

# How Much Does Marketing Automation Software Cost?

2024 Pricing Guide

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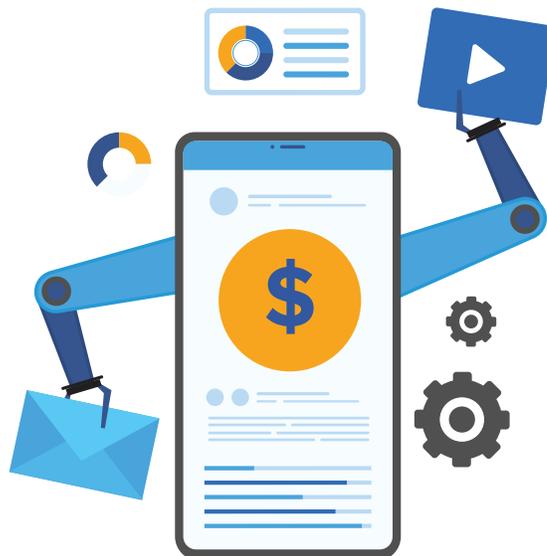
# How Much Does Marketing Automation Software Cost?

## 2024 Pricing Guide

Pricing is an important factor for companies investing in [marketing automation software](#). Companies want to reach potential leads in the most cost-effective way.

Although some vendors offer pricing details publicly, others need to be contacted directly for a quote.

We've developed this marketing automation software pricing guide with info on pricing types, additional costs to consider and specific pricing plans from well-known vendors.



## What Is Marketing Automation Software?

Marketing automation software helps companies manage marketing campaigns and convert leads into sales. Businesses can use automation and tracking tools to reach high volumes of prospects, analyze their behavior and nurture relationships through the sales funnel. The software supports email, social media, web and multichannel marketing strategies.

Marketing automation solutions have several standard features, including:

**Email marketing** – Email marketing delivers blast emails, such as promotions and newsletters, to multiple contacts simultaneously. The contact list usually contains subscribers or people who've opted in to receiving emails.

**Triggered email marketing** – Companies can define specific prospect behavior to trigger email marketing. For example, if a customer purchases a company's product, a triggered email can be sent to promote additional products or services as a means to upsell.

**Forms and landing pages** – Custom forms and landing pages allow marketers to capture lead info (name, email address, qualifying questions, etc.) when people sign up for offers or download an asset from a website.

**Lead management** – A lead management system, also known as customer acquisitions management, generates new customers to increase revenue and business development.

**Lead nurturing** – Companies can create and automate lead nurturing workflows that send relevant messages to prospects based on their behaviors or predefined campaign parameters.

**Lead scoring** – Lead scoring prioritizes potential customers based on how much interest they show in the company or products, which reduces the risk of chasing down dead-end leads.

**Campaign reporting and analytics** – Reporting and analytical features help companies measure the success of advertising campaigns. Tools include dashboards and built-in or customizable reporting templates.

**Customer relationship management (CRM) system integration** – Integration with a CRM solution lets marketing and sales work together. Both departments can access relevant prospect and customer data to generate effective leads and convert them into customers.



## B2B vs. B2C Marketing Automation Needs

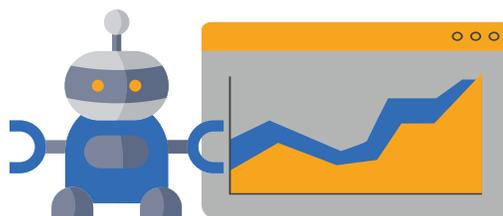
Companies will likely have different marketing automation needs depending on whether their customers are individual consumers or other businesses.

**Business-to-business (B2B)** – Companies market to other companies. In this case, purchase sizes are generally large and buyers are more knowledgeable. B2B marketing usually requires a long sales cycle, as relationships need to be nurtured and developed.

Because converting leads into customers can be difficult, B2B companies should look for marketing automation software with lead management, nurturing and scoring features. In addition, buyers will want CRM integration, so that info can be transferred seamlessly from marketing to sales.

**Business-to-consumer (B2C)** – Companies sell products to consumers. Although B2C companies have shorter sales cycles than B2B companies, they need to reach high volumes of prospects, who usually make smaller purchases.

B2C companies will want marketing automation software that can manage a large database of customer data, as well as analytics and segmentation tools to define the target audience and automate marketing for leads.



