

Product Comparison Guide

Choose the prospecting product that fits your workflow

These four Fusable products are designed to support prospecting for equipment buyers, helping your team find, prioritize, and act on the highest-value opportunities faster. While all four give users access to Fusable prospecting data, they differ in how teams access that data, where they work, and how insights fit into daily workflows.

As you review the comparison below, keep three questions in mind:

- Where does your team do its work today?
- How do you want to use prospecting data – and where does it need to flow?
- Are you looking for the fastest path to value or a more integrated long-term solution?

EDA by Fusable

Best for teams that want a familiar standalone prospecting workflow. It helps users search, build lists, and work directly with trusted prospecting data in a dedicated environment.



Fusable Platform

Best for teams that want a more modern, web-based prospecting experience. It is designed to improve common workflows and provide a strong foundation for future enhancements and expanded data access.



Fusable API




Best for organizations that want to embed Fusable prospecting data into their own systems and processes. It supports teams that prioritize flexibility, automation, and integration with internal applications or broader technology stacks.







Fusable Salesforce App

Best for sales teams that want to use Fusable prospecting data without leaving Salesforce. It brings data and action closer together by supporting CRM enrichment and in-workflow selling motions inside the system sales teams already use.

The table below is designed to help you compare each option based on workflow fit, data access, setup needs, and integration capabilities, so you can identify the product that will deliver the most value for your team.

Feature/Capability	 EDA by Fusable	 Fusible Platform	 Fusible API	 Fusible Salesforce App
CLIENT VALUE OUTCOMES				
Faster time-to-value / minimal onboarding	■	■		
Saves reps time per day on prospecting tasks		■		
Improves pipeline quality with richer data		■	■	■
Enables competitive advantage via data integration			■	
Supports CRM hygiene and lead accuracy			■	■
Drives revenue by surfacing high intent accounts	■	■	■	■
BEST FOR				
Standalone prospecting solution		■		
Modern web-based experience		■		
Fastest possible workflows		■		
Work directly inside Salesforce				■
Embed data in other systems			■	
Minimal setup or integration needs		■		
Export targeted lead lists	■			
Easiest adoption with minimal training		■		
Ready for future enhancements		■	■	■

Feature/Capability	 EDA by Fusable	 Fusible Platform	 Fusible API	 Fusible Salesforce App
CORE FUNCTIONALITY				
Search company records	■	■		■
Build targeted lead lists	■	■		■
Export results to spreadsheets	■			
Save a list of prospects (“My Favorites”)	■	■		
Schedule reports and alerts	■			
Create standard reports (market share, etc.)	■			
Enrich CRM Records			■	■
One-click lead or account creation				■
Standalone, all-in-one prospecting tool	■	■		
Able to incorporate future enhancements and data sets		■	■	■
Optimized workflows to speed up common tasks		■		■
Improved user experience built using feedback from EDA clients		■		■

Feature/Capability	 EDA by Fusable	 Fusable Platform	 Fusable API	 Fusable Salesforce App
DATA AVAILABILITY				
Equipment financing records, asset ownership details, brand preference information, firmographics	■	■	■	■
Corporate hierarchies		■	■	■
Built on the legacy EDA database	■			
Built on the new Fusable Data Core		■	■	■
Uses an enhanced version of EDA prospecting data		■	■	■
ACCESSIBILITY				
Accessible via Mobile App	■			
App not needed for optimal mobile experience		■		
Accessible via web browser	■	■		■ (via Salesforce)
TECHNICAL REQUIREMENTS & SETUP				
Minimum setup required	■	■		
No integration required	■	■		
INTEGRATION CAPABILITIES				
Integrates with Salesforce				■
Integrates with CRMs other than Salesforce			■	
Integrates with marketing automation software, BI dashboards, custom business applications, and more			■	

Learn more at fusable.com/evolution

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