

# How Much Does Marketing Automation Software Cost?

## 2021 PRICING GUIDE



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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:



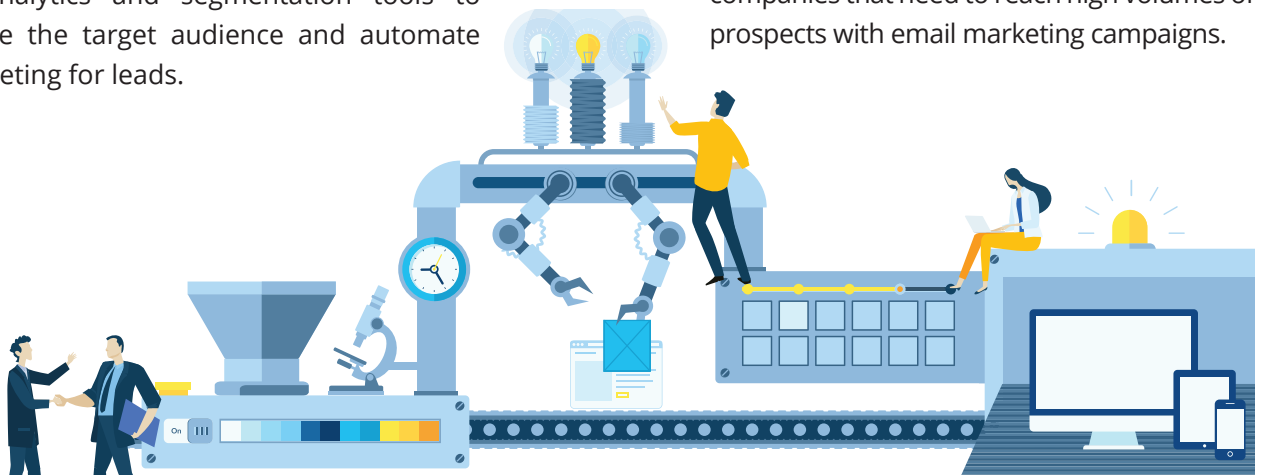
**Per month subscription plan** – Many vendors offer per month subscription plans with tiers based on the level of features and maximum number of contacts. The highest tier plans often include integrations with sales platforms and the ability to segment target audiences and nurture leads.

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.

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



## Additional Costs to Consider

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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

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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.

**366 Degrees** integrates with Salesforce and has three subscriptions plans that include email, landing page and social media functionality, and video embedding and analytics.

The Ignite plan costs \$125 per month for 50,000 contacts and has a 14-day free trial. The Grow plan is \$366 per month and offers free training and 100,000 contacts. The Expand plan costs \$745 per month and adds 250,000 contacts.

**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 starts at \$2,000 per month and also provides advanced reporting functionality, account-based marketing, integration with CRM systems, six marketing users and 100 sales users.

**ActiveCampaign** is a comprehensive marketing solution that has four pricing plans.

The Lite plan is \$15 per month (\$9 if billed annually) for up to 500 contacts, three users, unlimited sending, email marketing, newsletters, marketing automation, and chat and email support.

The Plus plan costs \$70 per month (\$49 if billed annually) and offers up to 1,000 contacts, 25 users, CRM integration, contact and lead scoring, custom domain and branding, SMS marketing and one-on-one training.



The Professional plan is \$159 per month (\$129 if billed annually) for up to 2,500 contacts, 50 users, site messaging, attribution, predictive sending and win probability features.

The Enterprise plan is \$279 per month (\$229 if billed annually) and includes unlimited users, custom reporting, a custom mailserver domain, free design services, free social data, a dedicated account rep, in-depth onboarding and phone support.

**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 Marketer 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 Tracker 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.

**Autopilot** has three pricing tiers: Silver, Gold and Platinum. The Silver tier costs \$49 per month for 2,000 contacts, the Gold tier is priced at \$149 per month for

5,000 contacts and the Platinum tier is \$249 per month for 10,000 contacts. Autopilot offers customized quotes for companies with more than 10,000 contacts.

Customers can also have a dedicated IP address for \$149 per month and Salesforce CRM integration for \$199 per month. The vendor charges a one-time fee of \$1,699 for expert setup and onboarding and \$199 per month for VIP support (priority live chat and email support).

