

Pricing and plans

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

Supported Networks



<p>Standard</p> <p>\$49 per user/month (Billed annually)</p> <p>\$59 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 Instant translations Report export Basic Social Media ROI Custom Report date range White-label reporting Google Chrome extension Mobile application (iOS & Android) Google Analytics Integration 	<p>Professional</p> <p>\$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 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 Team performance reports Priority email & chat support 	<p>Advanced</p> <p>\$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 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 Automated Inbox Assistant Saved replies Inbox bulk actions Publishing content labels Advanced Social Media ROI reports Power reports (customized) 	<p>Custom</p> <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 Priority email, chat, & phone support Dedicated Account Manager Quarterly Business Reviews Single Sign-On (SSO) CRM Integration Schedule Facebook Boosted Posts Open Reports API
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<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

*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	✗	✗	✗	✓	✓
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	✗	✓	✓	✓	✓
Assign content	✗	✗	✓	✓	✓
Ad comments monitoring	✗	✗	✓	✓	✓
Advanced spam management	✗	✗	✗	✓	✓
Automated inbox assistant	✗	✗	✗	✓	✓
Saved replies	✗	✗	✗	✓	✓
Bulk actions	✗	✗	✗	✓	✓
Label tags	✗	✗	✗	✓	✓
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>	✗	\$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 <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	email & chat support	email & chat support	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	✗	✗	✗	✗	✓
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>	✗	✗	✗	✗	✓