalesOperations/comments/1tn6z58/lusha_review_is_it_just_me_or_is_the_data_getting)

"We tested Lusha on 300 B2B contacts in March 2026 — it returned emails for just 31% of them. The ones it found were mostly accurate, but the coverage gap means you need a second tool anyway." — Cleanlist (<https://www.cleanlist.ai/blog/2026-03-19-lusha-pricing-guide>)

Credit system frustration:

"The credit system punishes you for wanting phone numbers, which are the most valuable data point for sales." — Multiple Capterra reviewers (<https://syncgtm.com/blog/lusha-review>)

"Credits expire monthly with no rollover, bulk enrichment is capped at 25 contacts per batch, and per-seat pricing means a 5-person team pays \$145/month." — Cleanlist (<https://www.cleanlist.ai/blog/2026-03-19-lusha-pricing-guide>)

Regional coverage:

"Lusha's database skews heavily toward North America and the UK. If your team prospects in these markets, accuracy is above average. But if you sell into Europe (outside UK), APAC, or Latin America, expect higher bounce rates and more outdated records. G2 reviewers consistently note this gap." — SyncGTM (<https://syncgtm.com/blog/lusha-review>)

Customer support:

"The biggest disappointment with Lusha has been the customer support." — Capterra review (<https://www.capterra.com/p/198383/Lusha/reviews>)

Ease of use (positive):

"I like how easy Lusha is to use. It's very simple and self-explanatory, which makes it user-friendly." — G2 review (<https://www.g2.com/sellers/lusha>)

"We chose Lusha because it offers exceptional value at a low cost, with 80% data accuracy and seamless LinkedIn integration. It's a tool we rely on every day." — Chris Coghlan, Performance & Development Manager, Empiric (<https://www.lusha.com/recruiters>)

Privacy concerns:

"Lusha is a useless, even dangerous system and a colossally dumb application of lowest-common-denominator AI and Web scraping. It matches the right people to the wrong phone numbers and addresses... you are directly contributing to people being hassled with misdirected calls and spam emails." — Chris Middleton, LinkedIn (https://www.linkedin.com/posts/chrismiddleton_lusha-ai-artificialintelligence-activity-7360960303708168192-vTrm)

"French DPA (CNIL) says Lusha is full of shit, but they can't do anything because they're based in Israel. Lusha doesn't think consent is important." — Hacker News (<https://news.ycombinator.com/item?id=44095624>)

Strengths (for them)

- **Chrome extension UX:** Fastest path from LinkedIn profile to verified contact. One-click reveal beats any workflow-builder alternative for individual reps doing manual prospecting.
- **Transparent self-serve pricing:** Publishes pricing tiers (\$0–\$659.95/mo annual) with credit allocations, unlike ZoomInfo/Cognism/6sense. Procurement-friendly for SMB/mid-market.
- **Strong North America/UK data accuracy:** Email verification 98% (NA), 97% (EMEA), 90%+ direct dial accuracy. Outperforms industry avg (60–70% phone accuracy) in core markets (<https://www.lusha.com/blog/lusha-clay-integration>).
- **GDPR/CCPA compliance posture:** SOC 2 Type II, ISO 27701, ISO 31700, TRUSTe certified. Publishes data sourcing practices, opt-out mechanisms. One of few extensions procurement pre-approves in regulated industries (<https://www.knowlee.ai/compare/clay-vs-lusha>).
- **Rapid product velocity:** Shipped Conversations, MCP, Signals API, Clay integration in 6 months (Oct 2025–March 2026). Signals shift from static data to event-driven workflows.
- **Crowdsourced data model:** Community-contributed intelligence + proprietary collection + vendor partnerships = 1.2B+ data points/day, 7M new signals/week (<https://www.lusha.com/blog/lusha-clay-integration>). Differentiated from pure-scrape competitors.
- **Unicorn traction:** 1M+ users, 280K+ orgs, \$64.4M ARR, \$1.5B valuation. Market validation for self-serve contact data category.

Weaknesses (for them)

- **Per-seat cost trap at scale:** 20-person team on Pro = \$980/mo (\$11,760/yr). Per-seat model punishes team growth; flat-rate alternatives (Enrich \$149/mo for unlimited users) win on unit economics (<https://www.enrich.so/blog/lusha-pricing-breakdown>).
- **Credit expiry + no rollover (monthly plans):** Credits expire monthly; unused credits = wasted budget. Annual Premium allows 2× rollover, but monthly plans penalize lumpy usage patterns.
- **5:1 phone-to-email credit cost:** Phone numbers (highest-value asset) burn credits 5× faster than emails. Actual cost/contact unpredictable; teams doing phone-first outreach hit limits fast (<https://pipeline.zoominfo.com/sales/lusha-pricing>).