**AWeber** includes unlimited emails, automation, integrations, image hosting, 6,000+ stock photos and 700+ templates with all its plans. Companies only pay for the number of contacts they use:

- Up to 500 contacts – \$19 per month
- Up to 2,500 contacts – \$29 per month
- Up to 5,000 contacts – \$49 per month
- Up to 10,000 contacts – \$69 per month
- Up to 25,000 contacts – \$149 per month

Companies with over 25,000 contacts should contact the vendor directly for a quote.

**Constant Contact** has two monthly pricing plans with a 60-day free trial and a 15% discount if companies pay annually. The Email plan includes basic features and starts at \$20 per month for up to 500 contacts.

The Email Plus plan adds multiple users, subject line A/B testing, surveys and polls, event marketing, coupons and dynamic content. It starts at \$45 per month for up to 500 contacts.

**ConvertKit** has a free account for companies that manage up to 500 contacts and includes features such as unlimited traffic, over 30 premium landing page templates and mobile responsive designs.



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 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 chat and email support. It starts at \$19 per month for up to 500 contacts.

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

The Basic plan offers email marketing features and ranges from \$15 per month (1,000 contacts) to \$450 per month (100,000 contacts).

The Plus plan adds landing pages, autofunnels, webinars (up to 100 attendees), ecommerce tools and CRM integration. Prices fall between \$49 per month (1,000 contacts) and \$499 per month (100,000 contacts).

The Professional plan includes advanced automation features and webinars for up to 300 attendees from \$99 per month (1,000 contacts) to \$580 per month (100,000 contacts).

The Max plan offers an unlimited number of contacts, campaign consulting, single sign-on, an account manager and a dedicated IP address. Pricing is 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 \$50 per month and has email marketing and lead tracking features for 1,000 contacts. An extra 1,000 contacts can be added for \$20 per month.

The Professional plan is \$800 per month and offers marketing automation, landing pages, reporting and content creation tools for 1,000 contacts. Companies must pay a one-time onboarding fee of \$3,000 and can add an additional 1,000 contacts for \$50 per month.

The Enterprise plan is priced at \$3,200 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 \$10 per month charge for each extra 1,000 contacts added.

Available add-ons include HubSpot CMS (\$350 per month), reporting (\$200 per month), ads (\$100 per month) and application programming interface (API) integration (\$500 per month).

Premium services include inbound consulting (\$400 per month), technical consulting (\$850 per month) and marketing fundamentals training (\$1,000 for a three-day, in-person course).

**INBOX25** offers three monthly pricing plans (billed annually).

The Startup plan begins at \$399 per month and supports up to 10,000 contacts with a sending limit of 100,000 emails. The plan includes a drip campaign builder, email marketing, basic data segmentation, basic CRM integration, a lead management timeline, landing pages and forms. INBOX25 offers a seven-day free trial of the Startup plan.

The Pro plan starts at \$899 per month and supports at least 3,000 contacts and unlimited email sending marketing users. Other features include automation, journey builder, content stream, social marketing, A/B testing, data segmentation, marketing analytics, premium CRM integration, third-party integration and an email testing suite. Marketers can also monitor one domain.

The Enterprise plan is \$1,499 per month and includes account-based marketing, smart segmentation, company-level analytics, multi-profile lead scoring, opportunity revenue analytics, multiple brand support, personalized sub-domain and the ability to monitor up to two domains. Enterprise users also have the option to purchase INBOX25's Professionals Services offerings, such as onboarding plans, managed services and email optimization services.

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

- Keap Grow starts at \$79 per month for 500 contacts and accommodates a single user
- Keap Pro plan starts at \$149 per month and has all the features of the Grow plan, plus marketing automation, recurring payments, landing page builder and smart forms and reports.
- The Infusionsoft plan starts at \$199 per month and offers additional features, such as lead scoring and advanced reporting.

Each pricing plan includes an additional fee for the expert coaching packages.

- Keap Grow (\$99) includes a business needs assessment, one-on-one coaching sessions for the first 30 days, daily training webinars, 24/7 tech support, contacts migration and assistance with application integration (e.g., QuickBooks, Outlook, Gmail).
- Keap Pro (\$499) includes all aspects of the Keap Grow package, plus advanced data migration, Zapier integration assistance and custom project scoping.
- Infusionsoft (\$999) adds on advanced eCommerce and sales pipeline setup.

