

# Pricing and plans

Close the gaps in your social media marketing workflow with the most complete tool for every stage of growth.

## Supported Networks



<p><b>Standard</b>  <b>\$49</b> per user/month (Billed annually)                  \$59 per user/month (Billed monthly)                  10 social profiles                  \$10/mo per additional social profile (Billed annually)                  \$15/mo per additional social profile (Billed monthly)</p> <p><b>All features you need to get started:</b></p> <ul style="list-style-type: none"> <li>Posts scheduling</li> <li>Unlimited posts</li> <li>Draft posts</li> <li>Unified Publishing Calendar</li> <li>Standard Social Inbox</li> <li>Automated Inbox Assistant</li> <li>Instant translations</li> <li>Report export</li> <li>Basic Social Media ROI</li> <li>Custom Report date range</li> <li>White-label reporting</li> <li>Google Chrome extension</li> <li>Mobile application (iOS &amp; Android)</li> <li>Google Analytics Integration</li> </ul>	<p><b>Professional</b>  <b>\$79</b> per user/month (Billed annually)                  \$99 per user/month (Billed monthly)                  10 social profiles                  \$10/mo per additional social profile (Billed annually)                  \$15/mo per additional social profile (Billed monthly)</p> <p><b>All features available on the Standard plan, plus:</b></p> <ul style="list-style-type: none"> <li>Instagram Product Tagging</li> <li>PulseLink in bio</li> <li>Instagram grid view</li> <li>First comment scheduling (Instagram, Facebook, LinkedIn)</li> <li>X (Twitter) threads scheduling</li> <li>Team workflow</li> <li>Canva integration</li> <li>Calendar notes</li> <li>Basic Ad Comment Monitoring</li> <li>TikTok &amp; LinkedIn ad comments monitoring</li> <li>Team performance reports</li> <li>Priority email &amp; chat support</li> </ul>	<p><b>Advanced</b>  <b>\$119</b> per user/month (Billed annually)                  \$149 per user/month (Billed monthly)                  10 social profiles                  \$10/mo per additional social profile (Billed annually)                  \$15/mo per additional social profile (Billed monthly)</p> <p><b>All features available on the Professional plan, plus:</b></p> <ul style="list-style-type: none"> <li>Content Library</li> <li>5 Shared Calendars</li> <li>Bulk publish content</li> <li>Content queues</li> <li>Advanced spam management</li> <li>Advanced Ad comments monitoring</li> <li>Saved replies</li> <li>Inbox bulk actions</li> <li>Publishing content labels</li> <li>Advanced Social Media ROI reports</li> <li>Power reports (customized)</li> </ul>	<p><b>Custom</b>                  Custom solutions tailored to your business needs.</p> <p><b>All features available on the Advanced plan, plus:</b></p> <ul style="list-style-type: none"> <li>Unlimited social profiles</li> <li>Unlimited Shared Calendars</li> <li>Unlimited Inbox Moderation Rules</li> <li>Priority email, chat, &amp; video call</li> <li>Dedicated Account Manager</li> <li>Quarterly Business Reviews</li> <li>Single Sign-On (SSO)</li> <li>CRM Integration</li> <li>Schedule Facebook Boosted Posts</li> <li>Open Reports API</li> </ul>
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<p><b>Free</b> <b>\$0/Mo</b>                  3 social profiles, 1 user</p> <ul style="list-style-type: none"> <li>10 scheduled posts</li> <li>Basic Social Inbox*</li> <li>Basic Reporting</li> <li>Limited Social Media ROI report</li> <li>Mobile app</li> </ul>
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\*limited to 100 messages or comments per month

