RIVARISE

B2B CONTACT DATA AI VISIBILITY AUDIT

Who AI recommends for B2B contact data

ChatGPT, Gemini, Grok and DeepSeek answered 74 buyer questions about 25 vendors. ZoomInfo or Apollo.io was the first name in 63% of answers.



October 2026
Fieldwork 6 October 2026
rivarise.com

AT A GLANCE

Two vendors are the default answer

63%
of answers name ZoomInfo or Apollo.io before any other vendor

80%
of answers mention ZoomInfo, the most-named vendor in the category

8 of 25
tracked vendors appear in fewer than one answer in twenty

6 of 8
price questions where ChatGPT gave no figure at all

We put 40 buyer questions about B2B contact data to ChatGPT, Gemini, Grok and DeepSeek and counted which vendors each answer named. A further 34 questions asked the engines to compare vendors, price them and list their weaknesses.

ZoomInfo and Apollo.io are the default answer. One or the other is the first vendor named in 63% of the 160 answers. Below them the field thins fast, and the engines disagree with each other about almost every vendor outside the top two.

If you are not ZoomInfo or Apollo.io, whether a buyer hears your name depends on which engine they ask and how they phrase the question.

READ THIS FIRST

This is a snapshot. Each question was asked once, on 6 October 2026, to ChatGPT, Gemini, Grok and DeepSeek through their APIs with web search off. They answered from what they already knew and cited no sources.

The apps people use day to day can search the web and may answer differently. Method and limits are on page 10.