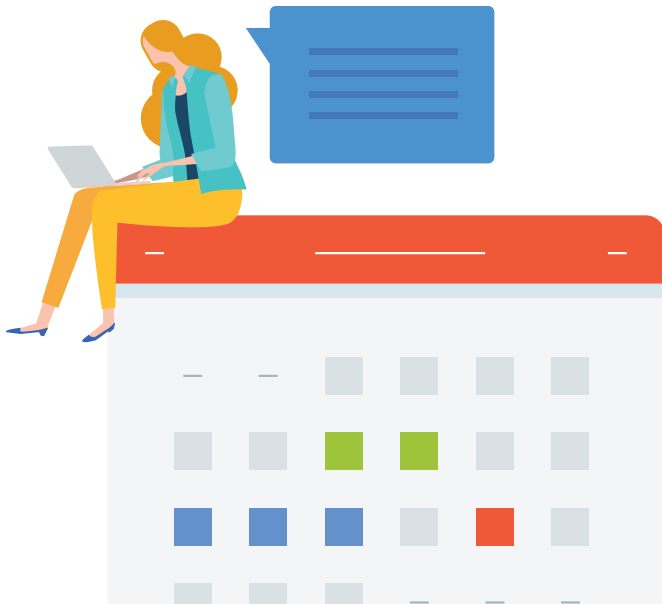
**MailChimp** provides four pricing plans.

The Free plan includes one audience, 2,000 contacts, 10,000 monthly emails, seven marketing channels, one-click automations, basic templates, custom domains and a marketing CRM.

The Essentials plan offers three audiences, 500,000 monthly emails, email templates, A/B testing, custom branding and 24/7 support. Prices start at \$9.99 per month (500 contacts).

The Standard plan provides five audiences, 1.2 million monthly emails, automation, retargeting ads, custom templates and advanced audience analytics. Prices start at \$14.99 per month (500 contacts).





The Premium plan includes unlimited audiences, over three million monthly emails, advanced segmentation, multivariate testing and phone support. The price starts at \$299 per month (10,000 contacts).

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

The Essentials tier starts at \$500 per month and includes five journeys, 50 custom fields, 10 concurrent API calls and many basic features, such as marketing and transactional emails, SMS campaigns, email templates, dynamic content, surveys, custom reports, A/B testing, landing pages and a mobile app. Its variable Cost Per Messaging (CPM) starts at \$1.25 per 1,000 messages.

The Professional tier includes all of the features of the Essentials tier, plus 20 journeys, 100 custom fields, up to 5 GB of relational table data storage, cross-channel journeys, data journeys, webtracking, cart abandonment, relational data, content feeds, SQL queries, send time optimization, conversion time optimization, product and revenue tracking, coupon management and live content. Pricing for this tier is available by quote only, but the variable CPM starts at \$1 per 1,000 messages.

The Enterprise tier includes all of the features of the Professional tier, plus unlimited journeys, 150 custom fields,

up to 10 GB of relational table data storage, journey maps, an acquisition builder, content recommendations, product recommendations, pivot table reporting, bulk messaging via FTP and brand management. Pricing for this tier is available by quote only, but the variable CPM starts at \$0.80 per 1,000 messages.

**Moosend** offers a free plan for companies with less than 1,000 subscribers that includes unlimited email campaigns and other features. It has two pricing plans that's based on the number of subscribers: Pro and Enterprise. The Pro plan includes additional features like landing pages, transactional emails and phone support. It starts at \$8 per month for up to 2,000 subscribers. The Enterprise plan adds more features, such as custom reporting, single sign-on, an account manager, onboarding and a service-level agreement. Pricing for this plan is only available as a custom quote.

**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 \$2,500 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 an Enterprise plan that supports up to 75,000 contacts for \$15,000 per month.

Salesforce Engage for Pardot can be integrated for \$50 per user, per month (billed annually). The vendor also offers optional marketing analytics features for \$3,000 per month and engagement dashboards for \$300 per user, per year.

**SharpSpring** offers five pricing plans with full features, unlimited users and free support. All plans require a one-time onboarding fee of \$2,399.

Companies pay \$550 per month for 1,500 contacts, \$850 per month for 10,000 contacts or \$1,250 per month for 20,000 contacts.



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

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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](#).

