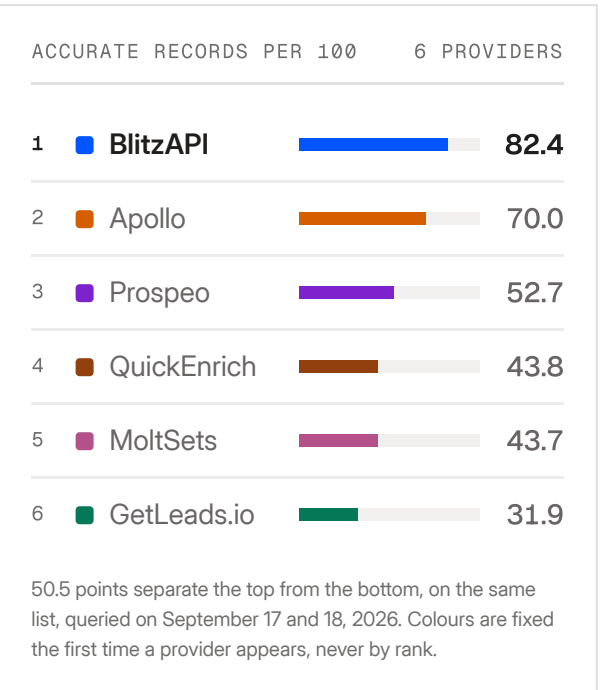


B2B data provider benchmark, September 2026

This benchmark measures B2B contact data providers on coverage, accuracy, stale records and results by segment, using one shared list of LinkedIn profiles. The September 2026 edition compares Apollo, BlitzAPI, GetLeads.io, MoltSets, Prospeo and QuickEnrich.

Run by BlitzAPI, one of the 6 providers measured. The reference every answer is scored against comes from none of them. [How to check us](#)

Measured on September 17, 2026 on 3,445 profiles · Queried on September 17 and 18, 2026
6 providers ranked · Protocol v1

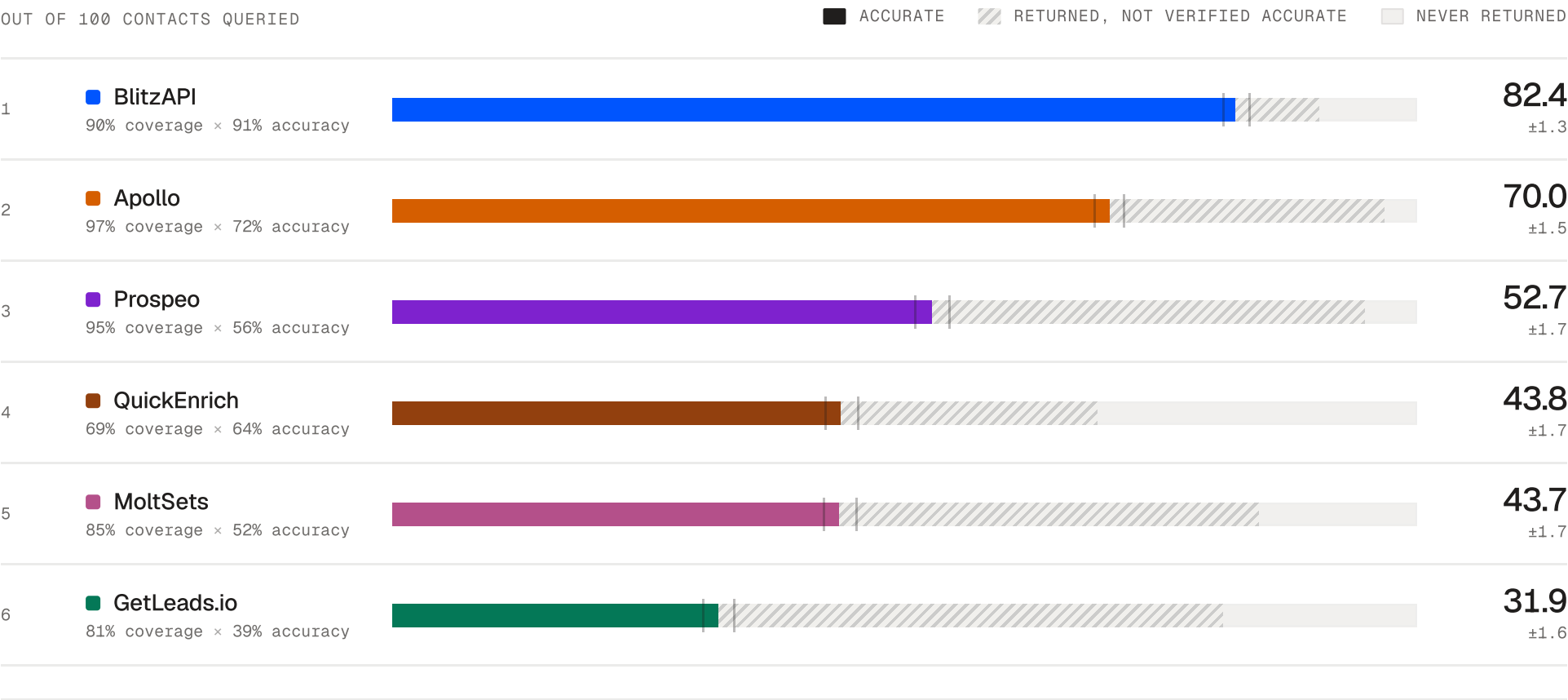


01

The ranking: accurate records per 100 contacts

One number ranks these providers, and it is the only one you can budget against: out of 100 contacts you send, how many come back with the right current employer and a matching title. It is coverage multiplied by accuracy, so nobody can lift it by answering less often, or by answering more loosely.

Out of 100 contacts, the strongest provider hands back 82.4 usable records and the weakest 31.9. The rest were either returned but not verified accurate, or never returned.



