

Lightfield vs. Venntive: The Deep-Dive

venntive

For revenue teams — sales and marketing alike — evaluating Lightfield against a unified Revenue Architecture

1. What Lightfield Actually Costs a 10-Person B2B Team

Lightfield has no free tier — Startup runs \$59/user/month billed monthly, and Pro runs \$149–\$199/user/month billed annually for higher record limits, advanced permissions, and white-glove onboarding. Independent reviewers note the cost adds up fast: one reviewer calculated \$295/month minimum for a 5-person team on Startup alone.

Line Item	Details	Annual Cost
Lightfield Startup	\$59/seat/month × 10 seats, billed monthly (no annual discount on this tier)	\$7,080
Lightfield Pro (if needed)	\$149–\$199/seat/month × 10 seats, billed annually — required for higher record limits and advanced permissions	\$17,880–\$23,880
Lightfield Year One Total	Depends on tier; Startup is the realistic entry point for most 10-person teams	~\$7,080+
Venntive Grow Plan — Year One	7,500 contacts included. 2 seats included. \$50/mo per additional user. All features, no paywalls, no tier upgrade required to unlock permissions or scale. Overage rates decrease as you grow. Free onboarding on annual plan.	\$6,000 — all in.

For most B2B revenue teams, that's real money for a platform still finding its footing. Venntive's Grow plan is \$6,000 all in — every feature, no tier wall between you and the permissions or scale you actually need.

2. Genuinely Clever Automation — With a Real Accuracy Problem

Credit where it's due: Lightfield's founders built Tome (25 million users, \$81M raised) before pivoting to solve CRM data entry, and it shows. Automatic capture of emails, calls, and meetings into a self-updating “customer memory,” with natural-language queries answered with citations, is a genuinely well-engineered idea. Sub-5-minute onboarding with no upfront schema is a real strength for a founder-led team.

The honest problem is accuracy, not ambition. Independent reviewers flag that Lightfield's AI can create bad records or even nonexistent companies — the practical workaround recommended is limited imports, approval-based workflows, and human review before bulk updates. That's a meaningful caveat for a product whose entire pitch is “never touch your CRM again.”

Your revenue team finally stops arguing about whose numbers are right.

Fully automated record creation without reliable human-in-the-loop review doesn't solve the trust problem — it just moves it. If the CRM can confidently write a record for a company that doesn't exist, your team isn't arguing about whose numbers are right anymore; they're trusting numbers that were never verified in the first place.

Venntive: Automated and Trustworthy

- AI can create bad records or nonexistent companies, per independent reviewer testing
- No free tier, and Startup pricing has no annual-billing discount
- English-only availability
- Not fully integrated with LinkedIn Sales Navigator as of this writing
- Small review base (roughly 8–59 reviews depending on the source) with ratings ranging 3.6–4.6/5
- Explicitly not positioned for large enterprises with deep CRM customization needs

- New Contact/Company records are flagged automatically on likely duplicates before they're finalized
- Any flag can require view-and-approve/deny via a workflow trigger — human-in-the-loop by design
- One flat cost, no tier wall between you and full functionality
- 25 years in market with an established, ongoing customer base
- Robust API, native Zapier integration, and an MCP launching soon
- Built to scale from startup through enterprise on the same platform

3. Data Ownership, Security, and What's Actually Documented

To Lightfield's credit, its API and MCP connectors (Notion, Linear, Granola) are genuinely open and well-documented for a young product — a real technical strength. What's less clear is the compliance picture: independent comparisons of Lightfield against competing tools specifically note that public materials don't fully spell out enterprise privacy details, and recommend sensitive teams request security documentation directly during a pilot rather than assume coverage.

Standard	Lightfield	Venntive
Security certification	Not clearly documented publicly as of this writing; reviewers recommend requesting documentation directly	Data security is a first-class design principle across the platform
Data accuracy safeguards	Reviewers recommend approval-based workflows and human review before bulk AI updates	Duplicate/likely-conflict records are flagged automatically, with an optional approve/deny workflow before finalizing
Operating history	Young company; REST API only reached public beta in March 2026	25 years in market, since 2001
API/MCP openness	Genuinely open API and MCP connectors — a real strength	Robust API, native Zapier integration, and an MCP launching soon
Data portability	REST API still in public beta as of March 2026	Your data, fully portable, always

For most firms — especially any with compliance-sensitive clients — Venntive's documented, built-in security posture is the safer foundation. The exception is narrow: early-stage, founder-led teams comfortable requesting and vetting documentation directly, and willing to add manual review to AI-created records, may find Lightfield's speed worth that extra diligence.

4. The Switching Cost Question

Step	What It Means in Practice
Data migration	REST API only reached public beta in March 2026; Lightfield itself positions the product as not yet suited to large, deeply customized CRM migrations
Team onboarding	Genuinely fast — sub-5-minute setup with no upfront schema is a real strength for a small team
Data trust during migration	Reviewers recommend limited imports and approval-based workflows first, given documented cases of AI-created bad or duplicate records

Step	What It Means in Practice
Integration setup	Venntive's Zapier connector and documented, mature API mean existing tool connections migrate without custom development work
Ongoing support	Direct access to Venntive with a 25-year operating history behind it

5. Who Lightfield Is Actually Built For — and Who Venntive Is Actually Built For

	Who Venntive Is Actually Built For
• Founder-led sales teams and early-stage startups scaling roughly \$1M–\$10M ARR • Teams currently running sales on Slack threads and spreadsheets, not a formal CRM • Organizations comfortable vetting security documentation directly rather than relying on published certifications • Teams willing to add human review before trusting AI-created records • English-only operations without a need for deep LinkedIn Sales Navigator integration	• Owner-operated B2B firms — startup through enterprise — that want automation without an accuracy tax • Firms that need documented, built-in security posture from day one • Professional services, financial services, and healthcare-adjacent firms needing real compliance now, not a pilot-stage promise • Teams that want one flat cost with nothing gated behind a higher tier • Deliberate buyers who want a proven platform, not a young product's roadmap

For most B2B revenue teams, Venntive is the stronger choice: automation that's trustworthy by design, one flat cost, and a documented, proven security posture. The exception is narrow: very early-stage, founder-led teams comfortable vetting a young platform's compliance directly and adding manual review to its AI output may find Lightfield's speed worth that trade-off at their current stage.

Ready to see what a platform built around your business actually looks like?

Free for 7 days — no credit card, no onboarding fee, no sales pressure. venntive.com

This comparison was generated using AI based on publicly available pricing and product information, independent industry analysis, and verified user reviews as of July 2026. Lightfield pricing varies by source and has changed over time; figures here reflect the most recent independent reporting available and are provided for illustrative purposes. | venntive.com | Less friction. More business.