ALLIED BizTech SOLUTIONS

FIELD GUIDE · 2026

Rebuild Apollo yourself.

The plan we follow.

For sales teams of 50 to 300 reps who want to own their prospect data, enrichment and sequences, and stop paying per seat and per credit.

- → Is it worth it, at your size
- → What to rebuild and what to buy
- → The architecture, in three layers
- → Migration and go-live checklists
- → The data model
- → A week-by-week build plan
- → Sourcing, enrichment, compliance
- → Where teams get stuck

Apollo bundles three things. *Each is commodity.*

Apollo and ZoomInfo Sales sell scraped B2B contact data, a sequencer and email tracking as one per-seat bundle, with credit packs on top for heavier extraction. A rebuild buys the data you need from direct sources and runs your own sequencer.

TEAM	APOLLO A YEAR	REBUILT: YEAR ONE / AFTER	SAVED IN YEAR ONE
15 reps · Apollo Basic	~$9,000	~$20,600 / $4,000	Stay on Apollo
30 reps · Apollo Pro	~$18,000	~$23,000 / $6,400	Pays back in 18 months
50 reps · Pro / ZoomInfo Sales	~$48,000	~$28,600 / $12,000	~$19,400
100 reps · ZoomInfo Enterprise	~$120,000	~$38,600 / $22,000	~$81,400
200+ reps · custom contract	~$240,000+	~$79,900 / $42,000	~$160,100

Apollo and ZoomInfo prices, May 2026. "Rebuilt" runs Clay ($349 a month for unlimited extraction at scale), LinkedIn Sales Navigator, Crunchbase Pro and a custom sequencer, plus our fixed build price: $16,600 up to 100 reps, $37,900 (the top of the $26,100–$37,900 scale tier) for 100–300. If your own team builds it, put your engineering cost in that place.

THE RULE OF THUMB

Below 30 reps, stay on Apollo. At 30, the build pays back in 18 months, then $11K a year comes back. **At 50 reps, the rebuild saves ~$19K in year one and ~$36K a year after.** From 100 reps, year one alone saves more than $80K.

Who you need

- **A senior engineer** at home with data pipelines, third-party APIs and email sending. Our team ships this in 4–6 weeks.
- **Your sales ops lead**, two hours a week: the segments reps work, the sequences that convert, the pilot reps.
- **An owner after launch**: data sources and their contracts, deliverability, opt-outs and data requests.

02 · SCOPE

Rebuild the 15–25% you use. *Buy the rest direct.*

Apollo's moat is its 200M+ contact database, not its software. Rebuild the workflow your reps use every day; buy the data and the specialist services direct, at their own prices.

REBUILD ONE FOR ONE

- **Contact and company lookup**: one search over your own sources
- **Email finder**: known patterns (firstname.lastname@company.com), then verification
- **Sequences**: multi-step email, LinkedIn and call cadences with reply detection
- **Email tracking** and A/B tests on subject and body
- **AI drafts** for each step
- **CRM enrichment**: Salesforce or Pipedrive updated on lead creation
- **Salesforce sync**: every activity logged
- **Usage dashboard**: per-rep credits, sequence performance, deliverability
- **Bulk export**: CSV or API, no per-export fee

REBUILD, SIMPLER

- **The contact database**: targeted pulls from Clay, Lusha or RocketReach
- **Technographics**: BuiltWith
- **Calls and SMS**: Twilio on your account

BUY DIRECT, DON'T REBUILD

- **Email validation**: ZeroBounce, NeverBounce or Bouncer
- **Intent data**: Bombora, 6sense or Demandbase
- **Mobile dialer**: Aircall or Dialpad
- **Buying-committee ML**: out of scope

ADD WHAT PER-CREDIT PRICING DISCOURAGES

- No credit packs: pull what you need
- Every record in your Postgres
- Sources you choose and can swap

Three layers. *Targeted, not scraped.*

A data layer that pulls only the segments your reps work, a sequencer that sends from your own domain, and direct providers underneath. Tracking pixels are about 100 lines of code; the value is in the data and the sending.