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FINDING 1

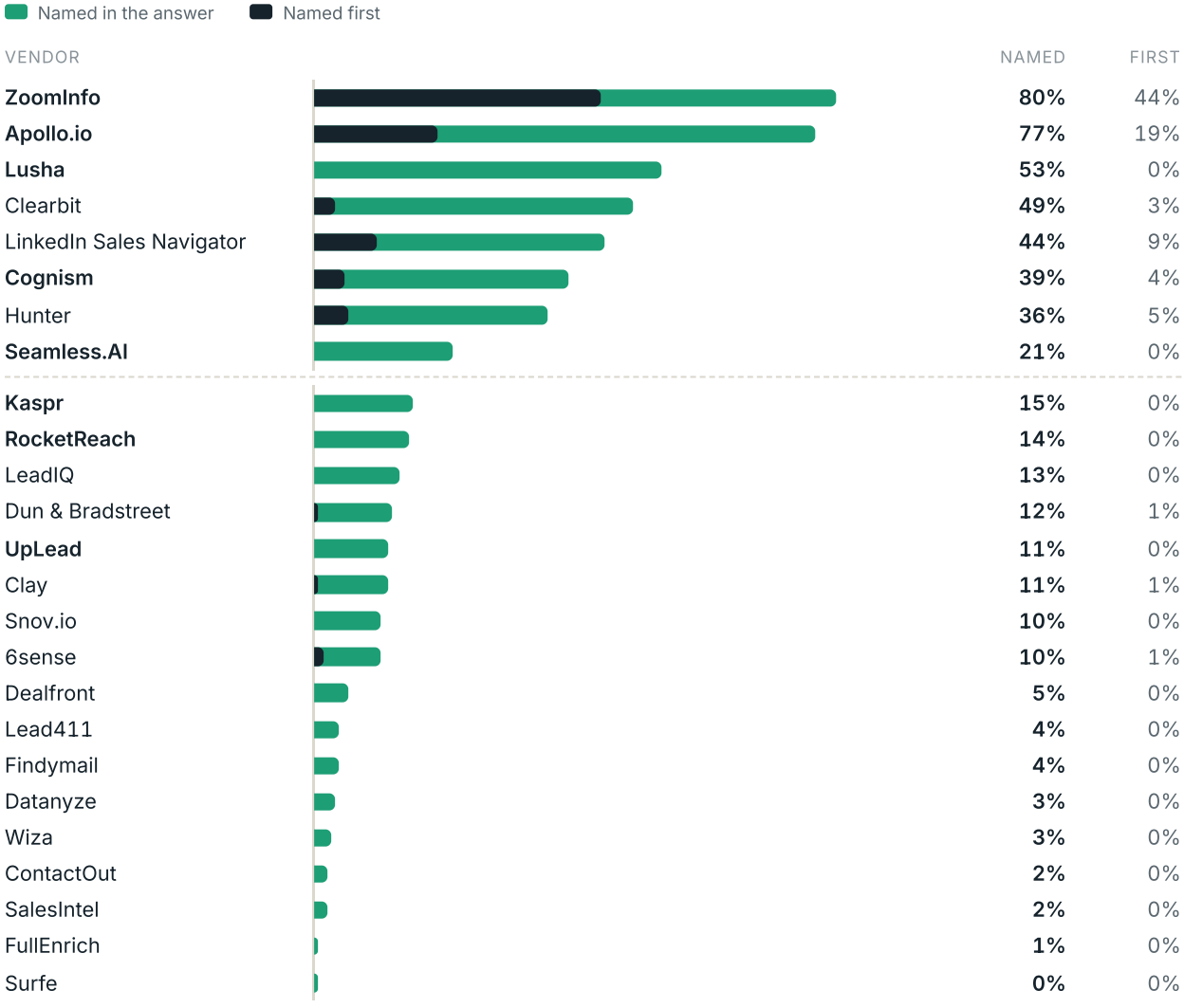
Two vendors are the default answer

ZoomInfo is named in 80% of the 160 answers and Apollo.io in 77%. No other vendor passes 53%.

Being named is not the same as being named first. Lusha appears in more than half the answers and is never the first vendor mentioned. Clearbit is named in 49% and leads 3%.

The tail is long. Lead411, Findymail, Datanyze, Wiza, ContactOut, SalesIntel and FullEnrich each appear in fewer than 5% of answers. Surfe was not named once.

FIGURE 1 **Share of answers naming each vendor, and share naming it first**



VENDOR	NAMED	FIRST
ZoomInfo	**80%**	44%
Apollo.io	**77%**	19%
Lusha	**53%**	0%
Clearbit	**49%**	3%
LinkedIn Sales Navigator	**44%**	9%
Cognism	**39%**	4%
Hunter	**36%**	5%
Seamless.AI	**21%**	0%
Kaspr	**15%**	0%
RocketReach	**14%**	0%
LeadIQ	**13%**	0%
Dun & Bradstreet	**12%**	1%
UpLead	**11%**	0%
Clay	**11%**	1%
Snov.io	**10%**	0%
6sense	**10%**	1%
Dealfront	**5%**	0%
Lead411	**4%**	0%
Findymail	**4%**	0%
Datanyze	**3%**	0%
Wiza	**3%**	0%
ContactOut	**2%**	0%
SalesIntel	**2%**	0%
FullEnrich	**1%**	0%
Surfe	**0%**	0%

160 answers: 40 neutral buyer questions put once to each of four engines on 6 October 2026. Figures are rounded. "First" is the earliest tracked vendor in the answer. Vendors in bold were also asked about by name.

FINDING 2

The four engines do not agree on who matters

Cognism is in 70% of Gemini's answers and 13% of ChatGPT's. Kaspr gets 35% from Gemini and nothing from ChatGPT. RocketReach shows up in 45% of Grok's answers and none of Gemini's.

Part of this is how much each engine says. Grok names 6.8 tracked vendors per answer on average, ChatGPT 3.6. A vendor that sits sixth or seventh in an engine's ranking makes Grok's list and misses ChatGPT's.

A check on one engine will mislead you in either direction.

FIGURE 2 **Share of each engine's answers naming the vendor**

VENDOR	CHATGPT	GEMINI	GROK	DEEPSEEK	GAP high minus low
ZoomInfo	73%	88%	75%	85%	15 pts
Apollo.io	65%	85%	83%	75%	20 pts
Lusha	28%	50%	70%	65%	43 pts
Clearbit	65%	23%	60%	48%	43 pts
LinkedIn Sales Navigator	13%	43%	65%	58%	53 pts
Cognism	13%	70%	58%	15%	58 pts
Hunter	10%	20%	55%	58%	48 pts
Seamless.AI	5%	5%	38%	38%	33 pts
Kaspr	0%	35%	23%	3%	35 pts
RocketReach	8%	0%	45%	5%	45 pts
LeadIQ	13%	3%	15%	23%	20 pts
Dun & Bradstreet	25%	3%	8%	13%	23 pts
UpLead	3%	13%	18%	13%	15 pts
Clay	0%	25%	18%	3%	25 pts
Snov.io	13%	0%	18%	10%	18 pts
6sense	13%	10%	15%	3%	13 pts

40 answers per engine. The 16 most-named vendors are shown. Darker cells mean the vendor is named more often.

