

Pricing and plans

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

Supported Networks



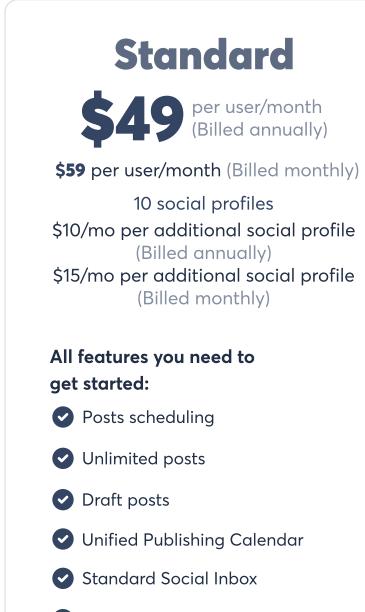












Instant translations Report export

Basic Social Media ROI

Custom Report date range **⊘** White-label reporting

Google Chrome extension

✓ Mobile application (iOS & Android) Google Analytics Integration

Professional per user/month (Billed annually) (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)

All features available on the Standard plan, plus:

✓ Instagram Product Tagging

PulseLink in bio

Instagram grid view

First comment scheduling (Instagram, Facebook, LinkedIn) X (Twitter) threads scheduling

Team workflow

Canva integration Calendar notes

 Basic Ad Comment Monitoring Team performance reports Priority email & chat support

Advanced per user/month (Billed annually)

10 social profiles \$10/mo per additional social profile (Billed annually) (Billed monthly)

\$149 per user/month (Billed monthly)

\$15/mo per additional social profile

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 Automated Inbox Assistant Saved replies

Inbox bulk actions Publishing content labels Advanced Social Media ROI reports

Power reports (customized)

Custom

Custom solutions tailored to your business needs.

All features available on the Advanced plan, plus:

Unlimited social profiles Unlimited Shared Calendars

Priority email, chat, & phone support Dedicated Account Manager

Quarterly Business Reviews

Single Sign-On (SSO) CRM Integration

Schedule Facebook Boosted Posts

Free 3 social profiles, 1 user

\$0/Mo

❷ Basic Social Inbox*

✓ Mobile app

Basic Reporting

Limited Social Media ROI report

✓ 10 scheduled posts

*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
Instagram Product Tagging	×	X			
PulseLink in bio	X	X			
Unified calendar	×				
Instagram grid	×	X			
Facebook Boosting	×	X	×	X	
First comment scheduling (Instagram, Facebook, LinkedIn)	×	×			
Label Content	×	X	×		
Content library	×	10 images/ 2 videos	10 images/ 2 videos		•
X (Twitter) threads scheduling	×	×			
Collaboration					
Assign & approve posts	×	×			
Comments on posts	×	×			
Collision detection	×	X			
Bulk approve	×	X	×		
Shared calendar	×	×	×	yes, 5	Unlimited
Productivity					
Draft posts	×				
Canva integration	×	X			
Calendar notes	×	X			
Content queues	×	×	×		
Bulk publishing	×	×	×		
Engagement					
Advanced social inbox	×				
Manage GMB reviews	×				
Inline translation	×				
Assign content	×	×			
Ad comments monitoring	×	X			
Advanced spam management	×	X	×		
Automated inbox assistant	×	×	×		
Saved replies	×	×	×		
Bulk actions	×	×	×		
Label tags	×	X	X		
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	\$40/search/ month	\$40/search/ month	\$40/search/ month	\$40/search/ month
Reporting					

Reporting			
Basic report			
Google Analytics Integration			
Basic social media ROI report	✓		•

Basic report export	×		•
Top content	×		•
Report date picker	×		•
White-label reporting	×		•

Team performance report	×	X		•
Advanced power reports	×	X	X	•

Advanced social media ROI report

*Includes unlimited campaigns and 50 advocates.

Mobile app

Quaterly business review

Data retention	1 month	6 months	12 months	24 months	24 months
Other benefits					

X Lite *Includes only X (Twitter) Publishing capabilities.					
X Plus *Includes X (Twitter) Publishing, Inbox, and Reporting.	×	\$30/month/profile	\$30/month/profile	\$30/month/profile	\$30/month/profile
Advocacy	V	Ć150 / LI	¢150 / H-	¢150 /	Constant

\$150/month

\$150/month

X

\$150/month

×

Custom

Customer support	email support	email support	priority email & chat support	priority email & chat support	priority email & chat & phone support
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 X Team workflow X X X X Dedicated account manager X

X

X Single Sign-On (SSO) X X X **CRM** Integration X X X X *Connect your Salesforce or HubSpot CRM to link customer contacts directly to your Social Inbox engagement.

X