- **Bulk enrichment caps kill productivity:** 25 contacts/batch = 40 separate operations to enrich 1,000 contacts. Competitors (Cleanlist, Apollo) handle CSV uploads in one step (<https://www.cleanlist.ai/blog/2026-03-19-lusha-pricing-guide>).
- **Data accuracy degradation outside NA/UK:** Coverage/accuracy drops materially in EMEA (ex-UK), APAC, LATAM. G2 reviewers flag this consistently; global teams need supplemental providers (<https://syncgtm.com/blog/lusha-review>).
- **Data freshness issues:** "30-40% bad data depending on the list" per Reddit; "outdated records" per Capterra. No published data refresh SLA. Crowdsourced model means lag between job changes and database updates.
- **No email verification included:** Must use third-party tool (ZeroBounce, NeverBounce) to validate Lusha emails before sending. Adds cost + workflow friction (<https://www.cleanlist.ai/blog/2026-03-19-lusha-pricing-guide>).
- **Feature gates push to higher tiers:** CRM integrations (Premium+), API (Premium+), full prospecting platform (Premium+), advanced intent (Premium+). Effective starting price for productive setup is \$79/user/mo, not \$29 (<https://www.enrich.so/blog/lusha-pricing-breakdown>).
- **Not a GTM platform:** No native sequences, no conversation intelligence (until Oct 2025), no revenue orchestration. Teams need Apollo/Outreach/Salesloft on top of Lusha.
- **Privacy/consent controversy:** CNIL (French DPA) criticized Lusha; Hacker News thread documents consent issues, misdirected calls from scraped data. Israel HQ limits EU enforcement, but reputational risk for buyers in regulated industries (<https://news.ycombinator.com/item?id=44095624>).
- **Customer support gaps:** "Biggest disappointment" per Capterra. No published SLA for support response times.

Switching signals

Customers leaving Lusha: - Not found publicly in research dump. (Anecdotal Reddit/G2 mentions of "tried Lusha, switched to Apollo/ZoomInfo" but no named accounts.)

Customers coming to Lusha: - "We tried other tools before Lusha, but none had enough information or phone numbers." — CARTO (<https://www.lusha.com/recruiters>) - Implicit in case studies: Suxeed, Empiric, Signify Technology, Anaplan, NEXTGEN, CARTO all cited as Lusha users, but no "switched from X" attribution.

Opt-out/removal requests as proxy churn signal: - Lusha is "the only data broker on the market that notifies its customers of the deletion request of a data subject" (as of July 2022). Sends automated emails to customers when purchased contact opts out (<https://www.lusha.com/privacy-articles/the-notification-of-erasure>). This transparency is a strength for compliance but surfaces churn friction (customers lose access to paid data when contacts opt out).

Klarix vs Lusha — when we win

- **Done-for-you vs. DIY data:** Lusha sells you the shovel (credits, extension, API); Klarix delivers the finished intelligence (dossiers, 3-7 day delivery). Buyers choosing Klarix want analysis, not raw contacts. Lusha's 25-contact bulk cap and credit-expiry model punish teams that need *insights*, not *lookups*.
- **Quality floor vs. coverage gamble:** Klarix guarantees 7+/10 quality; Lusha's accuracy is 80–90% in NA/UK, drops to 60–70% globally, and "30–40% bad data" per recent user reports. Buyers tired of bounced emails and wrong numbers pay Klarix's premium for vetted intelligence, not probabilistic scrapes.

- **Fixed cost vs. per-seat trap:** Klarix pricing (\$2,997 / \$4,997 / \$8,997/mo) is account-based; Lusha's per-seat model means 20 reps = \$11,760–\$18,960/yr on Pro/Premium, *before* credit overages. For teams >10 users, Klarix's flat rate + delivery model beats Lusha's unit economics.
- **Strategic CI vs. tactical prospecting:** Lusha gives you a phone number; Klarix gives you *why that company might buy, what they're doing, and how to position against them*. Buyers choosing Klarix are solving a different problem—competitive intelligence, not contact discovery. Lusha has no answer for "map Lusha's competitive landscape" (ironically, the Klarix pitch angle in the seed context).
- **No tool tax:** Lusha requires CRM, email verifier, sequence tool, conversation intelligence (until Oct 2025), and intent platform to build a full stack. Klarix delivers finished deliverables—no integration, no training, no per-seat scaling. Buyers valuing *speed to insight over control of workflow* choose Klarix.
- **Compliance without controversy:** Lusha's Israel HQ + CNIL criticism + Hacker News privacy threads create procurement risk. Klarix's done-for-you model (human analysts, not scraped databases) avoids the "are we contributing to spam calls?" question that haunts Lusha buyers in regulated industries.

Open questions

- **Actual churn rate:** Lusha discloses user count (1M+) and org count (280K+) but not logo retention or NDR. How many of those 280K orgs are active vs. dormant free-tier users?
- **Revenue mix by tier:** What % of \$64.4M ARR comes from Scale vs. Pro/Premium? If enterprise is <20%, the per-seat model may be capping upmarket expansion.
- **Data refresh SLA:** How often are contacts re-verified? Crowdsourced model implies lag; competitors (ZoomInfo) publish 90-day refresh cycles.
- **Clay partnership economics:** Is Lusha paying Clay for distribution, or is Clay paying Lusha for data access? Revenue share terms would clarify strategic intent (land-grab vs. margin play).
- **MCP/Conversations adoption:** Oct 2025 launches are <6 months old. What % of users have activated these features? Are they retention drivers or science projects?
- **Geographic expansion roadmap:** EMEA/APAC accuracy lags NA/UK. Is Lusha investing in regional data partnerships, or is the product structurally NA-centric?
- **Competitive win/loss vs. ZoomInfo/Apollo:** Lusha positions as "affordable alternative" but doesn't publish win rates. How often does Lusha win head-to-head against ZoomInfo in mid-market deals?

End of dossier.

Deep Research

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

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

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.

Deep Research (Tavily Advanced)

Key Personnel

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