Data Gathering Tools

Hoovers		LinkedIn Sales Navigator		SalesGenie		PitchBook	
Feature	Benefit	Feature	Benefit	Feature	Benefit	Feature	Benefit
Huge Commercial Database: 85 million+ companies, intuitive UI, keep up to date with your industry, market, competitors, and firm with formal reports, social media links, news feeds, etc.		**Custom Lists:** Easier to manage pipeline		**All-in-one sales, marketing, and lead generation:** provides unlimited access to industry leading US business and consumer data, includes features specifically designed to quickly find contacts, connect directly with decision makers, and sell smarter.		**language processing and machine learning technology:** enables it to easily find data that is valuable and relevant to the company.	
Data Hub: research easier and decisions can be made more objectively with better		**TeamLink:** enables reps to view and search their team's connections to identify who		**List Builder:** makes it simple to search for businesses, & consumers; find decision		**support team:** can access the data, enabling you to make intelligent decisions that are	

information that is also objective	has first-degree connections with a prospect in the pipeline	makers, phone numbers, email addresses; view detailed information about the company; prepare for sales calls; and/or build your email/direct mail campaign	data-driven if you or your company run into any problems.
Lead Builder: set the parameters for ideal leads and Hoovers will return a list complete with contract information	**Targeted Searches:** gives reps the power to more narrowly target their ideal leads and discover relevant connections.	**News/People Alerts:** Alerts you to changes happening to industries, companies and people you follow	**very thorough research process:** the information available to its users are accurate and up-to-date. The information made available to users is sourced from websites, press releases, filings, and a number of other sources by the research team

Cost Per User (approximately)			
$89 per month	$79.99 per month	$99 per month	$1500 per month

Hoovers

Its integration with Customer Relationship Management (CRM) tools is very useful to some reviewers. The leads within the database are always being updated and checked for validity, and there is even a feature to use your GPS and determine which leads are closest to you. Hoovers may be the most cost-effective, but not the most robust. This platform is likely not the most cost-effective for small businesses operating on a budget. Use Hoovers when trying to find contact information for new leads.

LinkedIn Sales Navigator

Being able to integrate your LinkedIn network with your CRM is very useful, along with being able to expand your network and thus contact folks outside of your second and third connections on LinkedIn, makes this tool very useful. It is the cheapest out of the four listed above, and has a pretty good mobile app. Users can tag other members of their team in leads they find. The program's search tool can be hard to use, and the InMessages are limited and not in the same inbox as the messages from your normal LinkedIn account.

SalesGenie

Useful for marketing in that it can be used for both email and direct mail campaigns. It is good for small and medium sized businesses and has a built-in CRM, but does not offer web design, creation of content, and telemarketing. The company does not have a call center that can help its customers with telemarketing, but clients can call their company for help. SalesGenie can provide you with B2B and consumer data, but not with any sort of automation.

PitchBook

Michael Wales, a sales professional who has been working in the industry for over twenty-five years, said that he would prefer PitchBook out of all of the other options listed on this document. He said that the data is much more accurate and better, and therefore the $1500 price tag is worth it. The price tag, however, makes this program not worth it for small and even some medium sized businesses.

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