FINDING 3

Vendors fade when the buyer describes a problem

Discovery questions such as "best B2B contact data provider" return vendor lists. Problem-led questions such as "our cold email bounce rate is over 10%" mostly return advice, and vendors appear far less.

ZoomInfo is in 100% of discovery answers and 43% of problem-led ones. Apollo.io goes from 97% to 38%. Kaspr is unusual: it is rarely named, but its rate barely moves (17% to 13%).

Buyers who arrive with a problem are earlier in the decision and have not picked a shortlist yet. That is where most vendors in this audit are missing.

FIGURE 3 **Share of answers naming the vendor, by type of question**

VENDOR	DISCOVERY "best X for Y"	USE CASE a specific need	PROBLEM-LED "we have this problem"	SHIFT discovery to problem
ZoomInfo	100%	85%	43%	−57 pts
Apollo.io	97%	83%	38%	−59 pts
Lusha	73%	52%	25%	−48 pts
Clearbit	62%	48%	30%	−32 pts
LinkedIn Sales Navigator	47%	52%	30%	−17 pts
Cognism	53%	38%	18%	−35 pts
Hunter	47%	35%	20%	−27 pts
Seamless.AI	35%	17%	8%	−27 pts
Kaspr	17%	15%	13%	−4 pts
RocketReach	23%	12%	5%	−18 pts
LeadIQ	20%	12%	5%	−15 pts
Dun & Bradstreet	10%	22%	0%	−10 pts
UpLead	18%	7%	8%	−10 pts
Clay	18%	7%	8%	−10 pts

60 discovery answers, 60 use-case answers and 40 problem-led answers across the four engines. The 14 most-named vendors are shown.

FINDING 4

Apollo.io is where the engines send unhappy ZoomInfo customers

Asked for a cheaper ZoomInfo alternative, all four engines named Apollo.io first. Asked for an Apollo alternative with better phone numbers, three of the four went to ZoomInfo first and Gemini went to Cognism.

The two leaders are each other's default replacement. A challenger that wants this traffic has to displace one of them in the answer, because the engines stop listing after a handful of names.

FIGURE 4 **The first alternative each engine named**

QUESTION ASKED	CHATGPT	GEMINI	GROK	DEEPSEEK
"best ZoomInfo alternative that's cheaper"	**Apollo.io**	**Apollo.io**	**Apollo.io**	**Apollo.io**
"Apollo alternatives with better phone numbers"	**ZoomInfo**	Cognism	**ZoomInfo**	**ZoomInfo**

One answer per engine per question. The vendor shown is the first tracked vendor named other than the one in the question. Bold marks the most common answer.

FINDING 5

Price answers are tight where vendors publish prices, and wide where they do not

UpLead and Kaspr list prices on their sites, and the three engines that answered gave entry prices that match. For Lusha, three engines gave ranges starting at $29 a month; its pricing page shows $37.45 on annual billing.

ZoomInfo publishes nothing. The engines' figures for a typical contract run from $10,000 to $50,000 a year, and one put the top tier at $150,000.

ChatGPT declined to give any figure for 6 of the 8 vendors and told the buyer to contact sales.

FIGURE 5 **Entry price quoted, per user per month unless stated**

VENDOR	CHATGPT	GEMINI	GROK	DEEPSEEK	VENDOR PRICING PAGE, 6 OCT 2026
ZoomInfo	$20k to $50k a year	$10k to $15k a year	$15k to $25k a year	$10k to $20k a year	Not published
Apollo.io	No figure given	$49 to $59	$49	$49	Not checked
Cognism	No figure given	$10k to $20k a year	No figure given	$75 to $150	Not published
Lusha	$50 to $200	$29 to $39	$29 to $49	$29 to $49	$37.45 annual, $49.90 monthly
Seamless.AI	No figure given	$65 to $147	$100 to $150	$1,000 to $1,500 a year	Not checked
UpLead	No figure given	$99, or $74 annual	$99	$99	$99, or $74 annual
RocketReach	No figure given	$50 to $60	$49 to $99	$99, or $83 annual	Not checked
Kaspr	No figure given	$49 annual, $65 monthly	$49 to $59	$49 annual	$49 annual, $65 monthly

Answers to "how much does [vendor] cost", one per engine. Where an engine gave several tiers, the lowest paid tier is shown. Listed prices were read from each vendor's public pricing page on 6 October 2026. "Not checked" means the page did not expose a price to our check; "Not published" means the vendor sells by quote.