## Compare plans

	Free	Standard	Professional	Advanced	Custom
<b>Publishing</b>					
Scheduled posts	10 Scheduled posts	Unlimited	Unlimited	Unlimited	Unlimited
Unified calendar	✗	✓	✓	✓	✓
Instagram Product Tagging	✗	✗	✓	✓	✓
PulseLink in bio	✗	✗	✓	✓	✓
Instagram grid	✗	✗	✓	✓	✓
First comment scheduling (Instagram, Facebook, LinkedIn)	✗	✗	✓	✓	✓
X (Twitter) threads scheduling	✗	✗	✓	✓	✓
Label Content	✗	✗	✗	✓	✓
Content library	✗	10 images/ 2 videos	10 images/ 2 videos	✓	✓
Facebook Boosting	✗	✗	✗	✗	✓
<b>Collaboration</b>					
Assign & approve posts	✗	✗	✓	✓	✓
Comments on posts	✗	✗	✓	✓	✓
Collision detection	✗	✗	✓	✓	✓
Bulk approve	✗	✗	✗	✓	✓
Shared calendar	✗	✗	✗	yes, 5	Unlimited
<b>Productivity</b>					
Draft posts	✗	✓	✓	✓	✓
Canva integration	✗	✗	✓	✓	✓
Calendar notes	✗	✗	✓	✓	✓
Content queues	✗	✗	✗	✓	✓
Bulk publishing	✗	✗	✗	✓	✓
Slack Integration	✗	✗	✗	✗	✓
<b>Engagement</b>					
Advanced social inbox	✗	✓	✓	✓	✓
Manage GMB reviews	✗	✓	✓	✓	✓
Inline translation	✗	✓	✓	✓	✓
Automated inbox assistant	✗	✓	✓	✓	Yes, Unlimited
Assign content	✗	✗	✓	✓	✓
Ad comments monitoring	✗	✗	✓	✓	✓
TikTok & LinkedIn ad comments monitoring	✗	✗	✓	✓	✓
Advanced spam management	✗	✗	✗	✓	✓
Saved replies	✗	✗	✗	✓	✓
Bulk actions	✗	✗	✗	✓	✓
Label tags	✗	✗	✗	✓	✓
Sentiment	✗	✗	✗	Display	Display & Filter
<b>Listening</b>					
Advanced Social/Web Listening Search <small>*Monitor brand mentions and sentiment, consumer discussions, industry trends, and aggregate insights for reporting purposes. Listen across X, FB, IG, Web, and Blog sources for keywords, mentions &amp; hashtags.</small>	✗	\$40/search/month	\$40/search/month	\$40/search/month	\$40/search/month
<b>Reporting</b>					
Basic report	✓	✓	✓	✓	✓
Google Analytics Integration	✓	✓	✓	✓	✓
Basic social media ROI report	✓	✓	✓	✓	✓
Basic report export	✗	✓	✓	✓	✓
Top content	✗	✓	✓	✓	✓
Report date picker	✗	✓	✓	✓	✓
White-label reporting	✗	✓	✓	✓	✓
Team performance report	✗	✗	✓	✓	✓
Advanced power reports	✗	✗	✗	✓	✓
Advanced social media ROI report	✗	✗	✗	✓	✓
Open Reports API	✗	✗	✗	✗	✓
Data retention	1 month	6 months	12 months	24 months	24 months
<b>Other benefits</b>					
Mobile app	✓	✓	✓	✓	✓
X Lite <small>*Includes only X (Twitter) Publishing capabilities.</small>	✓	✓	✓	✓	✓
X Plus <small>*Includes X (Twitter) Publishing, Inbox, and Reporting.</small>	✗	\$30/month/profile	\$30/month/profile	\$30/month/profile	\$30/month/profile
Advocacy <small>*Includes unlimited campaigns and 50 advocates.</small>	✗	\$150/month	\$150/month	\$150/month	Custom
Customer support	email support	email support	priority email & chat support	priority email & chat support	priority email & chat & video call
Response time	best efforts	6hrs or less	2hrs or less	1hr or less	30min or less
Training	Group training	Group training	Group training	Group training	1-1 training
Team workflow	✗	✗	✓	✓	✓
Dedicated account manager	✗	✗	✗	✗	✓
Quarterly business review	✗	✗	✗	✗	✓
Single Sign-On (SSO)	✗	✗	✗	✗	✓
CRM Integration <small>*Connect your Salesforce or HubSpot CRM to link customer contacts directly to your Social Inbox engagement.</small>	✗	✗	✗	✗	✓