Each track is the same 100 contacts. Solid is right, hatched came back but was not verified accurate (different title, stale employer or unverifiable), empty never came back at all. The two serifs on the solid part are the confidence interval.

n = 3,445 · September 17, 2026 · test 2026-09-17_combined

THE EXACT NUMBERS

PROVIDER	RANK	COVERAGE % of queried	ACCURACY % of answered	ACCURATE PER 100	INTERVAL
BlitzAPI	1	90.4%	91.2%	82.4	81.1 to 83.7
Apollo	2	96.8%	72.3%	70.0	68.4 to 71.5
Prospeo	3	94.9%	55.5%	52.7	51.0 to 54.4
QuickEnrich	4	68.8%	63.7%	43.8	42.2 to 45.5
MoltSets	5	84.6%	51.7%	43.7	42.1 to 45.4
GetLeads.io	6	81.1%	39.3%	31.9	30.3 to 33.4

COVERAGE

69% to 97%

How often a provider answers at all. A stale answer still counts here.

ACCURACY

39% to 91%

How often that answer carries the right current employer and a matching title.

ACCURATE RECORDS PER 100

31.9 to 82.4

The only measure nobody can improve by answering less often, or more loosely.

Apollo answers most often, on 96.8% of the list, and 72.3% of those answers are right. Which side matters depends on whether an unusable row costs you more than a missing one.

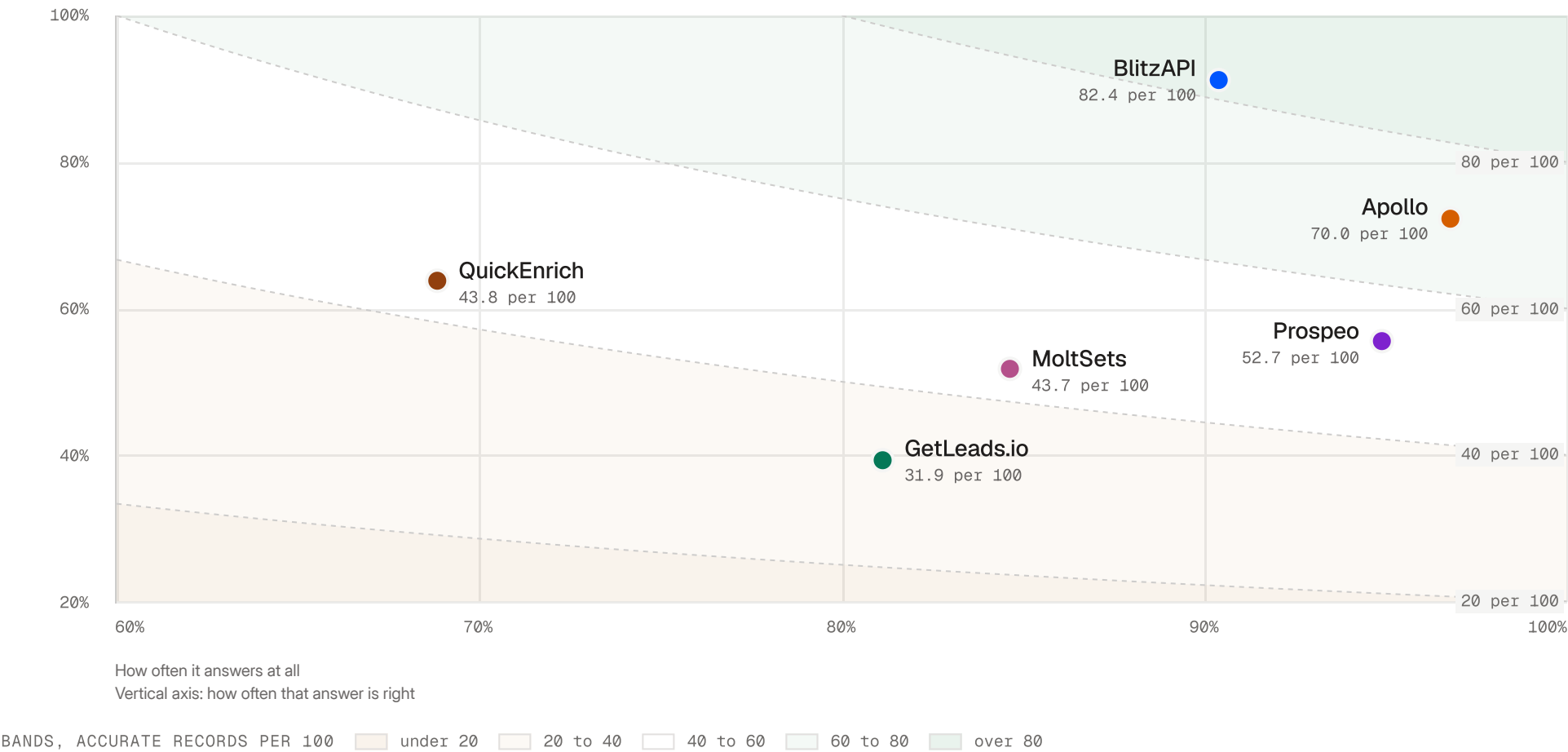
02

Reach against accuracy

A record is lost in one of two places: the provider never returns it, or the answer it returns is not verified accurate, because the title differs, the employer is one the person has left, or the answer cannot be verified.

Answering more often and answering correctly pull against each other: the provider with the widest reach is not the one that is right most often.

EVERY PROVIDER ON ONE FRAME: HOW OFTEN IT ANSWERS, AND HOW OFTEN THAT ANSWER IS RIGHT



- BlitzAPI answers on 90%, right on 91% of those, 82.4 accurate per 100
- Prospeo answers on 95%, right on 56% of those, 52.7 accurate per 100
- MoltSets answers on 85%, right on 52% of those, 43.7 accurate per 100

- Apollo answers on 97%, right on 72% of those, 70.0 accurate per 100
- QuickEnrich answers on 69%, right on 64% of those, 43.8 accurate per 100
- GetLeads.io answers on 81%, right on 39% of those, 31.9 accurate per 100

Further right means it answers more often. Higher means the answer is right more often.
The dashed curves join the pairs that produce the same number of accurate records, so two providers on one curve are worth the same.