## Marketing Automation Software Pricing Plans

Marketing automation vendors generally use a software-as-a-service (SaaS) pricing plan. Companies pay a monthly subscription fee to access software through the cloud. Here are two common ways vendors price marketing automation software:



**Per month subscription plan** – Many vendors offer per month subscription plans with tiers based on the level of features and maximum number of contacts. The highest tier plans often include integrations with sales platforms and the ability to segment target audiences and nurture leads.

This pricing plan is best for companies that need advanced functionality to analyze their target market, convert leads or cross-sell products.



**Per contact, per month subscription plan** – In a per contact, per month subscription plan, vendors provide full functionality and only charge for the number of contacts in a company's marketing database. Some vendors provide an online calculator where companies can input their number of contacts and receive an immediate quote. The minimum number of contacts is usually 1,000. The perpetual licensing fee varies based on the number of users.

This pricing model works best for B2C companies that need to reach high volumes of prospects with email marketing campaigns.

## Additional Costs to Consider

Investing in marketing automation software includes other costs beyond subscription pricing. Here are several additional expenses to consider:

**Implementation and onboarding** – A few vendors require companies to purchase an implementation and onboarding package at sign-up. This may include data migration, training sessions, dashboard and reporting setup, and post-implementation check-ins.

**Add-on features** – Although some solutions offer advanced features in their per month subscription plans, others provide specific features or integrations for an

extra fee. For example, companies can often purchase a dedicated IP address as a separate add-on.

**Support** – Most vendors include basic support with their subscription plans. However, priority support, 24/7 responses and a dedicated customer service manager typically require paying for an upgraded support plan.

**Consulting** – Some vendors provide consulting services for marketing and sales. This may come in the form of one-on-one sessions, training webinars or feedback on specific advertising campaigns.

## Marketing Automation Software Vendor Pricing

We've researched pricing for several popular marketing automation solutions. Note that some vendors don't list pricing info on their websites, so you'll need to contact them directly for a quote.

**Act-On** is a cloud-based platform offering two pricing plans (billed annually) for at least 2,500 contacts.

The Professional plan starts at \$900 per month and includes basic functionality, three marketing users, 50 sales users and 30,000 automatic phone calls daily. The Enterprise plan provides advanced reporting functionality, account-based marketing, integration with CRM systems, six marketing users and 100 sales users. Pricing for that plan is not publicly available, so please contact the vendor directly for a quote.

**ActiveCampaign** is a comprehensive marketing solution that has four pricing plans (billed annually).

The Lite plan is \$29 per month for up to 500 contacts, a single user, unlimited sending, email marketing, newsletters, marketing automation, and chat and email support.

The Plus plan costs \$49 per month and offers up to 1,000 contacts, up to three users, CRM integration, contact and lead scoring, custom domain and branding, SMS marketing and one-on-one training.

The Professional plan is \$149 per month for up to 2,500 contacts, up to five users, site messaging, attribution, predictive sending and win probability features.

The Enterprise plan includes up to 10 users, custom reporting, a custom mailserver domain, free design services, free social data, uptime Service Level Agreement (SLA) and a data migration service. Pricing is no longer available, so please contact the vendor for a quote.



**ActiveDemand** provides four solutions for both digital marketing agencies and corporate marketers.

The Small Business Marketing Automation Solution starts at \$90 per month (\$69 if paid annually) for 100 contacts, one user account, unlimited emails, landing pages, form submissions and image hosting. Upgrading to 5,000 contacts costs \$194 per month (\$149 if billed annually).

The Corporate Marketing Solution starts at \$259 per month (\$199 if billed annually) for 100 contacts, multiple users, event and multistep campaigns, lead scoring, webinar and protected asset integrations, and custom reports. Upgrading to 5,000 contacts costs \$714 per month (\$549 if paid annually).

The Email Marketing Solution is designed for companies that only want email marketing features. Pricing options include: 100 contacts for \$20 per month (\$15 if paid annually), 1,000 contacts for \$33 per month (\$25 if paid annually), and 5,000 contacts for \$85 per month (\$65 if paid annually). Companies with over 5,000 contacts should contact the vendor directly.

The Call Tracking Solution is priced at \$2.75 per month and \$0.04 per minute for local numbers, and \$3.50 per month and \$0.05 per minute for toll-free numbers. The solution includes lead scoring, social media campaigns, SMS campaigns, robo call campaigns, lead distribution workflows, and integration with Google Analytics and Google AdWords.

