

CRM COMPARISON

Copper vs Tailr CRM

Gmail-Native or Outbound-Native?

Tailr CRM by B2BXclusive · b2bxclusive.com/blog



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Copper vs Tailr CRM: Gmail-Native or Outbound-Native? (2026)

Short answer: Choose Copper if your team lives in Gmail and Google Workspace, sells through a manageable number of relationships, and wants a CRM that fills itself from the inbox. Choose Tailr CRM if your deals start as replies to cold email campaigns sent at volume from tools like Smartlead or Instantly, and you need those replies assigned and followed up automatically at a flat price.

Key takeaways

- Copper runs from about **\$9 to \$134 per user** per month; workflow automation starts on Professional (about **\$59 to \$69** per user).
- Copper works only with Google Workspace: no native Outlook or Microsoft 365 support.
- Copper shines at relationship selling from the inbox; Tailr CRM shines at outbound volume coming from sending tools.
- For 10 users on Copper Professional (annual), year one is about **\$7,080**; Tailr CRM Team is about **\$790** in year one on the yearly plan, with no setup fee.

Relationship selling vs volume outbound

	Relationship selling (Copper's strength)	Volume outbound (Tailr CRM's strength)
Where conversations happen	Your reps' own Gmail inboxes	Many sending inboxes in Smartlead, Instantly, Lemlist or Apollo
Number of active conversations	Tens to low hundreds per rep	Hundreds or thousands of contacts per month, dozens of replies a day
Typical buyers	Partners, agencies, consultancies, account management	New logos found through outbound
What the CRM must do best	Capture inbox activity with zero data entry	Catch replies from sending tools, assign them and make sure follow-ups happen

Copper pricing in 2026

Plan	~Per user/month	Notes
Starter	\$9 (annual) / \$12 (monthly)	Basic contact management
Basic	~\$23 to \$29	Pipelines, Google Sheets reports, email tracking
Professional	~\$59 to \$69	Workflow automation, bulk email, advanced reporting
Business	~\$134 (annual)	Most advanced features and controls

Three-year cost, growing from 5 to 15 users

Year	Users	Copper Basic (~\$23)	Copper Professional (~\$59)	Tailr CRM Team
1	5	~\$1,380	~\$3,540	~\$790
2	10	~\$2,760	~\$7,080	~\$790
3	15	~\$4,140	~\$10,620	~\$790
Total		~\$8,280	~\$21,240	~\$2,370

Quick answers

Does Copper work with Outlook?

No. Copper is built for Google Workspace and does not support Outlook or Microsoft 365 natively. Teams on Microsoft email usually choose a different CRM.

Does Tailr CRM work with Gmail?

Yes. Tailr CRM connects Gmail, Google Calendar and Zoom, so emails and meetings appear on each lead's timeline, and reps can send email and book calls from the lead.

Is Copper good for cold email?

Copper is designed around the emails your team sends and receives personally in Gmail. High-volume cold email usually runs from dedicated sending tools across many inboxes, and those replies need to be brought into the CRM, which is what Tailr CRM automates.

How do I move from Copper to Tailr CRM?

Export people, companies and opportunities 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, a 14-day free trial with no card needed.

Do I need Google Workspace to use Tailr CRM?

No. Positive replies arrive through your cold email tool, whichever email provider your sending inboxes use, so the reply-to-lead engine works either way. Tailr CRM's built-in sync for reps' own email and calendar is for Gmail and Google Calendar today, so Microsoft-based teams should check that this fits how they work.

Start your 14-day free trial

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

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