n = 3,445 · September 17, 2026 · test 2026-09-17_combined

PROVIDER	QUERIED	RETURNED	RIGHT EMPLOYER	RIGHT EMPLOYER AND TITLE
BlitzAPI	3,445 100.0%	3,115 90.4%	2,919 84.7%	2,840 82.4%
Apollo	3,445 100.0%	3,334 96.8%	2,919 84.7%	2,411 70.0%
Prospeo	3,445 100.0%	3,271 94.9%	2,188 63.5%	1,816 52.7%
QuickEnrich	3,445 100.0%	2,370 68.8%	1,786 51.8%	1,510 43.8%
MoltSets	3,445 100.0%	2,915 84.6%	1,917 55.6%	1,507 43.7%
GetLeads.io	3,445 100.0%	2,793 81.1%	1,892 54.9%	1,098 31.9%

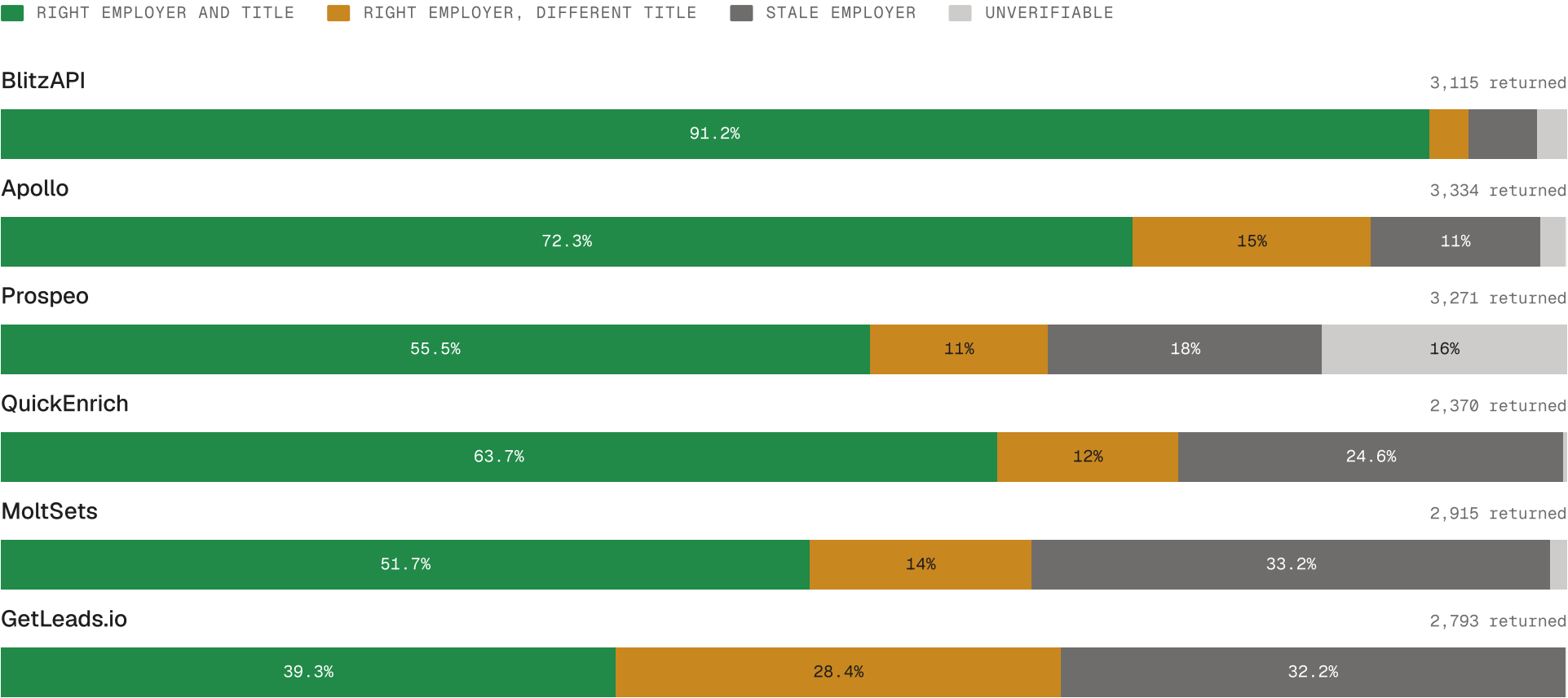
The top right corner is the only place worth being: answering often, and answering correctly.
Nobody is there. The distance from it is what a provider costs you, in rows you never get plus rows you cannot use.

03

What a wrong answer is made of

Each provider's answers are broken down into four verdicts: right employer and title, right employer with a different title, stale employer, and unverifiable.

Accuracy is the green band on the left, from 39% to 91%. For 5 of the 6, the widest band after it is an employer the person has left; only Apollo loses more to titles that do not match.



Shares of what each provider returned, so the four verdicts always add up to 100%. Rows keep the order of section 01, which ranks on accurate records per 100: a provider can be right more often than the row above it and still sit lower, because it answers less often.

n = 17,798 · September 17, 2026 · test 2026-09-17_combined

PROVIDER	RETURNED	RIGHT EMPLOYER AND TITLE % of returned	RIGHT EMPLOYER, DIFFERENT TITLE % of returned	STALE EMPLOYER % of returned	UNVERIFIABLE % of returned
 BlitzAPI	3,115	91.2% 2,840	2.5% 79	4.4% 138	1.9% 58
 Apollo	3,334	72.3% 2,411	15.2% 508	10.8% 360	1.6% 55
 Prospeo	3,271	55.5% 1,816	11.4% 372	17.5% 574	15.6% 509
 QuickEnrich	2,370	63.7% 1,510	11.6% 276	24.6% 582	0.1% 2
 MoltSets	2,915	51.7% 1,507	14.1% 410	33.2% 969	1.0% 29
 GetLeads.io	2,793	39.3% 1,098	28.4% 794	32.2% 900	0.0% 1

A stale employer is usually lag, not invention: 84% to 94% of stale answers name a company the person really worked for, just not now.

Data quality after a job change

On accurate records per 100, every provider is at its best on jobs older than a year, and all of them bottom out no later than 4 to 6 months after the move. The drop runs from 23 points for the steadiest to 56 for the most brittle.

