

# Pricing and plans

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

Supported Networks





### All features you need to get started:

- Posts scheduling
- Unlimited posts
- Draft posts Unified Publishing Calendar
- Standard Social Inbox Automated Inbox Assistant
- Instant translations
- Report export
- Basic Social Media ROI
- Custom Report date range ♥ White-label reporting
- ✓ Mobile application (iOS & Android)
- Google Analytics Integration

All features available on the

Instagram Product Tagging

First comment scheduling

X (Twitter) threads scheduling

Basic Ad Comment Monitoring

Priority email & chat support

(Instagram, Facebook, LinkedIn)

Standard plan, plus:

PulseLink in bio

Team workflow

Calendar notes

monitoring

Canva integration

Instagram grid view

### **Advanced** US \$149 per user/month (Billed annually)

**\$199** per user/month (Billed monthly) 10 social profiles \$10/mo per additional social profile (Billed annually) \$15/mo per additional social profile (Billed monthly)

### All features available on the Professional plan, plus:

- Content Library
- 5 Shared Calendars

Bulk publish content

- Content queues
- Advanced spam management Advanced Ad comments monitoring
- Saved replies Inbox bulk actions
- Publishing content labels
- Advanced Social Media ROI reports Power reports (customized)
- ✓ TikTok & LinkedIn ad comments **⊘** Team performance reports
  - ✓ 10 scheduled posts

All features available on the Advanced plan, plus: Unlimited social profiles Unlimited Shared Calendars Unlimited Inbox Moderation Rules Priority email, chat, & video call Dedicated Account Manager Quarterly Business Reviews Single Sign-On (SSO) CRM Integration Schedule Facebook Boosted Posts

Open Reports API

**Custom** 

Custom solutions tailored to your business needs.

**Free** \$0/Mo social profiles, 1 user

❷ Basic Social Inbox\*

 Basic Reporting ✓ Limited Social Media ROI report

✓ Mobile app

\*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
Jnified calendar	X				•
nstagram Product Tagging	X	X			•
PulseLink in bio	×	×			•
nstagram grid	×	X			•
irst comment scheduling nstagram, Facebook, LinkedIn)	×	X			•
( (Twitter) threads scheduling	×	×			•
abel Content	×	×	×		•
Content library	×	10 images/ 2 videos	10 images/ 2 videos		•
acebook Boosting	×	×	×	X	•
Collaboration					
assign & approve posts	×	×	•		•
Comments on posts	×	×			•
Collision detection	×	×			
Bulk approve	×	X	×		
Aulti-step approval workflows	×	×	×	×	•
hared calendar	×	×	×	yes, 5	Unlimited
Productivity					
Praft posts	×	•	•	•	•
Canva integration	×	X			•
Calendar notes	X	X			•
Content queues	×	X	×		•
Bulk publishing	X	X	×		
lack Integration	X	×	×	X	
Engagement					
Advanced social inbox	×	•	•	•	•
Manage GMB reviews	×				
nline translation	×				
automated inbox assistant	×				Yes, Unlimited
Assign content	×	×			
ad comments monitoring	×	×			
ikTok & LinkedIn ad comments monitoring	×	×			•
Advanced spam management	×	×	×		•
aved replies	×	×	×		•
Bulk actions	×	×	×		•
abel tags	×	×	×		•
Sentiment	×	×	×	Display	Display & Filter
Listening					

Advanced Social/Web Listening Search *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 & hashtags.	X	\$100/search/ month	\$100/search/ month	\$100/search/ month	\$100/search/ month
Reporting					
Basic report					
Google Analytics Integration					
Basic social media ROI report					
Basic report export	X				
Top content	X				
Report date picker	X				
White-label reporting	X				
Competitor benchmarking report	X	Yes, 1	Yes, 1	Yes, 6	Yes, Custom
Team performance report	×	X			•
Advanced power reports	×	X	×		•
Advanced social media ROI report	×	X	×		•
Meta Ad Reporting	×	X	×		•
Open Reports API	×	X	X	×	
Data retention	1 month	6 months	12 months	24 months	24 months
Other benefits					
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## Mobile app

X Lite

\*Includes only X (Twitter) Publishing capabilities.

X Plus *Includes X (Twitter) Publishing, Inbox, and Reporting.
includes A (Twitter) Fublishing, Inbox, and Reporting.

*Includes X (Twitter) Publishing, Inbox, and Reporting.
Advocacy *Includes unlimited campaigns and 50 advocates.
Customer support

Quaterly business review	
Single Sign-On (SSO)	
CRM Integration	

\*Connect your Salesforce or HubSpot CRM to link customer contacts directly to your Social Inbox

engagement.

Dedicated account manager

## X

X

email support

best efforts

Group training

X

X

X

X



6hrs or less

Group training

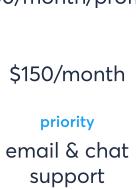
X

X

X

X





2hrs or less

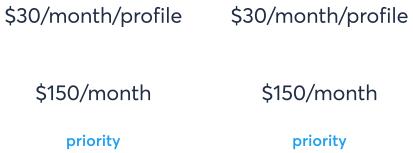
Group training

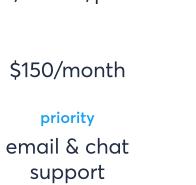
X

X

X

X





1hr or less

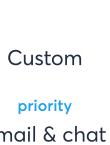
Group training

X

X

X

X



\$30/month/profile

