

Apollo.io vs ProductQuant

Competitor One-Pager | B2B Intent Data & Sales Intelligence | Updated May 2026

Verdict: Apollo is a strong all-in-one sales platform with good contact data and outreach automation. But it lacks signal depth — intent data is limited to 6–12 topics, and there's no multi-platform signal intelligence. ProductQuant fills this gap with 14+ platform signal coverage, real-time alerts, and a flat-rate pricing model that doesn't require credit tracking.

Company Overview

Dimension	Apollo.io	ProductQuant
Founded	2015	2025
Customer Base	600,000+ companies (~40K paying)	New entrant — early customers
Database	210M+ contacts, 30M+ companies	Focused signal intelligence from 14+ platforms
Target Market	SMB to Mid-Market (1–50 seats)	SMB to Mid-Market
Core Differentiator	Unified sales platform: data + sequencing + engagement	Intent signal detection + platform arbitrage

Pricing Comparison

Plan	Apollo.io	ProductQuant
Free	\$0 (900 credits/yr, very limited)	\$0 (limited preview)
Basic	\$49/user/mo annual (30K credits/yr)	—
Professional	\$79/user/mo annual (48K credits/yr)	From \$147/mo
Organization	\$119/user/mo annual (min 3 users)	Custom
Pricing Model	Per-seat + credit consumption	Flat-rate, no credit system
Real Cost (5 users)	\$245–\$595/mo + credit overages	Same flat rate regardless of team size
Hidden Costs	Credit overages, phone credits (8 credits each)	None — all signals included

Signal Quality & Platform Coverage

Capability	Apollo.io	ProductQuant
Contact Database	✅ 210M+ contacts, decent accuracy	✅ Enriched via multiple providers
Email Sequencing	✅ Built-in, A/B testing on Pro+	⌚ Coming (integration with cold email tool)
Intent Data	⚠️ Limited: 6 topics (Pro) or 12 (Org)	✅ Unlimited signal categories from 14+ platforms
Signal Sources	Basic web intent + CRM activity	14+ platforms: LinkedIn, X, Reddit, Telegram, GitHub, Habr, VC.ru, VK, TenChat, hh.ru, Dzen, Setka, 2GIS, DaData, zakupki.gov.ru

Real-Time Alerts	⚠ Limited to CRM-integrated activity	✅ Real-time multi-platform signal detection
International Data	⚠ US-heavy, weaker EU/Asia	✅ Strong RU/EU coverage plus global signals
Bulk Enrichment	✅ Yes (credit consumption)	✅ Yes (included)

Apollo — Key Strengths

- **All-in-one platform:** Contact database + email sequencing + CRM integrations in one tool
- **Generous free tier:** Free plan with 900 credits/yr — good for solo evaluation
- **AI features:** AI Assistant, AI Research, AI Composer for email personalization
- **Credit system flexibility:** Unified credits for all data actions — easier than ZoomInfo's multi-bucket system
- **Chrome extension:** Seamless LinkedIn prospecting with contact reveals in-browser
- **Workflow automation:** Advanced automation on Professional plan for multi-channel sequences

Apollo — Key Weaknesses

- ⚠ **Shallow intent data:** Only 6–12 intent topics — can't capture nuanced buying signals like hiring, product launches, pricing changes
- ⚠ **Credit system = budget unpredictability:** Phone reveal costs 8 credits each. Teams doing heavy outbound burn credits fast (est. \$150–\$400/user/mo real cost)
- ⚠ **Per-seat pricing:** A 5-person team pays 5x the listed price. Costs compound as team grows
- ⚠ **Poor RU/EU signal coverage:** No Habr, VC.ru, VK, TenChat, hh.ru, DaData, 2GIS signal sources
- ⚠ **No conversation intelligence:** Call recording only on Professional plan, no native dialer
- ⚠ **CRM integration depth:** Full integration gated behind Professional plan

When to Choose Each

Choose Apollo.io When	Choose ProductQuant When
You need a contact database and outreach sequences in one tool	You need real buying signals — not just contacts
Your team is 1-5 reps prospecting US market	You target Russian, EU, or APAC markets
You can manage credit budgets carefully	You want predictable flat-rate pricing
You need A/B testing for sequences (Pro+)	You need signals from social, hiring, pricing, and regulatory changes
You already have a CRM workflow Apollo integrates with	You're building a new pipeline and want signal-first prospecting

ProductQuant Advantage: Apollo gives you contacts and sequencing. ProductQuant gives you **actionable buying signals**. While Apollo covers 6 intent topics from web browsing, ProductQuant scans 14+ signal platforms for hiring moves, product launches, pricing changes, funding events, and regulatory shifts — then delivers them in real time with flat-rate pricing. A 5-person team using Apollo pays \$245–\$595/mo **before** credit overages. ProductQuant charges the same flat rate for the whole team.

[Try ProductQuant](#) → productquant.dev | Start from \$147/mo, no credit tracking