ACCURATE RECORDS PER 100 CONTACTS QUERIED, BY MONTHS SINCE THE CURRENT JOB STARTED

PROVIDER	0 TO 1 n = 785	2 TO 3 n = 916	4 TO 6 n = 255	7 TO 12 n = 448	12+ n = 1,041	SHAPE
 BlitzAPI	65	73	93	95	96	
 Apollo	56	67	74	78	79	
 Prospeo	35	31	56	74	75	
 QuickEnrich	22	19	31	68	75	
 MoltSets	29	27	21	48	73	
 GetLeads.io	22	17	20	38	53	

READING AID  weakest to strongest within a column. Bold marks the strongest value of the column.

Color is a reading aid only, computed inside each column, and every value is written in the cell. This printed copy shows accurate records per 100; accuracy, coverage and the stale rate cover the same people and are on the web page, behind the measure selector.

n = 3,445 · September 17, 2026 · test 2026-09-17_combined

05

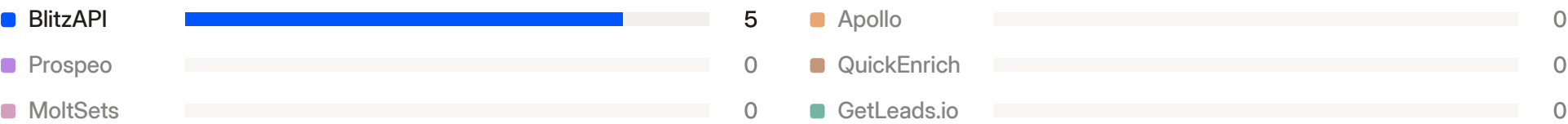
Results by segment: country, seniority, company size

Six dimensions, and for each one the count of segments a provider leads before any single row is read. A row is ranked only above 100 contacts, and a row whose top two values sit inside each other's confidence interval is marked as too close to separate.

ACCURATE RECORDS PER 100 CONTACTS QUERIED

Cohort 6 of 6 segments, 1 too close to separate

SEGMENTS LED, OF 6 RANKED 1 too close to call

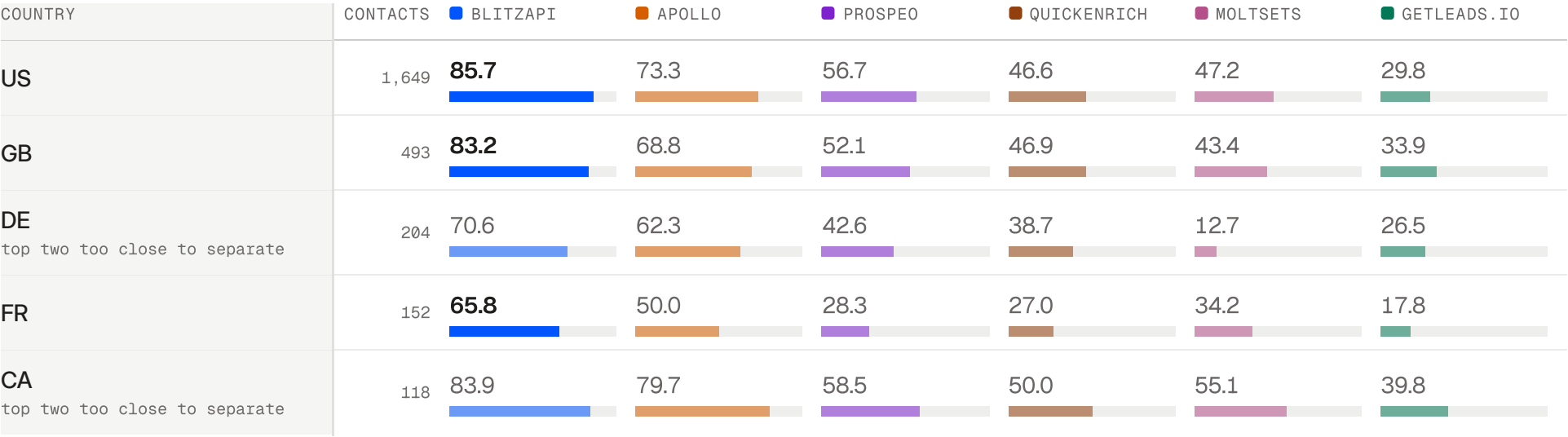


COHORT	CONTACTS	BLITZAPI	APOLLO	PROSPEO	QUICKENRICH	MOLTSETS	GETLEADS.IO
New jobs · Americas top two too close to separate	835	71.6	67.3	39.6	23.2	31.5	20.8
New jobs · Europe	723	62.4	52.4	22.8	16.2	23.9	16.6
Large cos · US/UK	494	93.1	77.3	67.8	62.6	57.7	41.7
SMB industry · US	490	96.1	80.4	70.2	64.3	63.9	45.1
SMB · EMEA	454	94.9	78.9	71.6	68.3	51.3	46.3
Micro cos · US	449	95.5	74.8	70.4	59.0	53.5	37.2

Country 5 of 5 segments, 2 too close to separate

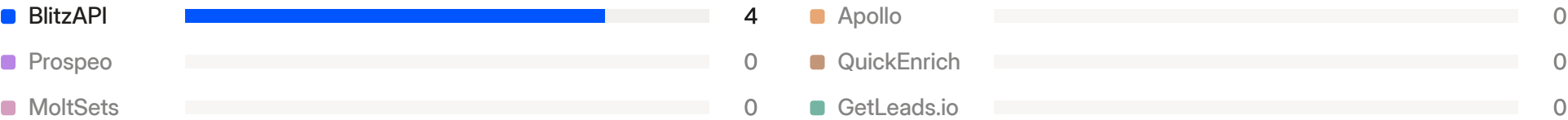
SEGMENTS LED, OF 5 RANKED 2 too close to call