LAYER 1 · DATA

Targeted sources

- Clay, Lusha, RocketReach
- LinkedIn Sales Navigator, your account
- Crunchbase Pro: company data
- BuiltWith: technographics
- Your enrichment pipelines

LAYER 2 · SEQUENCER

Your engagement

- Multi-step sequence editor
- Tracking and reply detection
- LinkedIn tasks
- A/B tests on subject and body
- Salesforce activity sync

LAYER 3 · DELIVERY

Direct providers

- **AWS SES** and **Postmark**: your email
- **Twilio**: voice and SMS
- **Postgres**: sequence state, analytics
- **SPF, DKIM, DMARC** on your domain

Decisions to make in week one

DECISION	OUR DEFAULT	WHY
Which sources	The two or three that cover your ideal customers	Targeted pulls beat a database you mostly never open
System of record	Your CRM; the pipeline enriches, the sequencer logs	Reps keep working where they already work
Provenance	Source and date on every field	Answers "where did you get my data?" in one query
Sending domain	A separate subdomain for outbound, fully authenticated	Cold email never touches your main domain's reputation
Verification	Every address verified before it enters a sequence	Bounces hurt the domain for every rep

Every source has its own terms of use, and LinkedIn's restrict automated collection: use Sales Navigator inside them. Read each contract before you build the connector.

Ten tables *carry the whole product.*

Model these before writing any screen. Keep Apollo's ID on every imported row and your CRM's ID on every synced one, so imports can run twice and every record traces back to its source.

TABLE	KEY COLUMNS
`companies`	id, domain, name, industry, size, technographics (jsonb), crm_id, refreshed_at
`people`	id, company_id, name, title, linkedin_url, email, email_status (valid, risky, invalid), verified_at, crm_id, apollo_id
`facts`	entity, entity_id, field, value, source, fetched_at, cost: where every value came from
`enrichment_jobs`	id, trigger (lead created, list pull, refresh), source, status, records, credits, cost
`lists`	id, owner_id, name, filter (jsonb), apollo_id; members in `list_members`
`sequences`	id, apollo_id, name, steps (jsonb: email, LinkedIn task, call, delay, A/B variants), owner_id
`enrollments`	sequence_id, person_id, rep_id, step, next_run_at, status (active, replied, bounced, opted out, finished)
`messages`	enrollment_id, step, variant, ses_message_id, sent_at, opened_at, clicked_at, replied_at, bounced
`suppressions`	email or domain, reason (opted out, bounced, complained, customer, do not contact), source, at
`usage`	rep_id, source, period, lookups, credits, cost

TWO RULES THAT SAVE A REBUILD

Record where every fact came from, and when: it answers data requests, drives refreshes and shows which source earns its fee. **Check suppressions and replies before every step**: a reply or an opt-out stops every sequence for that person, and a domain on the do-not-contact list covers the whole company.

Six weeks, *pilot included.*

This is the order we build in. Each week ends with something your sales ops lead can try, and the last is a pilot with a few real reps before the whole team moves.

WEEK	BUILD	DONE WHEN
1	**Inventory and model.** Apollo's sequences, lists, saved searches and CRM field mapping listed. The ten tables. Sources chosen; the outbound subdomain authenticated.	Sources signed; DMARC reports arriving
2	**The data pipeline.** Connectors for Clay, Sales Navigator, Crunchbase and BuiltWith; matching and dedupe; provenance; the email finder with ZeroBounce verification.	A segment pull lands clean, verified and deduplicated
3	**Search and enrichment.** The lookup screen, CRM enrichment on lead creation, bulk export.	A new lead arrives in the CRM enriched
4	**The sequencer.** Step editor, SES sending, tracking, reply detection, LinkedIn and call tasks, A/B tests, AI drafts, Salesforce activity sync.	A sequence runs end to end and stops on reply
5	**Migration and reporting.** Apollo sequences and lists imported with their suppressions; the usage and performance dashboard.	Every live sequence exists here
6	**Pilot and cutover.** A few reps for one week, a daily fix list, then the whole team.	The pilot reps choose it over Apollo

AFTER CUTOVER

Trim Apollo seats **at your renewal date**, and keep one seat if your reps still want its database. Nothing is in a hurry, and nobody is emailed twice.