**AWeber** has a free plan for companies that are just starting out. It includes basic features, such as up to 500 email subscribers, landing pages, a drag and drop builder, push notifications, email templates and eCommerce functionality.

Then, there are three paid plans: Lite, Plus and Unlimited. The Lite plan starts at \$12.50 per month (billed annually) for up to 500 subscribers and includes all of the features of the free trial, plus unlimited email sends, advanced message analytics, up to three users, email automation and landing pages, import shared campaigns, email split testing, the ability to buy and connect domains and phone support.

The Plus plan starts at \$20 per month (billed annually) for up to 500 subscribers. It accommodates unlimited users, email automation and landing pages. It adds on priority support, a full template library and advanced reporting, among other features.

The Unlimited plan starts at \$899 per month (billed monthly) for up to 500 subscribers. It adds on personalized account management and the ability to send 12 times the number of subscriber emails per month.

**Constant Contact** has three monthly pricing plans with a 60-day free trial and a 15% discount if companies pay annually. The Lite plan includes basic features and starts at \$12 per month for up to 500 contacts.

The Standard plan adds on A/B testing, email resends to non-opens, prebuilt automation template, contact segmentation and social media ads integration. It starts at \$35 per month for up to 500 contacts.

The Premium plan adds advanced email marketing features, custom automation, search engine optimization (SEO) and advanced ads. It starts at \$80 per month for up to 500 contacts.

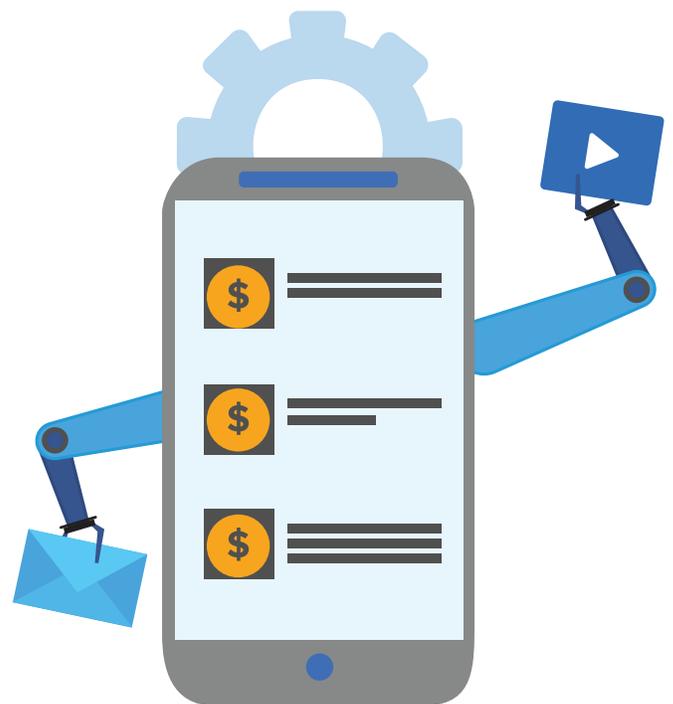
Constant Contact offers a Marketing Automation+ platform for organizations that need robust functionality.

It starts at \$449 per month and includes features like sales automation, lead scoring, advanced workflows, tracking and analytics and a dedicated onboarding expert.

**ConvertKit** offers a free account for companies that manage up to 1,000 contacts and includes features such as unlimited landing pages and forms, send email broadcasts, sell digital products and subscriptions and email support.

There are two paid plans. First, there's the Creator plan that starts at \$29 per month for up to 1,000 contacts. It includes all of the features of the free account, plus free data migration, automated funnels and sequences, over 70 direct integrations and API and priority support.

Then, there's the Creator Pro plan that starts at \$59 per month for up to 1,000 contacts. It includes all of the features of the Creator plan, plus Facebook custom audiences, a newsletter referral system, subscriber scoring, advanced reporting and premium support.



**Drip** is a B2C marketing automation solution that includes unlimited email sends and 24/7 email support. It starts at \$39 per month for up to 2,500 contacts.

**GetResponse** offers three monthly plans with variable pricing based on the number of contacts and company size. Customers can access a 30-day free trial, and save 18% by paying annually or 30% by paying for two years in advance.

First, there's the free plan that supports up to 500 contacts. It includes limited features, such as basic email marketing functionality, website builder, a single landing page, signup forms and up to 5 GB of bandwidth.

The Email Marketing plan offers additional email marketing features (e.g., A/B testing, scheduling, Google Analytics tracking) and ranges from \$19 per month (1,000 contacts) to \$539 per month (100,000 contacts).

