

CAMPAIGN MONITOR

Pricing and Plan Comparison

Campaign Monitor is the leading provider of professional-grade email marketing and automation software for growing businesses. With the simplicity of Campaign Monitor’s drag-and-drop tools, more than two million customers at 200,000 companies worldwide, including HuffPost, Chandon, Rip Curl, Topshop, Vice Media, and Virgin use email marketing to engage their subscribers, acquire new customers, and grow the bottom line.

Campaign Monitor offers flexible pricing for businesses that scale as they grow. There are four monthly subscription plans that include all core email marketing features and offer more sophisticated functionality in higher plans. Exact pricing is dependent on the number of subscribers in your lists and which plan you’ve chosen. In addition to the monthly plans, we also offer a pay-per-campaign plan starting at \$5 + 1¢ per email recipient.

<p>BASIC All our core features for one low price. <i>Starts at \$9/month</i></p>	<p>UNLIMITED Great for frequent email campaigns. <i>Starts at \$29/month</i></p>	<p>PREMIER Partner with our experts for the best results. <i>Starts at \$149/month</i></p>	<p>ADVANCED Increase loyalty through 1:1 personalization. <i>Contact sales for pricing.</i></p>
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EMAIL CAMPAIGNS AND TESTING	BASIC	UNLIMITED	PREMIER	ADVANCED
Drag and drop email builder	✓	✓	✓	✓
Mobile-ready email template library	✓	✓	✓	✓
Email personalization	✓	✓	✓	✓
Dynamic email content	✓	✓	✓	✓
Support for HTML templates	✓	✓	✓	✓
Advanced template locking and permissions			✓	✓
1:1 email content in the email builder				✓
LIST MANAGEMENT AND SEGMENTATION				
Embedded signup forms	✓	✓	✓	✓
Landing pages	✓	✓	✓	✓
Subscription confirmation	✓	✓	✓	✓
Subscriber snapshot	✓	✓	✓	✓
Basic list segmentation	✓	✓	✓	✓
Suppression lists	✓	✓	✓	✓
Preference center	✓	✓	✓	✓
Facebook subscribe form	✓	✓	✓	✓
Custom fields on subscriber profiles (for limits see Plan Limits below)	✓	✓	✓	✓
Advanced segmentation				✓
EMAIL TESTING AND DELIVERY				
Inbox previews	\$5 per test	Unlimited	Unlimited	Unlimited
Spam testing	\$5 per test	Unlimited	Unlimited	Unlimited
A/B testing for campaigns	✓	✓	✓	✓
Email sender authentication	✓	✓	✓	✓
ISP feedback loop integration	✓	✓	✓	✓
Email delivery based on subscriber time zone		✓	✓	✓
Email send-time optimization			✓	✓

AUTOMATION	BASIC	UNLIMITED	PREMIER	ADVANCED
Visual journey designer	✓	✓	✓	✓
List-triggered journeys	✓	✓	✓	✓
Journey time delays	✓	✓	✓	✓
RSS-to-email campaigns	✓	✓	✓	✓
Date-triggered journeys	✓	✓	✓	✓
Journey guides	✓	✓	✓	✓
Segment-triggered journeys		✓	✓	✓
Journey branching based on conditions		✓	✓	✓
Transactional email		✓	✓	✓
Activity-triggered journeys				✓
ANALYTICS				
Insights - aggregate reporting	✓	✓	✓	✓
Clicks, opens, forwards, shares reporting	✓	✓	✓	✓
Worldview	✓	✓	✓	✓
Google Analytics integration	✓	✓	✓	✓
Mobile access to individual campaign reporting	✓	✓	✓	✓
Unsubscribes and bounce rate reporting	✓	✓	✓	✓
Spam complaint reports	✓	✓	✓	✓
Export to CSV	✓	✓	✓	✓
Advanced link tracking via Omniture, CoreMetrics, WebTrends			✓	✓
INTEGRATIONS				
API	✓	✓	✓	✓
API wrappers	✓	✓	✓	✓
Behavioral customer data				✓
Integrations to 3rd party applications	1	3	Unlimited	Unlimited
AGENCIES				
Client management	✓	✓	✓	✓
Automated client billing	✓	✓	✓	✓
Branded subdomain and login pages	✓	✓	✓	✓
Multiple currency support	✓	✓	✓	✓
Whitelabeling	✓	✓	✓	✓
Discretionary pricing and markup	✓	✓	✓	✓
Flexible client permission settings	✓	✓	✓	✓
SUPPORT & EXPERT SERVICES				
Basic 24/7 email support	✓	✓	✓	✓
Priority 24/7 email support		✓	✓	✓
Premier 24/5 phone and email support			✓	✓
Premier online training and onboarding			✓	✓
Access to our Customer Success team			✓	✓
QuickStart Support Package	Add-on	Add-on	Add-on	Add-on
Deliverability Support Package	Add-on	Add-on	Add-on	Add-on

PLAN LIMITS	BASIC	UNLIMITED	PREMIER	ADVANCED
Monthly email campaign sends*	5x subscriber number	Unlimited	Unlimited	Unlimited
Monthly RSS campaign sends	Up to email limit	Unlimited	Unlimited	Unlimited
Monthly transactional emails	Not included	10x subscriber number	10x subscriber number	10x subscriber number
Custom fields on subscriber profiles	20	80	200	200
Users	1	5	Unlimited	Unlimited
Data storage (GB)	5	25	50	50
Daily API calls	10K	10K	10K	10K

*Your monthly email campaign send limit does not include transactional email. Transactional emails are emails sent through our Transactional Email Feature.