

UNVARNISHED REVIEWS

Artisan AI vs. 11x vs. Qualified: The AI Sales Agent Pricing Reality

Unvarnished Reviews Research

Market Position: Pricing Is Moving Faster Than the Comparison Content

AI sales agents, sold as autonomous replacements for some or all of a human sales development representative's (SDR's) work, are among the most-hyped B2B software categories of 2026, and among the least transparent on pricing. Artisan published credit-based tiers for a time and removed them on July 1, 2026, so buyers now request a quote. 11x publishes a starting rate for Growth on its pricing pages, though those pages contradict each other on the exact figure. Qualified sells by custom quote, with list figures coming from marketplace and purchase-data research. All figures below are labeled with how they were obtained, and every price should be confirmed with the vendor before budgeting.

The three platforms are not competing for the same budget line. Artisan and 11x both sell autonomous outbound prospecting, meaning cold email and multi-channel outreach aimed at net-new pipeline, and compete with each other. Qualified is structurally different: its AI agent, Piper, works inbound website traffic, engaging visitors already on a company's site rather than prospecting cold, and it requires Salesforce CRM (customer relationship management) software. Salesforce announced its acquisition of Qualified on December 17, 2025 and completed it on April 1, 2026, folding Piper into the Salesforce ecosystem, a structural fact that should inform an evaluation more than a feature checklist would.

Artisan AI: The Upside

Artisan's bundled contact database is its structural advantage. Roughly 300 million contacts are included rather than requiring a separate data vendor, which is why Artisan is the lower-entry-cost option of the two outbound platforms: a smaller team can skip a separate ZoomInfo or Apollo subscription. Whether the bundle saves money now depends on the quote, since Artisan no longer publishes rates.

Users rate Artisan higher on one review site than on the other, 4.6/5 against 3.8-4.0/5, an unusual reversal in this library, with praise for account managers and implementation support. Reviewers who report success describe early results, with some citing 8-10 booked meetings within the first two months.

Artisan AI: The Downside

Artisan's ratings are thin and sharply polarized, a signal worth weighing and not only a sample-size caveat. Artisan holds roughly 3.8-4.0/5 across a small base of 22-50 reviews, depending on the listing, split unusually: approximately 72% five-star and 13% one-star, with little middle ground. That distribution suggests the product works very well for some use cases and poorly for others.

Generic-sounding AI copy is the most consistent complaint, especially in specialized or technical markets where the underlying research data is thinner. Reviewers describe output becoming detectably templated once a prospect has seen more than one message, and some report sending 1,000-plus emails without a reply.

Pricing complaints preceded Artisan's published tiers and are likely to continue now that pricing is sales-gated. One reviewer described a strong demo followed by sticker shock on a sales call, noting the budget could have funded a part-time human SDR. When Artisan did publish rates, usage was metered in credits, with an estimated 20 credits per prospect, and mailboxes, phone numbers, and dialer seats were billed on top. Ask for the credit allowance, the credits-per-prospect rate, and every add-on in writing.

11x: The Upside

11x offers two agents and enterprise security credentials. Alice handles email and Julian or Mike handle voice, alongside SOC 2 (System and Organization Controls 2) reporting and single sign-on (SSO) on higher tiers, which matters to buyers who prioritize native voice AI and enterprise procurement requirements. Its contract terms are also clearer than Artisan's: Pricing is by new prospects per month and not by emails sent, there are no setup fees, renewal increases are capped, and non-renewal needs 30 days' written notice. Its Salesforce integration and polished dashboard are noted as strengths separate from the controversy below.

Reviewers say Alice's personalization has improved since 2024 complaints about "spammy" openers, and Alice 2.0, launched in January 2025 on a rebuilt multi-agent architecture, was a technical rebuild and not only a marketing refresh.

