

CRM COMPARISON

Attio vs Tailr CRM

Build Your Own CRM, or Start With One That Is Ready?

Tailr CRM by B2BXclusive · b2bxclusive.com/blog



FREE CHEAT SHEET · B2BXCLUSIVE

Attio vs Tailr CRM: Build Your Own CRM, or Start With One That Is Ready? (2026)

Short answer: Choose Attio if someone on your team enjoys designing data models and automations and you want maximum flexibility. Choose Tailr CRM if you want a finished outbound CRM that is ready in minutes, with 1:1 onboarding to fit it to your process, with cold-email replies turning into assigned leads automatically and one flat monthly price instead of per-seat fees plus usage credits.

Key takeaways

- After its July 2026 update, Attio costs about **\$35 (Plus, up to 10 seats)** and **\$79 (Pro)** per user per month on annual billing, with AI and automation credits on top.
- Attio's strength is flexibility: custom objects, relationships and a superb interface. The cost is design time.
- For 10 users on Attio Pro, year one is about **\$9,480**; Tailr CRM Team is about **\$790** in year one on the yearly plan, with no setup fee.
- If nobody on your team wants to be the CRM architect, a done-for-you CRM gets used sooner.

Time to value: the first four weeks

Week	Typical Attio rollout (self-built)	Tailr CRM rollout (ready-made, with onboarding)
1	Design objects and pipeline; import data	Start the free trial: CRM ready in minutes; add logo, invite team, connect sending tool
2	Build automations; test integrations with the sending tool	1:1 onboarding calls: import data, fit stages and lead rules, connect Gmail
3	Fix what broke; write guidance for the team	Team works real leads; new logins take the built-in course
4	Team adoption, more tweaks	Choose a plan and keep going; changes on request on Team and Growth

Pricing after Attio's July 2026 update

	Attio Plus	Attio Pro	Tailr CRM
Price	~\$35/user/month (annual), up to 10 seats	~\$79/user/month (annual)	\$59 / \$79 / \$149 per month flat (5 / 15 / 40 users)
Usage on top	Seat and workspace credits	Larger credit allowance	None
Year one, 10 users	~\$4,200	~\$9,480	~\$790
Setup	Self-built	Self-built	Ready in minutes + free 1:1 onboarding

The design decisions you would make in Attio

Decision	In Attio (you decide and build)	In Tailr CRM (ready-made, fitted with you)
Objects	Which standard and custom objects: companies, people, deals, campaigns?	Leads, accounts, contacts and deals, fitted to your process on an onboarding call
Pipeline	Stage names, required attributes per stage	Your stages, set up with you during onboarding
Reply intake	Which integration or workflow turns sending-tool replies into records	Built in for Smartlead, Instantly, lemlist and Apollo; webhook for others
Ownership	Assignment rules and notifications as workflows	Automatic: fewest open leads, owner emailed
Follow-ups	Task workflows and reminders	Tasks from reply text, 5-day quiet nudges, daily digest
Credits	Which automations and AI features consume credits, and how many	No credits

Three-year cost, growing from 5 to 15 users

Year	Users	Attio Plus (~\$35, max 10 seats)	Attio Pro (~\$79)	Tailr CRM Team
1	5	~\$2,100	~\$4,740	~\$790
2	10	~\$4,200	~\$9,480	~\$790
3	15	Must move to Pro: ~\$14,220	~\$14,220	~\$790
Total		~\$20,520	~\$28,440	~\$2,370

Quick answers

Is Attio good for outbound sales teams?

Attio can be shaped into a strong outbound CRM, and it has automations and enrichment. You (or a consultant) design the objects, pipeline, automations and integrations with your sending tools. Teams that want that done for them often prefer a purpose-built option.

How does Attio's credit pricing work?

Since July 2026, Attio plans include a monthly allowance of seat credits and workspace credits used by AI and automation features. Heavy automation use can mean buying more credits on top of per-seat pricing.

What is Tailr CRM's pricing?

One flat monthly price per plan: Starter (up to 5 users) \$59, Team (up to 15) \$79, Growth (up to 40) \$149, or 2 months free on a yearly plan. No setup fee, no per-seat fees and no credits, plus unlimited 1:1 onboarding during the free trial and an optional done-for-you migration (from \$299).

Can I move from Attio to Tailr CRM?

Yes. Export your records as CSV. During your free trial, Shawn helps you import them, set up your stages and connect your tools on 1:1 onboarding calls; for complex moves there is an optional done-for-you migration (from \$299).

Can I try Tailr CRM first?

Yes: 14 days free, no card needed.

Does Tailr CRM support custom fields like Attio?

Yes, within an outbound structure. Tailr CRM works with leads, accounts, contacts and deals, and custom fields are added with you during onboarding. It does not offer Attio-style custom objects for unusual data models, so if you need to model investors, partners or marketplaces, Attio is the more flexible choice.

Start your 14-day free trial

<https://tailr.b2bxclusive.com/start>

Full guide with sources: <https://b2bxclusive.com/blog/tailr-crm-vs-attio/> · By Subhendu J Shawn, founder of B2BXclusive.