The Marketing Automation plan adds on advanced automation and segmentation features, contact scoring, webinars (up to 100 attendees) and team management (up to three users). Prices fall between \$59 per month (1,000 contacts) and \$599 per month (100,000 contacts).

The eCommerce Marketing plan include web push notifications, quick transactional emails, eCommerce segmentation, abandoned cart recovery, promo codes and product recommendations from \$119 per month (1,000 contacts) to \$699 per month (100,000 contacts).

For midsize and large companies, there are two MAX plans. The first MAX plan provides SMS marketing (up to 1,000 messages), webinars for up to 500 attendees, shared IP addresses, up to 10 users per account, live chat and email support and other features. Then, there's the MAX2 plan that adds on unlimited users, single sign-on, unlimited email marketing, up to 5,000 SMS messages, webinars for up to 1,000 attendees, transactional emails, enterprise-grade API limits, a dedicated IP address, marketing automation strategy consulting, a dedicated



customer experience manager and priority support. Pricing for both plans are based on a custom quote.

**Hubspot** is a comprehensive CRM and marketing automation platform with four monthly pricing options that are billed annually. A free version is available with basic functionality.

The Starter plan costs \$18 per month and has email marketing and lead tracking features for 1,000 contacts. An extra 1,000 contacts can be added for \$18 per month.

The Professional plan is \$800 per month and offers marketing automation, landing pages, reporting and content creation tools for 2,000 contacts. Companies must pay a one-time onboarding fee of \$3,000 and can add an additional 5,000 contacts for \$225 per month.

The Enterprise plan is priced at \$3,600 per month for 10,000 contacts, advanced features and unlimited site visits. There's a mandatory one-time onboarding fee of \$6,000 and a \$100 per month charge for each extra 10,000 contacts added.

Available add-ons include custom SSL (\$100 per month), reporting (\$200 per month), ads (\$100 per month), dedicated IP addresses (\$300 per month), transactional emails (\$600 per month) and application programming interface (API) integration (\$500 per month).

**Keap** has three pricing plans with CRM functionality, email marketing, business phone line and text messaging, appointments, and quotes, invoices and payments.

The Pro plan starts at \$199 per month for two users and 1,500 contacts.

The Max plan starts at \$289 per month for three users and 2,500 contacts. It adds on promo codes and marketing analytics.

The Ultimate plan starts at \$349 per month for three users and 2,500 contacts. It adds on advanced marketing and sales tools, as well as custom user access controls.

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- The Ultimate plan starts at \$349 per month for three users and 2,500 contacts. It adds on advanced marketing and sales tools, as well as custom user access controls.

**Leadfwd** has a free Starter plan for a single user that needs basic functionality. It accommodates up to 100 contacts and comes with basic features, such as contact management, email sequences and a LinkedIn prospector. There are three paid plans.

The Solopreneur plan starts at \$39 per month for up to 1,000 contacts. It adds on task management, automated workflows, a Zapier connector, SMS outreach, custom alert policies and chat support.

The Pro plan starts at \$139 per month for up to 25,000 contacts. It accommodates unlimited users and includes all of the features of the Solopreneur plan, plus condition-based outreach, lead scoring, team roles and

permissions and enhanced analytics.

The Custom plan is intended for companies with even more advanced needs and have at least 50,000 contacts. Pricing is not available, so please contact the vendor for a quote. The Custom plan adds on sub-accounts, API access, onboarding help and a Customer Success Manager.

**MailChimp** provides four pricing plans.

The Free plan includes one audience, 500 contacts, 2,500 monthly emails, seven marketing channels, basic templates and email support for the first 30 days.

The Essentials plan offers three audiences, 5,000 monthly emails, email templates, A/B testing, custom branding and 24/7 support. Prices start at \$13 per month (500 contacts).

The Standard plan provides five audiences, 6,000 monthly emails, advanced customer journeys, predictive segmentation, send time optimization, custom-coded templates and dynamic content. Prices start at \$20 per month (500 contacts).

The Premium plan includes unlimited audiences, 150,000 monthly emails, advanced segmentation, multivariate testing and phone support. The price starts at \$350 per month (500 contacts).



**Maropost** has three pricing tiers that include unlimited contacts, unlimited users, unlimited segment builder and unlimited lists. Maropost also offers specialized packages for clients with complex needs.

