

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 per user/month (Billed annually) **\$59** per user/month (Billed monthly) **\$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 you need to get started: Posts scheduling

- Unlimited posts
- Oraft posts
- Unified Publishing Calendar Standard Social Inbox
- Instant translations
- Report export
- Basic Social Media ROI
- Custom Report date range White-label reporting
- Google Chrome extension
- Google Analytics Integration

✓ Mobile application (iOS & Android)

Professional Advanced per user/month (Billed annually)

per user/month (Billed annually) **\$149** per user/month (Billed monthly)

All features available

10 social profiles 10 social profiles \$10/mo per additional social profile \$10/mo per additional social profile (Billed annually) (Billed annually) \$15/mo per additional social profile \$15/mo per additional social profile (Billed monthly)

- (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
- 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
- Advanced Social Media ROI reports Power reports (customized)
- Publishing content labels

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
- Open Reports API

Free 3 social profiles, 1 user

\$0/Mo

Basic Social Inbox* Basic Reporting

2 10 scheduled posts

- ✓ Limited Social Media ROI report
- ✓ Mobile app

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

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	×	×			
Advanced power reports	×	×	×		
Advanced social media ROI report	×	×	×		
Open Reports API	×	×	×	×	
Data retention	1 month	6 months	12 months	24 months	24 months
Other benefits					

Mobile app

X Lite

*Includes only X (Twitter) Publishing capabilities.	
X Plus *Includes X (Twitter) Publishing, Inbox, and Reporting.	
Advocacy *Includes unlimited campaigns and 50 advocates	

Advocacy *Includes unlimited campaigns and 50 advocates.
Customer support

Response time		
Training		
Team workflow		

Quaterly business review	
Single Sign-On (SSO)	

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

Dedicated account manager

CRM Integration

engagement.



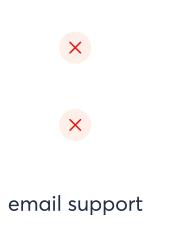
best efforts

Group training

X

X

X





6hrs or less

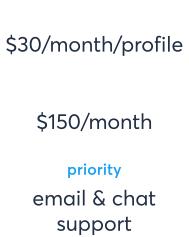
Group training

X

X

X





2hrs or less

Group training

X

X

\$30/month/profile \$150/month priority email & chat

support

1hr or less

X

X

\$30/month/profile Custom priority

email & chat

& phone support 30min or less Group training 1-1 training