IN SEARCH OF: FREE RESOURCES FOR EMAIL ADDRESSES

If you do any corporate research or background checks on individuals, you more than likely have a license to a paid resource such as TransUnion's TLO or Lexis' Accurint. However, you might be asked to look up an email address and telephone number for some non-billable research, or don't want to go through the hassle of 2-factor authentication (necessary, but admittedly annoying at times).

In my travels around the internet as a competitive intelligence analyst (and now full-fledged research analyst on the library side), I came across Apollo.io. Apollo is, first and foremost, a marketing database, so it's fairly comprehensive, and according to them, is updated constantly. You do have to sign up, but once you do, you will receive a certain number of free credits to use per month, which you can see at any time in your account information. The credits don't apply to searching itself, so you can run as many as you need to find the correct person; to unlock an email address or telephone number costs one credit, but once it's unlocked it stays that way. It also lets you know if it is a verified email, or just a guess, based on naming conventions of other individuals at the same organization.

One of the drawbacks of the free plan is that you are limited to the first five pages of results, called Leads in this instance, so if you need dive deeper into a very large company, you might need to use additional filters located in the left side column. In addition, I was not able to uncover any accessibility settings, so for those users who rely on a screen reader, this might not be an option for you.

I hope this resource is useful for some. Happy searching!

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