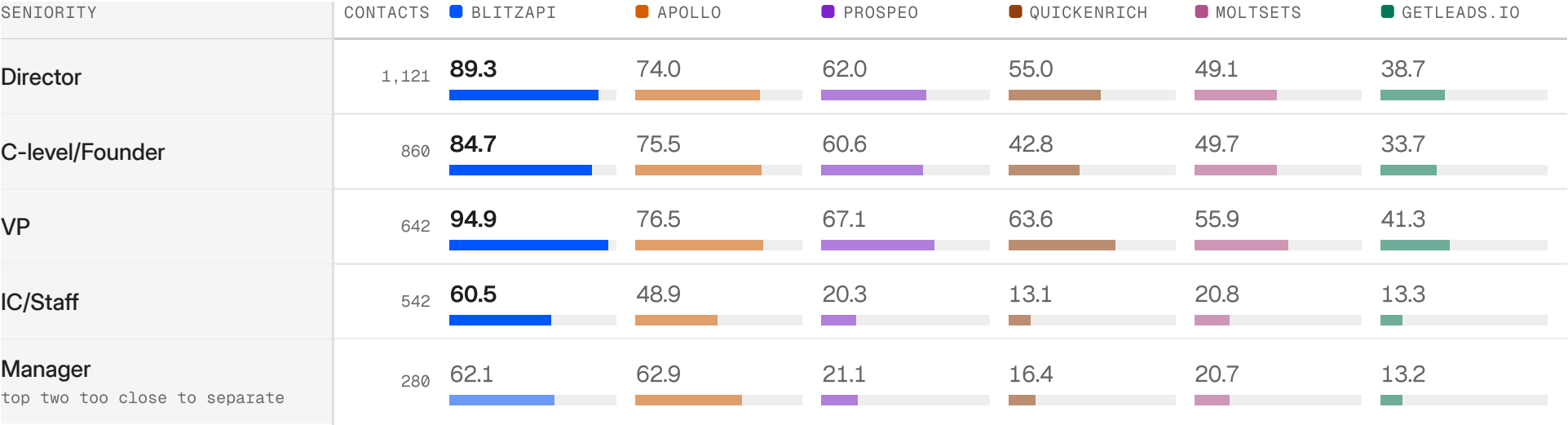
BlitzAPI	3	Apollo	0
Prospero	0	QuickEnrich	0
MoltSets	0	GetLeads.io	0



Seniority 5 of 5 segments, 1 too close to separate

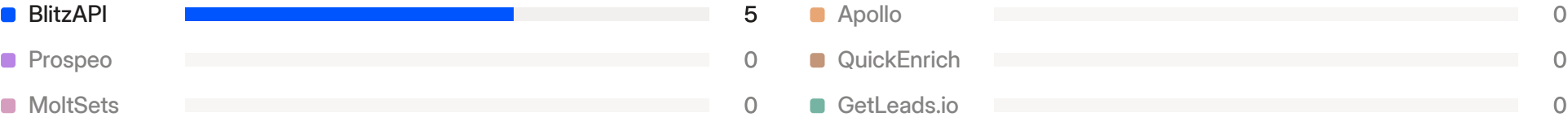
SEGMENTS LED, OF 5 RANKED 1 too close to call





Company size 9 of 9 segments, 3 too close to separate

SEGMENTS LED, OF 8 RANKED 3 too close to call

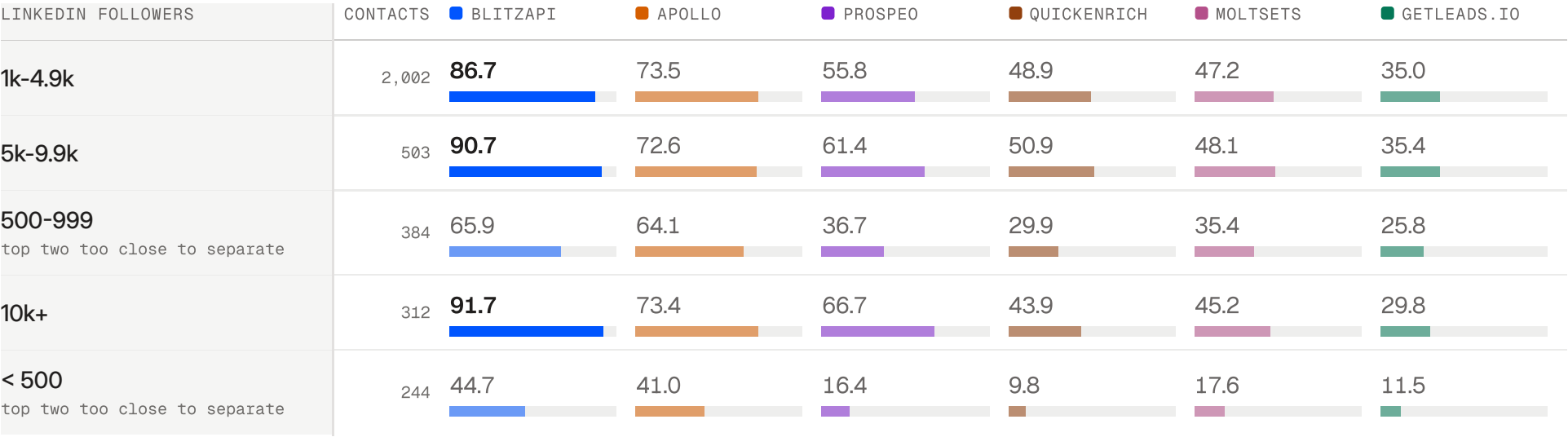


COMPANY SIZE	CONTACTS	BLITZAPI	APOLLO	PROSPEO	QUICKENRICH	MOLTSETS	GETLEADS.IO
(unknown)	939	78.0	67.3	50.1	35.9	39.4	29.4
51-200	599	87.3	73.1	57.4	53.1	49.2	35.2
1001-5000	499	84.8	72.1	54.3	48.9	47.1	35.9
11-50	429	90.7	73.4	59.4	50.8	50.8	32.9
201-500	374	88.0	74.1	60.4	52.1	48.7	38.2
10001+ top two too close to separate	202	65.3	55.0	24.8	19.3	25.2	15.8
1-10 top two too close to separate	183	80.3	73.2	53.6	42.1	42.1	31.1
501-1000 top two too close to separate	148	75.7	66.9	47.3	40.5	39.2	26.4
5001-10000 small sample, not ranked	72	73.6	62.5	44.4	30.6	29.2	27.8