11x: The Downside

The most serious issue in this comparison is trust in 11x's customer and revenue claims. In March 2025, TechCrunch reported that 11x had shown logos of companies that said they were not customers, including ZoomInfo, which said it ran a one-month trial and had not authorized its logo, and Airtable, which said its logo was never authorized. TechCrunch also reported that a stated ARR of roughly \$14 million may have reflected only about \$3 million in contracts that passed a roughly 90-day trial break clause. 11x responded that it reports contracted ARR, which it said investors understood, and that it removes unauthorized mentions promptly. See Red Flags for the full pattern.

Retention is disputed. A former employee cited by TechCrunch put churn among inbound customers at 70%-80%, while 11x said its retention was 79%. The two figures cannot both describe the same measure, so ask for retention by cohort and speak with current customers. Reviewers also describe campaigns that produced little engagement despite detailed setup.

Reply handling is reported as limited. Reviewers describe Alice as reliable for simple positive, negative, and out-of-office classification and weaker on objections or nuanced replies, so human oversight is needed beyond the simplest signals, which sits uneasily with a "full SDR replacement" positioning. In May 2025, founder Hasan Sukkar stepped down as CEO and became non-executive chairman, and Prabhav Jain became CEO.

Qualified: The Upside

Qualified has the strongest review profile in this comparison and now has Salesforce behind it. Users rate Piper 4.9/5 across roughly 1,400-1,555 reviews, the highest rating and by far the largest review base here, and reviewers praise conversation quality, with several saying website visitors cannot tell they are talking to AI.

Native, deep Salesforce integration is an advantage for enterprise teams already standardized on Salesforce, and Salesforce ownership removes the risk of a third-party integration partnership changing terms. One detailed evaluation rated support quality at 99 out of 100, though a single score is not a pattern.

Qualified: The Downside

Qualified requires Salesforce CRM, a hard architectural dependency and not a soft preference. It disqualifies any organization not already on Salesforce regardless of how well Piper performs, and Salesforce ownership reinforces the dependency.

Qualified has no outbound capability. Piper works only on inbound website traffic, so an organization where outbound produces half or more of pipeline gets no coverage for that half of the funnel.

Qualified is the most expensive of the three at list. Vendr-based research puts Premier (25 users) at about \$68,000 a year and Enterprise at about \$95,500, with Ultimate by custom quote based on volume, complexity, and the number of brands or sites. A low-traffic site may pay enterprise prices for proportionally less value.

Platform Ratings at a Glance

Platform	G2 Rating	G2 Reviews	Trustpilot	Note
Artisan AI	3.8-4.0 / 5	~22-50	4.6 / 5 (higher than G2)	Sharply polarized distribution: ~72% five-star, ~13% one-star
11x	No clean, consistent G2 figure identified across sources	—	No meaningful Trustpilot presence identified	Subject of March 2025 TechCrunch reporting on customer claims, with company responses; see Red Flags
Qualified (Piper)	4.9 / 5	~1,400-1,555	No meaningful Trustpilot presence identified	Largest review base and highest rating of the three by a wide margin; acquired by Salesforce April 2026

Qualified's review profile is the strongest and most statistically reliable of the three. Artisan's thin, polarized sample should be read as directional. No consistent review rating for 11x was found across sources, and no number is estimated here.

Pricing (October 2026)

Platform	Entry	Mid	Enterprise	Pricing Model
Artisan AI	Public price list removed July 1, 2026; sales-gated tiers (Team, Scale, Enterprise) by quote	By quote	By quote	Credit-based; the last public card (June 2026) listed Intern \$250 a month billed annually with 12,000 credits and Employee \$600 a month billed annually with 30,000 credits, for reference only; bundled contact database; add-ons billed on top
11x	Alice Growth: from \$3,750 a month billed annually (about \$45,000 a year), up to 5 users, 2,000 new prospects a month, managed mailboxes and CRM sync. The page also shows \$2,000 a month in its description and \$36,000 a year in its FAQ, so confirm	Pro: custom, up to 10 users and 5,000 new prospects a month	Enterprise: custom, 10,000+ prospects a month, SSO, custom SLA; Pro and Enterprise offer two- and three-year terms with discounts	Annual commitment, priced by new prospects per month and not by emails sent; Julian (voice) is priced separately from \$5,333 a month; no setup fees; renewal increases capped; 30 days written notice to avoid renewal
Qualified	Premier: about \$68,000 a year at list for 25 users (Vendr-based research); negotiated deals estimated at \$40,000-\$50,000	Enterprise: about \$95,500 a year at list	Ultimate: custom quote	Annual contract; Ultimate priced by volume, complexity, and number of brands or sites

