

Pricing and plans

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

Supported Networks



Professional

\$99 per user/month (Billed monthly)

10 social profiles

\$10/mo per additional social profile

per user/month (Billed annually)



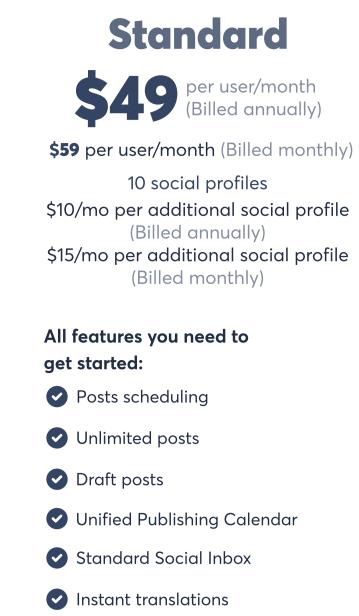












Report export

Basic Social Media ROI

⊘ White-label reporting

Custom Report date range

Google Chrome extension

Google Analytics Integration

✓ Mobile application (iOS & Android)

(Billed annually) \$15/mo per additional social profile (Billed monthly) All features available

on the Standard plan, plus: ✓ PulseLink in bio

- Instagram Product Tagging
- 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) **\$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)

- 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)

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 Open Reports API

Custom

Custom solutions tailored to your business needs.

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

❷ Basic Social Inbox* Basic Reporting Limited Social Media ROI report ✓ Mobile app

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

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.	×	\$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	×				
Team performance report	×	X			
Advanced power reports	×	×	×		
Advanced social media ROI report	×	×	×		
Open Reports API	×	×	×	×	

Other benefits					
Mobile app					
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 *Includes unlimited campaigns and 50 advocates.	×	\$150/month	\$150/month	\$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
Team workflow	×	×			
Dedicated account manager	×	×	×	×	

X

X

X

6 months

1 month

×

X

X

Data retention

Quaterly business review

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

Single Sign-On (SSO)

CRM Integration

engagement.

12 months

X

X

X

24 months

X

X

X

24 months