Targeted data, verified, *and lawful.*

The sequencer is the easy part. The work is getting accurate contacts for the people your reps should talk to, keeping them current in the CRM, and holding every record to the rules of the source it came from and the law where its owner lives.

1. **Pull for the segments reps work.** Start from your ideal-customer filters: companies from Crunchbase and BuiltWith, people from Clay, Lusha or RocketReach. Try sources in order of cost and stop at the first verified answer.
2. **Find, then verify.** Guess the address from the company's known pattern, then verify it with ZeroBounce. Only valid addresses enter a sequence; risky ones go to a rep to check.
3. **Match before you insert.** Companies by domain, people by email or LinkedIn URL. Keep the source and date on every field, and refresh people on a schedule, because titles and employers change.
4. **Enrich the CRM without overwriting reps.** On lead creation, fill empty or stale fields only. A value a rep typed wins over any source.
5. **Stay inside the rules.** Use each source within its terms. For EU and UK prospects, record your lawful basis and tell people where their data came from. Every email carries a working opt-out and your postal address, and an opt-out applies across every sequence.

Answer data requests in one query

With provenance on every field, "what do you hold on me and where did it come from?" is a lookup, and an erasure request becomes a suppression plus a delete.

Measure the saving

Track cost per verified contact, bounce rate and reply rate per sequence next to the old Apollo bill.

Move it, launch it, *run it.*

Migration

- ☐ Export sequences with every step and variant
- ☐ Export lists and saved searches
- ☐ Import opt-outs, bounces and do-not-contact domains first
- ☐ Bring each contact's sequence status: replied, bounced, finished
- ☐ Keep Apollo's ID on every row
- ☐ Map CRM fields before the first enrichment runs
- ☐ Check counts, then read 50 records end to end

Go-live

- ☐ Outbound subdomain authenticated and sending
- ☐ Each rep's Apollo sequences paused before theirs start here
- ☐ Reply detection live on every rep's mailbox
- ☐ CRM activity sync checked on test records
- ☐ Backups proven by a restore
- ☐ Rollback ready: Apollo seats live until renewal

Running it

- ☐ **Always on:** bounce, complaint and source-error alerts, security patches
- ☐ **Weekly:** deliverability and sequence results to sales ops
- ☐ **Monthly:** cost per verified contact by source, stale-record refresh
- ☐ **Quarterly:** cost review against the Apollo bill you replaced, source contracts
- ☐ **Yearly:** a data-protection review, an access review, a restore drill

Who owns it

Name one person before launch. Outbound runs on your domain's reputation and on personal data: someone has to answer a data request, pause a sequence or swap a source.

Five ways a rebuild *stalls.*

1. Trying to rebuild the database

Apollo's 200M+ contacts are its moat. Copying them is not the goal. Pull targeted data for the accounts your reps work, and nothing else.

2. Sequencing unverified addresses

Pattern-guessed emails bounce. Verify every address with ZeroBounce, NeverBounce or Bouncer before it enters a sequence; bounces cost the whole team's deliverability.

3. Cold email from the main domain

Outbound belongs on its own authenticated subdomain. Your invoices and password resets keep their reputation.

4. Building intent data and ML in-house

Intent signals and buying-committee models are specialist data products. Buy Bombora, 6sense or Demandbase direct, and keep the build to the workflow.

5. Two sequencers at once

A prospect emailed by Apollo and the new sequencer in the same week replies with an opt-out. Pause each rep's Apollo sequences before theirs start here.

And one that is not a mistake: keeping a seat

If reps value Apollo's or ZoomInfo's database, keep a seat for lookups and drop the platform tax: the sequencer, tracking and credits move to your own stack.

RATHER HAVE IT BUILT?

We build this exact plan. *Fixed price.*

The same scope, architecture and six weeks, delivered by a senior team that has shipped 250+ products.

$16,600 fixed up to 100 reps: a senior engineer, a coder and a half-time delivery manager for 5 weeks; $26,100–$37,900 for 100–300; agreed before we start

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Live in 4–6 weeks, with a one-week pilot first

Your sequences and lists move, and Salesforce stays in sync

90-day warranty, and the code is in your GitHub from day one

We can run it for $2,400 a year; data and sending bill direct to your own accounts

alliedbiz.tech/rebuild/apollo-alternative

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