LinkedIn followers 5 of 5 segments, 2 too close to separate

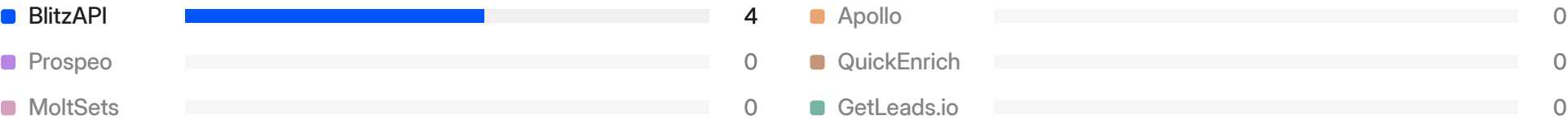
SEGMENTS LED, OF 5 RANKED 2 too close to call

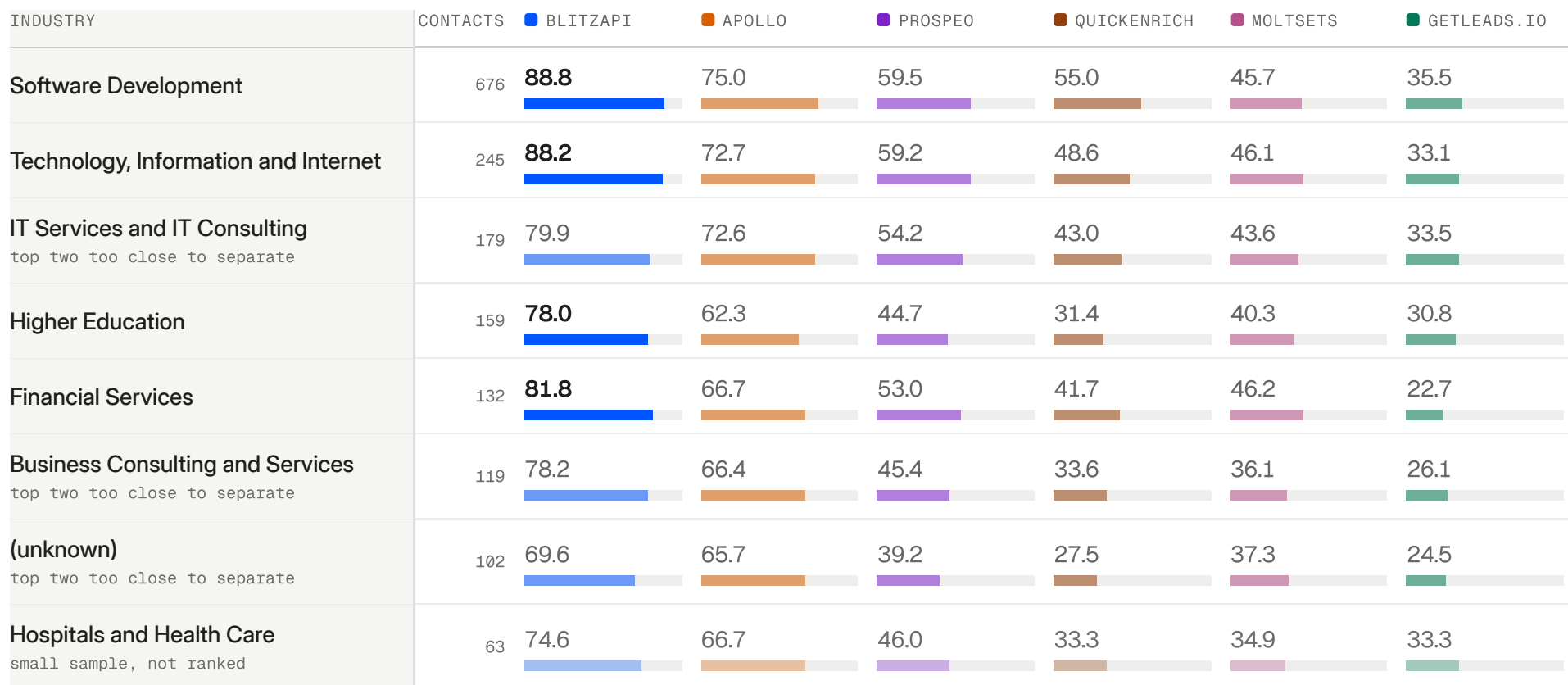
BlitzAPI		3	Apollo		0
Prospero		0	QuickEnrich		0
MoltSets		0	GetLeads.io		0



Industry 8 of 22 segments, 3 too close to separate

SEGMENTS LED, OF 7 RANKED 3 too close to call





Where each provider falls behind, including us. On accurate records per 100, BlitzAPI is behind on 1 of the 36 ranked segments, Apollo on 35, Prospeo, QuickEnrich, MoltSets and GetLeads.io on all 36. The tables above carry every value behind that sentence. This printed copy shows accurate records per 100 only; the same rows on coverage and on accuracy, where the order is not the same, are on the web page.

The counts above are on accurate records per 100. On coverage, which this printed copy leaves out, the picture moves: Apollo returns more contacts than every other provider on 5 of the 6 cohorts, and Prospeo returns more on New jobs · Europe (93.8%).

06

Head to head: every provider pair

If you are replacing one provider with another, this is the comparison that matters. Each pair is scored only on the contacts they both returned, so a provider cannot look good here by staying silent.

On the contacts both providers returned, 1 of the 15 pairs is too close for this test to separate.

POINTS OF ACCURACY, ROW AGAINST COLUMN, ON THE CONTACTS BOTH RETURNED

Row is ahead by	BlitzAPI	Apollo	Prospeo	QuickEnrich	MoltSets	GetLeads.io	Ahead on
BlitzAPI		+18.1 3,081	+33.4 3,033	+28.7 2,287	+39.8 2,730	+52.4 2,683	5 of 5
Apollo	-18.1 3,081		+16.7 3,213	+14.3 2,366	+24.3 2,889	+37.1 2,784	4 of 5
Prospeo	-33.4 3,033	-16.7 3,213		too close	+7.9 2,895	+24.3 2,762	2 of 5 1 too close
QuickEnrich	-28.7 2,287	-14.3 2,366	too close		+10.1 2,176	+22.7 2,292	2 of 5 1 too close
MoltSets	-39.8 2,730	-24.3 2,889	-7.9 2,895	-10.1 2,176		+13.0 2,578	1 of 5
GetLeads.io	-52.4 2,683	-37.1 2,784	-24.3 2,762	-22.7 2,292	-13.0 2,578		0 of 5