Qualified's figures come from Vendr-based research updated June 2026 and are not published by Qualified. Artisan's reference prices are historical, and 11x's Growth rate comes from its own pricing pages, which conflict with each other on the figure, so request written quotes from all three.

TCO Comparison: Mid-Market Outbound Team Evaluating Artisan or 11x, One Year

Line Item	Artisan AI	11x
Base platform cost	By quote; the last public card (June 2026) implied about \$3,000-\$7,920 a year before add-ons, which is a reference and not a current price	Alice Growth from \$3,750 a month billed annually, about \$45,000 a year; Pro and Enterprise by quote
Add-ons	Mailboxes, phone numbers, and dialer seats billed on top (the last public card listed \$67 per dialer seat per month)	No setup or per-integration fees and managed mailboxes included; you supply your own CRM license
Reported performance risk	Thin, polarized review base; generic-copy complaints in technical markets	Disputed retention (70%-80% churn per a former employee, 79% retention per 11x); customer-claims reporting from 2025
Year 1 cost	Unknown until quoted	About \$45,000 or more at Growth, before your CRM license

Qualified is left out because its inbound-only design and Salesforce dependency make it a poor cost comparison against two outbound platforms; model it against website traffic and your existing Salesforce investment, starting from the roughly \$68,000 Premier list figure. Between Artisan and 11x, the comparison is price against verified risk, and a short paid pilot with measured reply rates is the cheapest way to settle it.

Costs the Pricing Table Misses

Artisan's cost scales with prospect volume. Its credit model priced usage per prospect, with mailboxes, phone numbers, and dialer seats on top, so model credits against your list size and get every add-on quoted.

Switching away from 11x carries a cost. Lost setup time, retraining, and a gap in pipeline coverage follow any exit, so weigh these against the headline price before an annual commitment, and negotiate a trial or an exit clause.

Artisan's copy complaints concentrate in technical markets. A company selling a complex technical product should weight this risk more heavily than one selling something easily described.

Qualified's cost depends on plan and site. Ultimate is priced by volume, complexity, and number of brands or sites, so model it against your traffic and Salesforce spend.

Human oversight is a cost on all three. Even the best-reviewed platform needs staff time to manage conversations, and 11x reviewers describe needing the most intervention. Budget that time explicitly instead of assuming full autonomy.

Complexity Comparison

Dimension	Artisan AI	11x	Qualified
Implementation	Documented as faster setup than 11x by independent comparison, with a transparent sequence editor reviewers praise	Documented as a heavier, higher-touch sales and onboarding process than its self-serve marketing implies, a gap between positioning and experience	Requires existing Salesforce CRM as a hard prerequisite; implementation is fastest for organizations already deep in the Salesforce ecosystem and effectively blocked otherwise
Admin dependency	Moderate; the bundled database reduces separate data-vendor management, but output quality requires active monitoring in technical markets	High; independent testing found reply handling requires constant human intervention for anything beyond simple classification, undermining the autonomous-replacement positioning	Lower for Salesforce-native teams given deep, now Salesforce-owned integration; admin burden concentrated in traffic and conversation-flow tuning rather than data management

Dimension	Artisan AI	11x	Qualified
Learning curve	Moderate; reviewers who invest setup time report strong results, suggesting a real but surmountable curve rather than a fundamental usability problem	Moderate to steep; documented platform bugs (campaigns breaking, analytics not loading) and a reported difficult offboarding process add real friction beyond the core learning curve	Gentle for Salesforce-native teams; conversation quality is independently rated as the platform's strongest, most immediately usable capability

The pattern across all three is the gap between marketed autonomy and reported reality. Qualified's complexity is architectural, the Salesforce dependency, and not operational once that is satisfied. Artisan's centers on monitoring output quality, a manageable burden. 11x's is the heaviest, since reviewers describe more hands-on management than its autonomous positioning suggests.

