

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 BuzzFeed, 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 three monthly subscription plans that offer 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 offer a pay-per-campaign plan starting at \$5 + 1¢ per email recipient.

BASIC
Targeted, personalized email marketing campaigns
Starts at \$9/month

UNLIMITED
Powerful email marketing and automation for marketers
Starts at \$29/month

PREMIER
Advanced email marketing and automation for larger teams
Starts at \$149/month

EMAIL CAMPAIGNS AND TESTING	BASIC	UNLIMITED	PREMIER
Drag and drop email builder	✓	✓	✓
Mobile-ready email template library	✓	✓	✓
Email personalization	✓	✓	✓
Dynamic email content	✓	✓	✓
Support for HTML templates	✓	✓	✓
Advanced template locking and permissions			✓
LIST MANAGEMENT			
Embedded signup forms	✓	✓	✓
Landing pages	✓	✓	✓
Subscription confirmation	✓	✓	✓
Subscriber snapshot	✓	✓	✓
List segmentation	✓	✓	✓
Suppression lists	✓	✓	✓
Preference center	✓	✓	✓
Facebook subscribe form	✓	✓	✓
Custom fields on subscriber profiles (for limits see Plan Limits below)	✓	✓	✓
EMAIL TESTING AND DELIVERY			
Inbox previews	\$5 per test	Unlimited	Unlimited
Spam testing	\$5 per test	Unlimited	Unlimited
A/B testing for campaigns	✓	✓	✓
Email sender authentication	✓	✓	✓
ISP feedback loop integration	✓	✓	✓
Email delivery based on subscriber time zone		✓	✓
Access to deliverability experts		✓	✓
Email send-time optimization			✓

AUTOMATION	BASIC	UNLIMITED	PREMIER
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 Feature		✓	✓
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	✓	✓	✓
Integrations	1	3	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			
Basic 24/7 email support	✓	✓	✓
Priority 24/7 email support		✓	✓
Premier 24/5 phone support			✓
Premier online training and onboarding			✓
Access to a Customer Success Manager			✓

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

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