Row ahead, darker is a wider gap Row behind Gap inside the combined interval

Small figure in each cell: contacts both providers returned

Read a row against the columns. Coverage drops out: each pair is measured only on the people both providers answered for. A cell is tinted only when the row is ahead, so a full row is a provider ahead of everyone.

n = 3,213 · September 17, 2026 · test 2026-09-17_combined

PAIR	BOTH RETURNED	FIRST IS RIGHT	SECOND IS RIGHT	GAP
BlitzAPI vs GetLeads.io	2,683	92.1%	39.7%	52.4 pts
BlitzAPI vs MoltSets	2,730	92.1%	52.3%	39.8 pts
Apollo vs GetLeads.io	2,784	76.4%	39.3%	37.1 pts
BlitzAPI vs Prospeo	3,033	91.3%	57.9%	33.4 pts
BlitzAPI vs QuickEnrich	2,287	93.4%	64.7%	28.7 pts
Apollo vs MoltSets	2,889	76.0%	51.7%	24.3 pts
Prospeo vs GetLeads.io	2,762	63.3%	39.0%	24.3 pts
QuickEnrich vs GetLeads.io	2,292	64.5%	41.8%	22.7 pts
BlitzAPI vs Apollo	3,081	91.4%	73.3%	18.1 pts
Apollo vs Prospeo	3,213	73.1%	56.4%	16.7 pts
Apollo vs QuickEnrich	2,366	78.0%	63.7%	14.3 pts
MoltSets vs GetLeads.io	2,578	52.3%	39.3%	13.0 pts
QuickEnrich vs MoltSets	2,176	64.2%	54.1%	10.1 pts
Prospeo vs MoltSets	2,895	59.5%	51.6%	7.9 pts
Prospeo vs QuickEnrich	2,327	66.8%	63.8%	too close within the interval

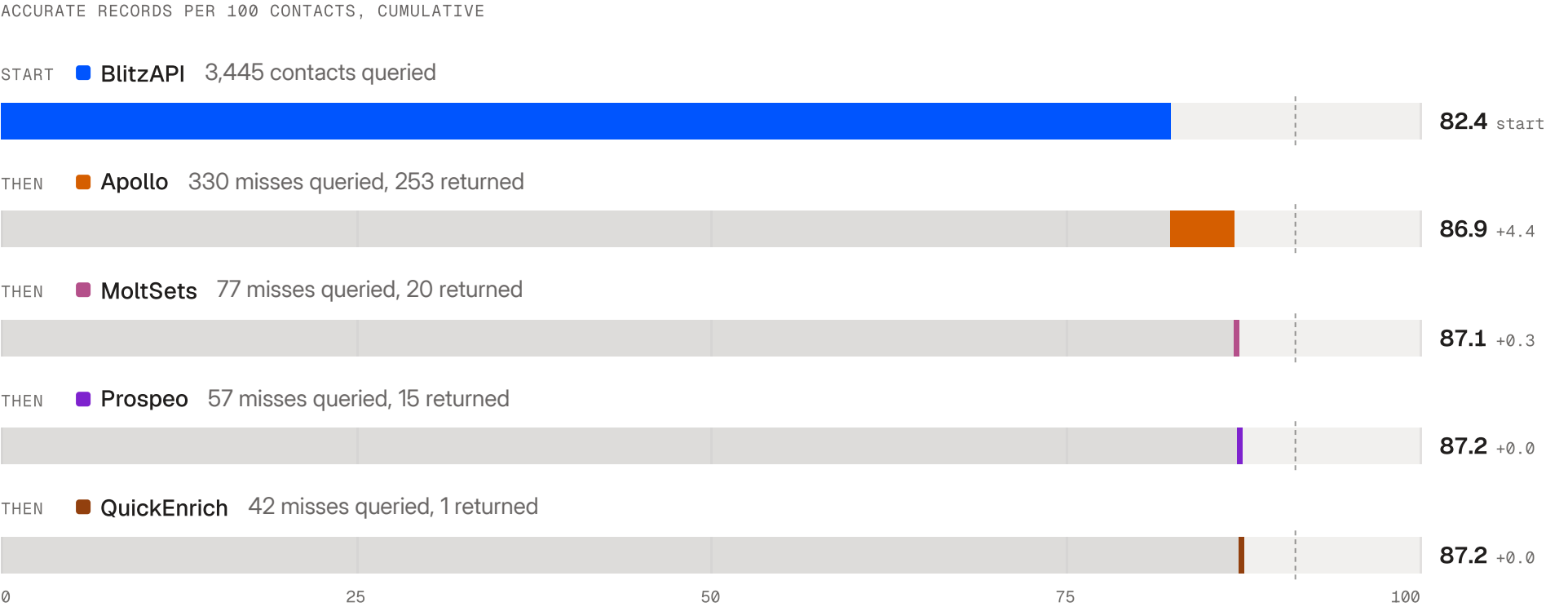
One page per pair against BlitzAPI. Each one sets out, in order, the main measures side by side (accurate records per 100, coverage, accuracy, the wrong title rate and the stale employer rate), each counted on the whole list or on what each provider returned, with the count of published segment comparisons the other provider leads or ties; each provider's answers split into four verdicts; the pair scored on the contacts both returned; and how both hold up after a job change: [vs Apollo](#), [vs Prospeo](#), [vs QuickEnrich](#), [vs MoltSets](#) and [vs GetLeads.io](#).

07

Waterfall: what a second provider adds

The usual answer to a coverage gap is to buy a second provider and fall back to it. Here is what that buys, measured rather than assumed: each step only queries the contacts no earlier step returned.

Querying a second provider on the misses lifts the run from 82.4 to 86.9 accurate records per 100. A third adds 0.3.



--- Best possible with all providers: 91.2. Reaching it would mean knowing which answers are wrong without a reference.

