

Comparison Chart

Company	All-in-one platform?	Main features	Pricing*	Customer support on all plans?	Free data migration support?
	✗	Email marketing Social media posting Basic CRM Basic email marketing automation Website builder Appointments	Essentials \$9.99 Standard \$14.99 Premium \$299.00	✗ Only Premium plan includes live customer support	✗ DIY resources only
	✓	CRM (B2C & B2B) Email marketing (1:1 & broadcast) Text messaging (1:1 & broadcast) Marketing & sales automation Sales pipeline Appointments Landing pages Invoices & payments Ecommerce Free phone line	Lite \$59 Pro \$129 Max \$199	✓ All plans include live phone support & 24/7 chat Strategy coaching available	✓ Free migration includes importing contacts, 50 items (forms, emails, automations), including 10 landing pages DIY migration tool also available Additional migration available for a fee
ActiveCampaign >	✓	CRM (B2C & B2B) Email marketing (broadcast) Text marketing Marketing & sales automation Sales pipeline Landing pages	Lite \$9 Plus \$49 Professional \$149 Enterprise \$258	✓ Chat & email support for all plans; phone support with Enterprise plan 1:1 trainings with Professional plan	✓ Contacts, forms, landing pages, automations
	✓	CRM (B2C & B2B) Email marketing (broadcast) Text messaging (1:1) Facebook retargeting Marketing & sales automation Sales pipeline Landing pages Invoices & payments Ecommerce	Basic \$79 Plus \$147 Pro \$297 Enterprise \$497	✓ Phone, email, and chat support for all plans; VIP support for enterprise plan	✓ 2 hours free setup support
	✓	CRM (B2C & B2B) Email marketing Social media Website builder Appointments Sales pipeline Simple sales automation	Marketing + Sales + CMS: Starter \$113 Professional \$1790	✓ Live chat, email, in-app support in Starter plan; phone support with Professional plan	✗ Only paid migration support available
	✓	CRM (B2C & B2B) Email marketing Marketing automation Landing pages Social media Sales pipeline Appointments	Small Business \$399	✓ Phone and in-app support for all plans	✗ DIY migration tool and resources only

*These are the monthly “starting at” prices listed on the company websites. Prices can increase depending on number of contacts, number of emails sent, and additional features. Pricing information updated January 2022.