FINDING 6

Every vendor gets the same first objection: the data is stale

Asked for the downsides of each vendor, all four engines raised outdated or inaccurate contacts for all eight. No vendor escapes it.

A few objections attach to particular vendors. Auto-renewal and cancellation come up for ZoomInfo in three of four answers and for nobody else in more than one. Thin coverage outside the home region is raised for Cognism by all four engines. Aggressive sales or upselling is raised for ZoomInfo and Apollo.io by three.

FIGURE 6 **How many of the four engines raised each objection**

VENDOR	STALE OR WRONG CONTACTS	CREDITS RUN OUT	PRIVACY OR GDPR EXPOSURE	THIN OUTSIDE ITS HOME REGION	AUTO-RENEWAL OR HARD TO CANCEL	AGGRESSIVE SALES OR UPSELL	LEARNING CURVE
ZoomInfo	●●●●	●●●○	●●●●	●○○○	●●●○	●●●○	●●●○
Apollo.io	●●●●	●●●●	●●○○	●●●○	○○○○	●●●○	●●●●
Cognism	●●●●	●○○○	●●●●	●●●●	●○○○	●○○○	●●●○
Lusha	●●●●	●●●●	●●●●	●●○○	●○○○	●○○○	●○○○
Seamless.AI	●●●●	●●●●	●●●●	○○○○	●○○○	●●○○	●●○○
UpLead	●●●●	●●●●	●●○○	●●○○	●○○○	○○○○	●○○○
RocketReach	●●●●	●●●○	●●●●	●○○○	●○○○	●○○○	●○○○
Kaspr	●●●●	●●●○	●●●●	●●○○	○○○○	○○○○	●●●○

Answers to "what are the downsides of [vendor]", one per engine. Each answer was checked for words tied to the objection, so a filled dot means the engine raised the subject, not how strongly. Treat this as a guide to what gets said.

WHAT THIS MEANS

Where you stand decides what to do next

If you are one of the two leaders	You are in the answer by default. Your exposure is what the engines say next: contract terms for ZoomInfo, data freshness for both. Those lines are being read to buyers before they reach your site.
If you are named in 10% to 50% of answers	Your visibility is engine-dependent. Find the engines and question types where you drop out (Figures 2 and 3) and look at what those engines are drawing on. A vendor at 70% on one engine and 13% on another has a sourcing problem on the second.
If you are under 5%	The engines do not know you well enough to list you. Comparison and alternatives questions are the realistic way in: they are where an engine reaches past its first two names.
Whoever you are	Measure more than once. One pass on one day is enough to see the shape of a category and not enough to manage against. Rates move between runs, engines are replaced, and the versions with web search answer differently from the ones tested here.

RIVARISE

Rivarise tracks what AI engines say when buyers ask about your category: who gets named, who gets named first, and what is said about you. It runs your questions on a schedule across the major engines and shows how the answers change.

TRACK YOUR OWN BRAND

rivarise.com

METHOD AND LIMITS

How this audit was run, and what it cannot tell you

QUESTIONS

Discovery	15
Use case	15
Problem-led	10
Comparison	10
Validation	24
Total	**74**

Discovery, use-case and problem-led questions name no vendor. Only those 40 feed the share-of-answers figures. Comparison and validation questions name a vendor in the question, so counting them would measure how we wrote the questions.

ENGINES

ChatGPT	OpenAI API, web search off
Gemini	Google API, web search off
Grok	xAI API, web search off
DeepSeek	DeepSeek API, web search off

Each question was sent as a single message with no system prompt and no history, once per engine, on 6 October 2026. 296 answers were collected and none failed.

COUNTING

A vendor counts as named when its name, a listed alias or its domain appears in the answer. "Named first" is the tracked vendor that appears earliest. We tracked 25 vendors, chosen before the run; eight of them were also asked about by name.

