

# 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></p> <p><b>us \$79</b> per user/month (Billed annually)</p> <p>\$99 per user/month (Billed monthly)</p> <p>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></p> <p><b>us \$119</b> per user/month (Billed annually)</p> <p>\$149 per user/month (Billed monthly)</p> <p>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></p> <p><b>us \$149</b> per user/month (Billed annually)</p> <p>\$199 per user/month (Billed monthly)</p> <p>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></p> <p>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> \$0/Mo</p> <p>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

Publishing	Free	Standard	Professional	Advanced	Custom
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	✗	✗	✗	✗	✔
Collaboration					
Assign & approve posts	✗	✗	✔	✔	✔
Comments on posts	✗	✗	✔	✔	✔
Collision detection	✗	✗	✔	✔	✔
Bulk approve	✗	✗	✗	✔	✔
Multi-step approval workflows	✗	✗	✗	✗	✔
Shared calendar	✗	✗	✗	yes, 5	Unlimited
Productivity					
Draft posts	✗	✔	✔	✔	✔
Canva integration	✗	✗	✔	✔	✔
Calendar notes	✗	✗	✔	✔	✔
Content queues	✗	✗	✗	✔	✔
Bulk publishing	✗	✗	✗	✔	✔
Slack Integration	✗	✗	✗	✗	✔
Engagement					
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
Listening					
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
Reporting					
Basic report	✔	✔	✔	✔	✔
Google Analytics Integration	✔	✔	✔	✔	✔
Basic social media ROI report	✔	✔	✔	✔	✔
Basic report export	✗	✔	✔	✔	✔
Top content	✗	✔	✔	✔	✔
Report date picker	✗	✔	✔	✔	✔
White-label reporting	✗	✔	✔	✔	✔
Competitor benchmarking report	✗	Yes, 1	Yes, 1	Yes, 6	Yes, Custom
Team performance report	✗	✗	✔	✔	✔
Advanced power reports	✗	✗	✗	✔	✔
Advanced social media ROI report	✗	✗	✗	✔	✔
Meta Ad Reporting	✗	✗	✗	✔	✔
Open Reports API	✗	✗	✗	✗	✔
Data retention	1 month	6 months	12 months	24 months	24 months
Other benefits					
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
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>	✗	✗	✗	✗	✔