

Pricing and plans

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

Supported Networks



Standard	Professional	Advanced	Custom
<p>us \$79 per user/month (Billed annually)</p> <p>\$99 per user/month (Billed monthly)</p> <p>10 social profiles</p> <p>\$10/mo per additional social profile (Billed annually)</p> <p>\$15/mo per additional social profile (Billed monthly)</p> <p>All features you need to get started:</p> <ul style="list-style-type: none"> 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 	<p>us \$119 per user/month (Billed annually)</p> <p>\$149 per user/month (Billed monthly)</p> <p>10 social profiles</p> <p>\$10/mo per additional social profile (Billed annually)</p> <p>\$15/mo per additional social profile (Billed monthly)</p> <p>All features available on the Standard plan, plus:</p> <ul style="list-style-type: none"> 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 TikTok & LinkedIn ad comments monitoring Team performance reports Priority email & chat support 	<p>us \$149 per user/month (Billed annually)</p> <p>\$199 per user/month (Billed monthly)</p> <p>10 social profiles</p> <p>\$10/mo per additional social profile (Billed annually)</p> <p>\$15/mo per additional social profile (Billed monthly)</p> <p>All features available on the Professional plan, plus:</p> <ul style="list-style-type: none"> 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) 	<p>Custom solutions tailored to your business needs.</p> <p>All features available on the Advanced plan, plus:</p> <ul style="list-style-type: none"> 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

<p>Free \$0/Mo</p> <p>3 social profiles, 1 user</p> <ul style="list-style-type: none"> 10 scheduled posts Basic Social Inbox* Basic Reporting Limited Social Media ROI report Mobile app
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*limited to 100 messages or comments per month

Compare plans

	Free	Standard	Professional	Advanced	Custom
Publishing					
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 & hashtags.</small>	✗	\$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	✗	✓	✓	✓	✓
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>	✗	✗	✗	✗	✓