Each step queries only the contacts no earlier step returned, which is what a waterfall can really recover. The chain starts from the top of the ranking, a sorting rule rather than a recommendation.

n = 3,445 · September 17, 2026 · test 2026-09-17_combined

CHAIN	QUERIED AT THIS STEP	COVERAGE	ACCURATE PER 100	RECORDS GAINED
BlitzAPI	3,445	90.4%	82.4	
BlitzAPI then Apollo	330	97.8%	86.9	+153
BlitzAPI then Apollo then MoltSets	77	98.3%	87.1	+9
BlitzAPI then Apollo then MoltSets then Prospeo	57	98.8%	87.2	+1
BlitzAPI then Apollo then MoltSets then Prospeo then QuickEnrich	42	98.8%	87.2	+1

The ceiling for any combination is 91.2 per 100, the share of contacts where at least one of the 6 providers is right. Reaching it would mean knowing which answers are wrong without a reference, which is the whole problem.

08

Every measure, side by side

The measures that rank, in one table, including the rows that flatter nobody. Colour is a reading aid only, computed inside each row: green towards the better end, amber towards the weaker one. Rows that describe a run rather than score it, such as the query date, carry no colour and no mark.

MEASURE	BLITZAPI	APOLLO	PROSPEO	QUICKENRICH	MOLTSETS	GETLEADS.IO
Accurate records per 100 queried	82.4	70.0	52.7	43.8	43.7	31.9
Coverage answered, % of queried	90.4%	96.8%	94.9%	68.8%	84.6%	81.1%
Accuracy right employer and title, % of answered	91.2%	72.3%	55.5%	63.7%	51.7%	39.3%
Right employer, any title % of answered	93.7%	87.6%	66.9%	75.4%	65.8%	67.7%
Stale rate employer the person has left, % of answered	4.4%	10.8%	17.5%	24.6%	33.2%	32.2%
Work history recall % of reference roles	96.1%	86.1%	69.6%	17.3%	16.5%	17.1%
Queried on	2026-09-17	2026-09-17	2026-09-17	2026-09-18 (+1d)	2026-09-17 (+1d)	2026-09-17 (+1d)
Separate recomputation	9 of 9 pass	9 of 9 pass	8 of 9, 1 warning	9 of 9 pass	9 of 9 pass	9 of 9 pass

No price appears anywhere on this page, and no billing unit either. None of the providers tested publishes a per-unit list price we could verify and date, and a cost comparison built on quoted rates would not be checkable. Ask each provider for the rate it quotes you, and apply it to the volume you actually send.

How we ran the test

The reference

On the day of the test, the public LinkedIn profile of every contact was read from a source that is none of the providers tested, one row per role held. 3,916 profiles came back, 100.0% of those requested, producing 39,836 experience rows.

It comes from none of the providers being tested. A benchmark scored against one vendor's database measures similarity to that vendor, not accuracy.

The rules

Every provider received the same list, one query per contact, through its own public API with the same input. Employers are matched by LinkedIn company id, then company URL slug, then normalized company name; then the title on the matched role, after normalization.

Before publication, a separate script recomputes every verdict and aggregate from the raw answers: 9 checks per provider. Prospeo passes with a warning, on a field its answers never fill. The reference itself passes 12 of 13 gates.

Who was left out

435	started the current job in the month of the test, so no index could reasonably have seen it yet
20	have no current role on their profile, so there is nothing to be right or wrong about
15	have fewer than 30 connections, our floor for an active account
1	have no start date on the current role, so job age cannot be computed

They were removed before any provider was queried, never after. Excluding contacts once the answers are in is the easiest way to shape a benchmark.

The population

COHORT	CONTACTS	WHAT IT ISOLATES
New jobs · Americas	835	Recent job changes, Americas (Sales Navigator export, 17 Sept 2026)
New jobs · Europe	723	Recent job changes, Europe (Sales Navigator export, 17 Sept 2026)
Large cos · US/UK	494	Sample 1.1: marketing leaders, large companies (1,001-5,000+ employees), mostly US/UK
SMB industry · US	490	Sample 1.4: VP / Director marketing, 51-500 employees, US, manufacturing / medtech / pharma
SMB · EMEA	454	Sample 1.3: marketing leaders, 51-500 employees, EMEA (UK, DE, IL, FR, ES)
Micro cos · US	449	Sample 1.2: marketing / growth leaders, very small companies (1-50 employees), mostly US

The providers, and how each was queried

BlitzAPI POST https://api.blitz-ai.ai/v2/enrichment/person Queried 2026-09-17, same day as the reference API docs	Apollo POST https://api.apollo.io/api/v1/people/match Queried 2026-09-17, same day as the reference API docs	Prospeo POST https://api.prospeo.io/enrich-person Queried 2026-09-17, same day as the reference API docs
QuickEnrich GET https://app.quickenrich.io/api/employees/search Queried 2026-09-18, one day after the reference API docs	MoltSets POST https://api.moltsets.com/api/v1/reverse_linked_in_lookup Queried 2026-09-17, one day after the reference API docs	GetLeads.io Direct API route not published here Queried 2026-09-17, one day after the reference API docs

Each provider keeps the same colour in every figure and in every edition, from the first report it appears in. Colours follow the order providers first appear, then the alphabet, never the ranking, and the provider publishing the test never takes the colour closest to its own brand.

Full protocol, definitions, uncertainty rules, limits and the corrections policy: [the methodology page](#).

Download the report

You are reading it. This document is the report page, printed: every figure and every number in it comes from the same data as the page. The live version is at blitz-api.ai/benchmarks/contact-data-september-2026.

No row in this report identifies a person. If you appear in a reference and want out of future runs, write to antoine@blitz-api.ai.

About this test. Designed, funded and run by BlitzAPI, a provider included in the comparison. Figures measured on 3,445 LinkedIn profiles queried on September 17 and 18, 2026 against a reference built on September 17, 2026 from each contact's public LinkedIn profile, read from a source that is none of the providers tested. Matching rules and definitions are on the [methodology page](#), protocol v1. No price and no billing unit are published, because none of the providers tested publishes a per-unit rate we can verify and date. Providers update their data continuously, so these results describe September 17 and 18, 2026, nothing more. BlitzAPI, Apollo, Prospeo, QuickEnrich, MoltSets, GetLeads.io are trademarks of their respective owners, used here only to identify the services tested; no affiliation or endorsement is implied. Found something wrong? Write to antoine@blitz-api.ai with the test id 2026-09-17_combined and we will correct or retract within five business days. The figures on this page are published under [CC BY 4.0](#): reuse them anywhere, with attribution.