

Main Features	Lite	Plus	Professional	Enterprise
Send newsletters	✓	✓	✓	✓
Email marketing	✓	✓	✓	✓
Marketing automation	✓	✓	✓	✓
Landing pages	✗	✓	✓	✓
Automations map	✗	✓	✓	✓
Split automations	✗	✗	✓	✓
Build-in CRM	✗	✓	✓	✓
Sales automation	✗	✓	✓	✓
One-to-one email automation	✗	✗	✓	✓
Contact & lead scoring	✗	✓	✓	✓
Site messages	✗	✗	✓	✓
Attribution	✗	✗	✓	✓
Predictive sending	✗	✗	✓	✓
Web personalization	✗	✗	5 Experiences	Unlimited Experiences
Drag & drop email designer	✓	✓	✓	✓
Free email templates	✓	✓	✓	✓
Import existing contacts	✓	✓	✓	✓
Auto responders	✓	✓	✓	✓
In-depth reporting	✓	✓	✓	✓
Custom Reports	✗	✗	✗	✓
GEO tracking	✓	✓	✓	✓
Conditional content	✗	✓	✓	✓
Predictive content	✗	✗	✓	✓
Users	1	25	50	Unlimited
Custom user permissions	✗	✓	✓	✓
Unlimited sending [1]	✓	✓	✓	✓
Subscribe by SMS	✗	✓	✓	✓
Inbox preview (Email testing)	Optional - Paid	5 free/mth	5 free/mth	Unlimited
Social data	Optional - Paid	Optional - Paid	Optional - Paid	✓
SMS sending	✗	✓	✓	✓
HIPAA compliance	✗	✗	✗	✓
Single Sign-On	✗	✗	✗	✓

Integration	Lite	Plus	Professional	Enterprise
Auto import from other services	✓	✓	✓	✓
Subscription forms	✓	✓	✓	✓
Site & event tracking	✓	✓	✓	✓
Facebook Custom Audience integration	✗	✓	✓	✓
Social media tools & integrations	✗	✓	✓	✓
API & web hooks [2]	✓	✓	✓	✓
Database sync	✗	✓	✓	✓
SMS subscriptions	✗	✓	✓	✓
Customize your application URL (for application access)	✗	✓	✓	✓
Rebranding (remove our logo from forms)	✗	✓	✓	✓
Rebranding (change HTML/CSS of app)	✗	✓	✓	✓
Create custom objects via API	✗	✗	✗	✓
Customize your mail server domain (for mail sending)	✗	✗	✗	✓
Custom SMS number (for sending SMS messages)	✗	✗	✗	✓
Support & training	Lite	Plus	Professional	Enterprise
Live chat & email based support	✓	✓	✓	✓
Managed email delivery	✓	✓	✓	✓
Comprehensive strategic enablement	✓	✓	✓	✓
Free custom email design service	✗	✓	✓	✓
Phone support	✗	✗	✗	✓
Accelerated Onboarding training	✓	✓	✓	✓
1:1 Onboarding training	✗	✗	✓	✓
Customized marketing strategy (with quarterly updates)	✗	✗	✗	✓
Automation strategy consultation	✗	✓	✓	✓
1:1 CXA Strategy Consultations	✗	✓	✓	✓
Expedited phone, live chat, and email support	✗	✗	✗	✓
Uptime SLA	✗	✗	✗	✓
Data migration service	✓	✓	✓	✓
Lite implementation service	✓	✓	✓	✓
Pro implementation service	✗	✗	✓	✓
Custom implementation service	✗	✗	✗	✓