

	Enterprise New	Enterprise old	Pro New	Pro Old	Plus New	Plus Old	Starter	Lite
↓ ↓ Default view (Key features) ↓ ↓								
Key features								
Email sends	15x contact limit	Unlimited up to 300k contacts	12x contact limit	Unlimited up to 300k contacts	10x contact limit	Unlimited up to 300k contacts	10x contact limit	Unlimited up to 300k contacts
Users	5	10	3	5	1	3	1	1
Multi-step marketing automation	✓	✓	✓	✓	✓	✓	✓	✓
Automation triggers & actions						Unlimited actions	5 actions per automation	Unlimited actions
Email campaigns & newsletters	✓	✓	✓	✓	✓	✓	✓	✓
SMS Add-on	✓	✓	✓	✓	✓	✓	✗	✗
Web forms	✓	✓	✓	✓	✓	✓	Basic & inline only	Basic & inline only
Landing pages	✓	✓	✓	✓	✓	✓	✗	✗
Email & landing page templates	✓	✓	✓	✓	✓	✓	Email only	Email only
A/B testing	Email & automation	✓	Email & automation	Email & automation	Email only	Email & automation	Email only	Email only
AI content generation	✓	✓	✓	✓	✓	✓	✗	✓
Conditional content	✓	✓	✓	✓	✗	✓	✗	✗
Predictive Content & Sending (AI)	✓	✓	✓	✓	✗	✗	✗	✗
Custom objects	✓	✓	✗	✗	✗	✗	✗	✗
AI automtion builder	✓	✓	✓	✓	✓	✓	✓	✓
850+ automation recipes	✓	✓	✓	✓	✓	✓	✓	✓
Marketing CRM	✓	✓	✓	✓	✓	✓	✓	✓
Ehanced CRM add-ons	✓	✓	✓	✓	✓	✓	✗	✗
900+ integrations	✓	✓	✓	✓	✓	✓	✓	✓
Shopify, Square, & WooCommerce integrations	✓	✓	✓	✓	✓	✓	✓	✗
Prospecting & retargeting ads Google, Facebook, LinkedIn, etc.	✓	✓	✓	✓	✓	✓	✗	✗
Website tracking	✓	✓	✓	✓	✓	✓	✓	✓
Attribution & conversion tracking	✓	✓	✓	✓	✗	✗	✗	✗
Revenue reporting	✓	✓	✓	✓	✓	✗	✗	✗
Single Sign-On (SSO)	✓	✓	✗	✗	✗	✗	✗	✗
↓ ↓ Expanded view (All features) ↓ ↓								
Channels								
Email	✓	✓	✓	✓	✓	✓	✓	✓
SMS Add-on	✓	✓	✓	✓	✓	✓	✗	✗
Web forms	✓	✓	✓	✓	✓	✓	Basic & inline only	Basic & inline only
Landing pages	✓	✓	✓	✓	✓	✓	✗	✗