Red Flags

Each finding below is documented and material enough to influence a purchasing decision.

Artisan AI	11x	Qualified
• Ratings are thin and sharply polarized. About 72% five-star and 13% one-star from 22-50 reviews signals inconsistent outcomes. Request reference customers in your industry and at your technical complexity. • Pricing is now sales-gated and credit-based. Artisan removed its public list on July 1, 2026, and credit metering can surprise buyers. Get the credit allowance and every add-on in writing. • Generic AI copy is the most consistent complaint. It is concentrated in technical and specialized markets. Request sample output for your product before committing.	• Customer logos were reported as unauthorized. In March 2025, TechCrunch reported that Airtable and ZoomInfo said their logos were not authorized, while Pleo and Rho were confirmed customers. 11x said it removes unauthorized mentions promptly. Request current references with consent confirmed. • ARR counting was questioned. TechCrunch reported that stated ARR may have reflected only about \$3 million in contracts that passed a roughly 90-day trial break clause. 11x said it reports contracted ARR, which it said investors understood. Ask how revenue and contract terms are defined. • Retention figures conflict. A former employee cited 70%-80% churn among inbound customers, and 11x said retention was 79%. Request retention by cohort and talk to current customers.	• Salesforce CRM is a hard requirement. Organizations not on Salesforce should rule Qualified out early and not discover the dependency late. • Qualified has no outbound capability. Piper works only on inbound traffic, so outbound needs a separate platform. • Terms may change after the acquisition. Pricing, roadmap, and support terms now sit under Salesforce's commercial strategy. Confirm current terms, since the list figures here come from research that may predate full integration.

The Decision Framework

Choose Artisan AI if:

- Outbound prospecting with a bundled contact database, avoiding a separate data-vendor subscription, is the priority, and your product is not in a highly specialized or technical market where generic AI copy is a documented, consistent weakness.
- You have a written quote with credit allowances and add-ons, modeled against your prospect list.
- You have requested reference customers in your industry, given its thin, polarized review base.

Choose 11x if:

- Native voice AI and enterprise security credentials are hard requirements that outweigh the trust concerns in the Red Flags section.
- You have independently verified current customer references with explicit consent, rather than relying on a vendor-supplied customer list, given the 2025 reporting.
- You have run a trial with your data and measured actual reply rates.

Choose Qualified if:

- Your organization is already standardized on Salesforce CRM, a hard prerequisite this platform cannot function without.
- Inbound website traffic, not outbound prospecting, is the pipeline-generation priority you're solving for.
- You have confirmed current pricing and terms, given the April 2026 Salesforce acquisition's potential effect on both.

Key Decision Factors

Design decides what you are buying. Artisan bundles a contact database with outbound agents. 11x offers email and voice agents and expects you to bring data. Qualified is an inbound website agent that works only with Salesforce.

Audience decides which one fits. Artisan suits smaller outbound teams. 11x suits enterprise buyers that need voice and security certifications and will verify claims. Qualified suits Salesforce-standardized teams with meaningful website traffic.

Price is only partly knowable. Qualified's Premier plan is about \$68,000 a year at list, with negotiated deals estimated at \$40,000-\$50,000. Artisan is quote-only and 11x publishes only its Growth rate, so a written quote and a paid trial decide the comparison. For 11x, the price is visible and the open questions are references and retention, which you should verify before signing.

The bottom line:

- A Salesforce-native team focused on inbound conversion should choose Qualified and confirm post-acquisition terms.
- An outbound team that wants data and outreach in one tool should evaluate Artisan first, with industry references and sample output.
- A buyer that needs voice agents should evaluate 11x last, with verified references, retention data by cohort, and a trial measuring reply rates.