ACROSS THE TABLE

BUSINESS CONSULTING

APP COMPARISON 05 · BUSINESS CONNECT

Business Connect vs HiHello, Popl and Blinq

Digital business cards all look the same until you ask what happens to the contact after the tap.

Knowledge Article C05

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BEFORE YOU READ THIS

This guide compares Business Connect against three other products that do a similar job. Business Connect is my own. I build it, and I make money if you buy it.

That is exactly why this guide names the places where one of the other three is the better buy, and says so plainly. A comparison that found my own product best at everything would not be worth your time, and you would be right not to believe it.

WHAT BUSINESS CONNECT DOES

A two-way digital business card that keeps the lead.

Business Connect is a digital business card with a QR code, and the part that matters is the word two-way. A normal digital card gives them your details. Business Connect also captures theirs, lets you add notes and tags on the spot, and tracks them as a lead afterwards.

It is sold once rather than subscribed to.

What is in it:

- Digital card and QR
- Two-way exchange
- Notes, tags, reminders
- Pipeline tracking

Price: $30 one time.

THE THREE IT IS UP AGAINST

The three products below are the established names in digital business cards and all three are good at the card itself. They differ in what happens next and, more than anything, in how they charge.

Before the table, the question that actually decides this: when you meet someone at an event, what fails? For most people it is not that they could not share their details. It is that two weeks later there is a pocket full of cards and no follow-up.

Product	What it is	How it charges	Who it suits
Business Connect (mine)	A two-way digital card that captures their details too, with notes and pipeline tracking	One payment, once. No subscription	Someone who meets people to win work and needs to follow up

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Product	What it is	How it charges	Who it suits
HiHello	A polished digital business card with contact management and a generous free tier	Free tier, then per user per month for professional features	A professional who wants a free, well-made card
Popl	Digital cards built around physical NFC products — tags, cards, bands — with team features	Hardware purchase plus per user per month for the platform	Sales teams who want physical tap devices and CRM integration
Blinq	Digital cards with strong team management and deep CRM integrations	Free tier, then per user per month, with business tiers above	Companies rolling out consistent cards across a team

Prices move. Every figure for the other three comes from the source listed at the end of this guide, with the date it was published, so you can see how fresh it is and check it yourself. The figures for Business Connect are its own published prices.

WHAT EACH ONE IS ACTUALLY GOOD AT

HiHello

HiHello is widely regarded as the best free digital business card. Multiple cards for different contexts, a clean design, and contact capture that works well enough for most people.

Its paid tiers add business features and team management. For an individual, the free tier genuinely does the job, which is a strong argument.

Its contact management is a contact list rather than a sales pipeline. It remembers people; it does not chase them.

Pick this one if: you want an excellent digital card and the free tier covers you.

Popl

Popl leans hardest into the physical side: NFC cards, tags and wearables you tap against a phone. For in-person sales teams the tap is a genuinely better experience than asking someone to scan a code.

Its team tier includes analytics and integrations into mainstream CRMs, which is where it earns its keep for an organisation with reps.

You are buying hardware and then a subscription on top. For one person that is a lot of structure for a job a QR code also does.

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Pick this one if: you have a sales team, you want physical tap devices, and you already run a CRM to push contacts into.

Blinq

Blinq is the most business-oriented of the three. Central control of what everyone's card looks like, good integrations, and solid handling of teams joining and leaving.

For a company that wants every employee on brand without chasing anyone, that central control is the product.

As with the others, the ongoing cost is per person per month, which is the model to compare against buying something once.

Pick this one if: you are rolling cards out to a team and want them consistent and centrally managed.

WHERE BUSINESS CONNECT IS THE WRONG CHOICE

If any of these describes you, buy one of the others instead. You will be happier and I would rather tell you now than take your money.

- You want the best free digital card and nothing else. HiHello's free tier is excellent and costs nothing.
- You want physical NFC tap hardware. Business Connect is a card and a QR code. Popl makes the hardware.
- You need cards centrally managed across a staff of twenty. That is Blinq's whole purpose.
- You already run a CRM that you actually use. Capture contacts into that; you do not need another pipeline.

WHAT ACTUALLY MAKES BUSINESS CONNECT DIFFERENT

Two things. The first is the two-way exchange with notes and tags at the moment of meeting. Most digital cards optimise for giving your details away, which is the half of the problem that was never hard — you could always hand someone a card. The hard half is capturing theirs along with the context of why they mattered, while you still remember.

The second is that it is bought once. Every other product here charges per user per month, forever, for a business card. Over a few years that is a real number for something you may use a dozen times. If you go to four events a year, a subscription is the wrong shape and a one-time purchase is the right one.

The pipeline tracking is deliberately simple — notes, tags, reminders, stages. It is for someone who does not have a CRM and is not going to buy one, not a replacement for one if you do.

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The honest limit

If you already have and use a CRM, the pipeline part of Business Connect is duplicate machinery and the better setup is a card that pushes contacts into the CRM you already pay for. Blinq and Popl do that well.

And it is a QR-and-link product. There is no NFC hardware. If the tap itself is the experience you want, Popl is the honest answer.

HOW TO DECIDE

Answer these about your own business. The answers point at one of the four.

- What actually goes wrong after you meet someone — sharing your details, or following up?
- Do you already have a CRM you genuinely use?
- How many people need a card? One, or a team?
- Over three years, what does a per-user monthly subscription add up to for you?
- Do you want physical tap hardware, or is a QR code fine?

YOUR QUICK REVIEW

- ☐ I know whether my problem is sharing or following up.
- ☐ I have compared one-time cost against three years of subscription.
- ☐ I know whether contacts need to land in an existing CRM.
- ☐ I know whether anyone else needs a card.
- ☐ I have tried a free tier before paying for anything.

WHERE THESE NUMBERS CAME FROM

Everything stated about the other three products comes from the sources below, on the dates shown. Nothing here is from memory and nothing is estimated.

- Blinq, "Best HiHello Alternatives for Digital Business Cards in 2026" and related 2026 category comparisons — competitor set and positioning. Note this source is published by Blinq, one of the compared products, so its judgements favour Blinq; it is used here for who competes and what each does, not for rankings.
- Business Connect pricing: acrossthetable.biz/business-connect/, read from the site’s own published pricing data.
- HiHello, Popl and Blinq all publish current pricing on their own sites; check those before buying.

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Pricing pages change without notice. Before you buy anything in this guide, including mine, open the vendor's own pricing page and check.

ADDITIONAL RESOURCES

Product	Where to find it	What it is for
HiHello	hihello.com	A professional who wants a free, well-made card
Popl	popl.co	Sales teams who want physical tap devices and CRM integration
Blinq	blinq.me	Companies rolling out consistent cards across a team
Business Connect	acrossthetable.biz/business-connect/	Someone who meets people to win work and needs to follow up
Across the Table AI Assessment	acrossthetable.biz/#assessment	Fifteen minutes. Tells you which job to fix first, before you buy anything.
The Scaling Edge	acrossthetablebiz.substack.com	Weekly newsletter for owners without a business background.

CONTINUE LEARNING

The knowledge article on filling the pipeline covers what to do with contacts once you have captured them.

Refer & Earn turns satisfied customers into introductions, which is the other half of the same problem.

READ AND CONNECT WITH ACROSS THE TABLE

Across the Table website: https://acrossthetable.biz

The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

YouTube: https://www.youtube.com/@AcrossTheTableConnie

Questions: info@acrossthetable.biz · 480-582-4716

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