LIMITS

- **One pass.** Engines give different answers to the same question on different runs. A single pass shows the shape of the category. It does not give a stable rate for any one vendor.
- **API answers, web search off.** The engines answered from training data and cited nothing. The apps people use can search the web, and each provider runs several versions, so the same question in the app may get a different answer.
- **Answer length.** Answers were capped at about 1,000 tokens, roughly 750 words. A few long answers were cut off, which can drop vendors named late in a list.
- **Name matching.** Vendors whose names are ordinary words are matched strictly, so they may be slightly undercounted.
- **Vendors we did not track.** The answers named tools outside our list of 25. They are not in the figures.
- **US English.** Questions were written for a US buyer.
- **Objections are keyword-coded.** Figure 6 records whether a subject came up, by matching words in the answer.

INDEPENDENCE

Rivarise sells AI visibility tracking and has no commercial relationship with any vendor named here. No vendor saw the results before publication. Raw answers are available on request.

APPENDIX

The 74 questions

DISCOVERY

1 best B2B contact data provider
2 most accurate B2B email and phone number database
3 best sales intelligence tool for a startup
4 which B2B data provider has the best data quality in 2026
5 top tools to find prospect phone numbers
6 best B2B lead database for small sales teams
7 best contact data platform for mid-market companies
8 best GDPR compliant B2B data provider
9 what tools do SDRs use to find contact info
10 best email finder tool for outbound sales
11 best data enrichment tool for a CRM
12 which B2B contact database has the best direct dial coverage
13 I'm setting up outbound for the first time, which contact data tool should I buy
14 what's the best value B2B contact database right now
15 which contact data providers do sales leaders actually recommend

USE CASE

16 best contact data for selling into healthcare in the US
17 contact data tool with accurate mobile numbers for cold calling
18 best B2B data provider for EMEA prospects
19 best prospecting data for selling to companies under 50 employees
20 B2B data tool with a Chrome extension for LinkedIn prospecting
21 contact data provider that integrates with HubSpot and Salesforce
22 best data for finding decision makers at manufacturing companies
23 cheapest contact data for a 3-person sales team on a tight budget
24 B2B data with intent signals for an enterprise sales team
25 best contact data for a recruiting agency selling to HR leaders
26 best B2B contact data for the UK and DACH markets
27 contact data provider with pay-as-you-go credits and no annual contract
28 best tool to build a list of 5,000 verified emails for a cold email campaign
29 B2B contact data with an API for enriching inbound leads
30 best contact database for selling to IT and security leaders

PROBLEM-LED

31 our cold email bounce rate is over 10%, how do we fix our contact data
32 our SDRs waste hours finding phone numbers, what tool should we use
33 most of our dials hit wrong numbers, how do we get better mobile data
34 how do we stay GDPR compliant when prospecting in Europe
35 our contact data renewal is too expensive, what are our options
36 half the contacts in our CRM have changed jobs, how do we keep the data fresh
37 we burn through data credits too fast, which provider gives the most for the money
38 our reps don't trust the emails in our database, how do we verify them
39 we need direct dials for C-level executives and keep reaching switchboards, what works
40 we're a 5-person startup and can't afford an enterprise data contract, what should we use

COMPARISON

41 ZoomInfo vs Apollo for a 10-person sales team
42 Cognism vs ZoomInfo for European data
43 Lusha vs Kaspr for finding mobile numbers
44 UpLead vs RocketReach
45 Seamless.AI vs Apollo, which has more accurate data
46 Lusha vs Cognism for a UK sales team
47 RocketReach vs Seamless.AI for email accuracy
48 Kaspr vs UpLead for a small sales team
49 best ZoomInfo alternative that's cheaper
50 Apollo alternatives with better phone numbers

VALIDATION, ASKED FOR EACH OF 8 VENDORS

51 is [vendor] data accurate
59 how much does [vendor] cost
67 what are the downsides of [vendor]

Vendors asked about by name: ZoomInfo, Apollo.io, Cognism, Lusha, Seamless.AI, UpLead, RocketReach, Kaspr.

VENDORS TRACKED

6sense, Apollo.io, Clay, Clearbit, Cognism, ContactOut, Datanyze, Dealfront, Dun & Bradstreet, Findymail, FullEnrich, Hunter, Kaspr, Lead411, LeadIQ, LinkedIn Sales Navigator, Lusha, RocketReach, SalesIntel, Seamless.AI, Snov.io, Surfe, UpLead, Wiza, ZoomInfo.