Site messages	✓	✓	✓	✓	✓	✓	✗	✗
Prospecting & retargeting ads Google, Facebook, LinkedIn, etc.	✓	✓	✓	✓	✓	✓	✗	✗
Automation								
Triggers & actions							5 actions per automation	
AI automtion builder	✓	✓	✓	✓	✓	✓	✓	✓
Multiple triggers	✓	✓	✓	✓	✓	✓	✓	✓
Multi-step marketing automation	✓	✓	✓	✓	✓	✓	✓	✓
Omnichannel marketing automation	✓	✓	✓	✓	✓	✓	✗	✗
Email automation	✓	✓	✓	✓	✓	✓	✓	✓
SMS automation Add-on	✓	✓	✓	✓	✓	✓	✗	✗
Sales automation	✓	✓	✓	✓	✓	✓	✗	✗
Ecommerce automation	✓	✓	✓	✓	✓	✓	✓	✗
A/B testing	Email & automation	Email & automation	Email & automation	Email & automation	Email only	Email & automation	Email only	Email only
Branching & routing	✓	✓	✓	✓	✓	✓	✗	✓
Connected automations	✓	✓	✓	✓	✗	✓	✗	✓
Automations map	✓	✓	✓	✓	✗	✗	✗	✗
Activity feed	✓	✓	✓	✓	✓	✓	✓	✓
850+ automation recipes	✓	✓	✓	✓	✓	✓	✓	✓
Campaigns								
Email sends	15x contact limit	Unlimited up to 300k contacts	12x contact limit	Unlimited up to 300k contacts	10x contact limit	Unlimited up to 300k contacts	10x contact limit	Unlimited up to 300k contacts
Email campaigns & newsletters	✓	✓	✓	✓	✓	✓	✓	✓
Scheduled, RSS-triggered, & date-based campaigns	✓	✓	✓	✓	✓	✓	✓	✓
Drag & drop email designer	✓	✓	✓	✓	✓	✓	✓	✓
WYSIWYG, rich-text, & HTML editors	✓	✓	✓	✓	✓	✓	✓	✓
250+ layouts & pre-built email templates	✓	✓	✓	✓	✓	✓	✓	✓
A/B & multivariate testing (MVT)	✓	✓	✓	✓	✓	✓	✓	✓
Content manager	✓	✓	✓	✓	✓	✓	✓	✓
Dynamic content	✓	✓	✓	✓	✓	✓	✓	✓
AI content generation	✓	✓	✓	✓	✓	✓	✗	✓
Conditional content	✓	✓	✓	✓	✗	✓	✗	✗
Predictive Content (AI)	✓	✓	✓	✓	✗	✗	✗	✗
Predictive Sending (AI)	✓	✓	✓	✓	✗	✗	✗	✗
Inbox preview & testing	Unlimited	Unlimited	5 per month	5 per month	5 per month	5 per month	✗	✓

Contact & subscriber reporting	✓	✓	✓	✓	✓	✓	✓	✓
Campaign reporting	✓	✓	✓	✓	✓	✓	✓	✓
Sales reporting	✓	✓	✓	✓	✓	✓	✗	✗
Revenue reporting	✓	✓	✓	✓	✓	✗	✗	✗
Ecommerce reporting	✓	✓	✓	✓	✓	✓	✗	✗
Custom reporting Add-on	Included	Included	✓	✓	✓	✓	✗	✗
Platform								
Users	5	10	3	3	1	3	1	1
Custom user permissions	✓	✓	✓	✓	✓	✓	✗	✗
Unlimited inactive contacts	✓	✓	✓	✓	✓	✓	✓	✓
Custom mailserver domain	✓	✓	✓	✓	✓	✓	✓	✓
Custom account domain (CNAME)	✓	✓	✓	✓	✓	✓	✗	✗
Custom branded forms & landing pages	✓	✓	✓	✓	✓	✓	✗	✗
Database sync	✓	✓	✓	✓	✓	✓	✗	✗
Single Sign-On (SSO)	✓	✓	✗	✗	✗	✗	✗	✗
HIPAA support	✓	✓	✗	✗	✗	✗	✗	✗
Mobile apps	✓	✓	✓	✓	✓	✓	✓	✓
Ecommerce								
Standard ecommerce integrations Shopify, Square, & WooCommerce	✓	✓	✓	✓	✓	✓	✓	✗
Premium ecommerce integrations BigCommerce, Magento, & Shopify Plus	✓	✓	✓	✓	✗	✓	✗	✗
Abandoned cart	✓	✓	✓	✓	✓	✓	✓	✗
Product catalog & blocks	✓	✓	✓	✓	✓	✓	✗	✗
Coupons	✓	✓	✓	✓	✓	✓	✗	✗
Recurring payments	✓	✓	✓	✓	✗	✓	✗	✗
Historical data sync	✓	✓	✓	✓	✓	✓	✗	✗
Reporting	✓	✓	✓	✓	✓	✓	✗	✗
Add-ons								
SMS	✓	✓	✓	✓	✓	✓	✗	✗
Pipelines	✓	✓	✓	✓	✓	✓	✗	✗
Pipelines & Sales Engagement	✓	✓	✓	✓	✓	✓	✗	✗
Custom reports	Included	Included	✓	✓	✓	✓	✗	✗
Transactional email	✓	✓	✓	✓	✓	✓	✓	✓