The Essential tier starts at \$279 per month and includes email marketing (e.g., transactional emails, email campaigns, A/B campaigns), email templates, marketing assets, email management, up to five customer journeys, 50 custom fields, one-click integration to third-party applications (e.g., Shopify, Salesforce, Magento), 10 concurrent API calls, reporting and analytics, web tracking, product and revenue tracking and 24/7 chat support.

The Professional tier starts at \$849 per month and includes all of the features of the Essentials tier, plus 20 customer journeys, 100 custom fields, up to 5 GB of relational table data storage, brand management, optional mobile marketing features, send time optimization, conversion time optimization, a dedicated customer success manager, a dedicated deliverability manager and training and onboarding.

The Enterprise tier starts at \$1,699 per month and includes all of the features of the Professional tier, plus unlimited journeys, 150 custom fields and up to 10 GB of relational table data storage.

**Moosend** offers a 30-day free trial that includes unlimited emails, automation workflows, a single landing page and a single form. It has two pricing plans that's based on the number of subscribers: Pro and Enterprise. The Pro plan many features like transactional emails and a SMTP server. It starts at \$9 per month for up to 500 subscribers. The Enterprise plan adds more features, such as custom reporting, single sign-on, an account manager, priority support, premium campaign performance, deliverability and strategy optimization and a service-level agreement. Pricing for this plan is only available as a custom quote.

**Ortto** – Ortto has three plans. The Professional plan starts at \$599 per month for 10,000 contacts. It includes the data platform, the journeys feature, SMS marketing, analytics, email marketing, A/B testing, web push notifications, form and pop-up builder, AI suggestions and predictions, report and dashboard builder, lead scoring, integration with many third-party software solutions, and 24/7 email and chat support.

The Business plan costs \$999 per month for 10,000 contacts. It includes all of the features of the Professional plan, plus up to mobile push marketing, transactional emails and SMS, multiple email and tracking domains, email delivery optimization tools, dedicated email IPs, cohort reports, user roles and permissions, professional onboarding and priority support.

The Enterprise plan costs \$1,999 per month for 10,000 contacts. It adds on a dedicated success manager, quarterly business reviews, email deliverability consultant, custom setups for large volume sending, service level agreement (SLA), custom user roles and permissions, Microsoft Active Directory, early access to beta features, and multiple workspaces and partitions.

**Salesforce Pardot** has three monthly pricing plans (billed annually) that include up to 10,000 contacts.

The Growth plan is \$1,250 per month and provides 50 forms and landing pages, email marketing, lead scoring, marketing training and CRM integration. The Plus plan costs \$2,750 per month and adds advanced email testing and analytics, dynamic content, Google Adwords integration and up to 25,000 calls per day. The Advanced plan is \$4,000 per month for custom user roles, a dedicated IP address and 100,000 calls per day.

There's also a Premium plan that supports up to 75,000 contacts for \$15,000 per month. It adds on the B2B Marketing Analytics Plus functionality (optional on the Plus and Advanced plans).

There are also two add-on features: Sales Emails and Alerts (\$50 per user, per month, billed annually) and the B2B Marketing Analytics Plus (\$3,000 per month, billed annually). Users can also purchase 10,000 additional contacts for \$100 per month.

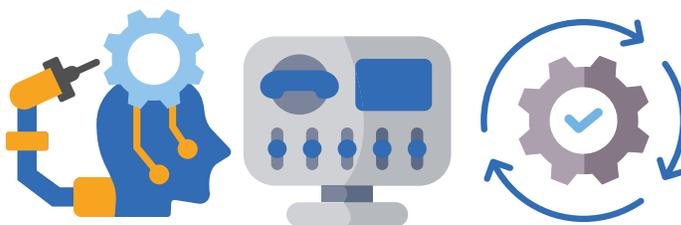
**SharpSpring** offers several pricing plans with full features, unlimited users and free support. For example, companies pay \$449 per month for 1,000 contacts, \$999 per month for 10,000 contacts or \$1,449 per month for 20,000 contacts. There's also an onboarding fee for \$1,999.

There's also a plan designed for marketing agencies and an Enterprise plan for companies with millions of contacts. The vendor doesn't publicly provide pricing for those last two plans, so contact them directly for a quote.

### Bottom Line

The software automation vendors listed here charge companies based on a per month or per contact, per month subscription plan.

Companies should compare the features they need and the number of contacts in their database against software offerings.



If you'd like more info on these solutions, check out our [reviews of over 25 marketing automation software vendors](#).

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