CRM SOFTWARE
PRICING GUIDE

Your up-to-date guide to the cost of implementing CRM software

GUIDE HIGHLIGHTS

The latest pricing infomation from leading vendors

A comparison of the two major CRM pricing models

Sources of pricing data to help with your research
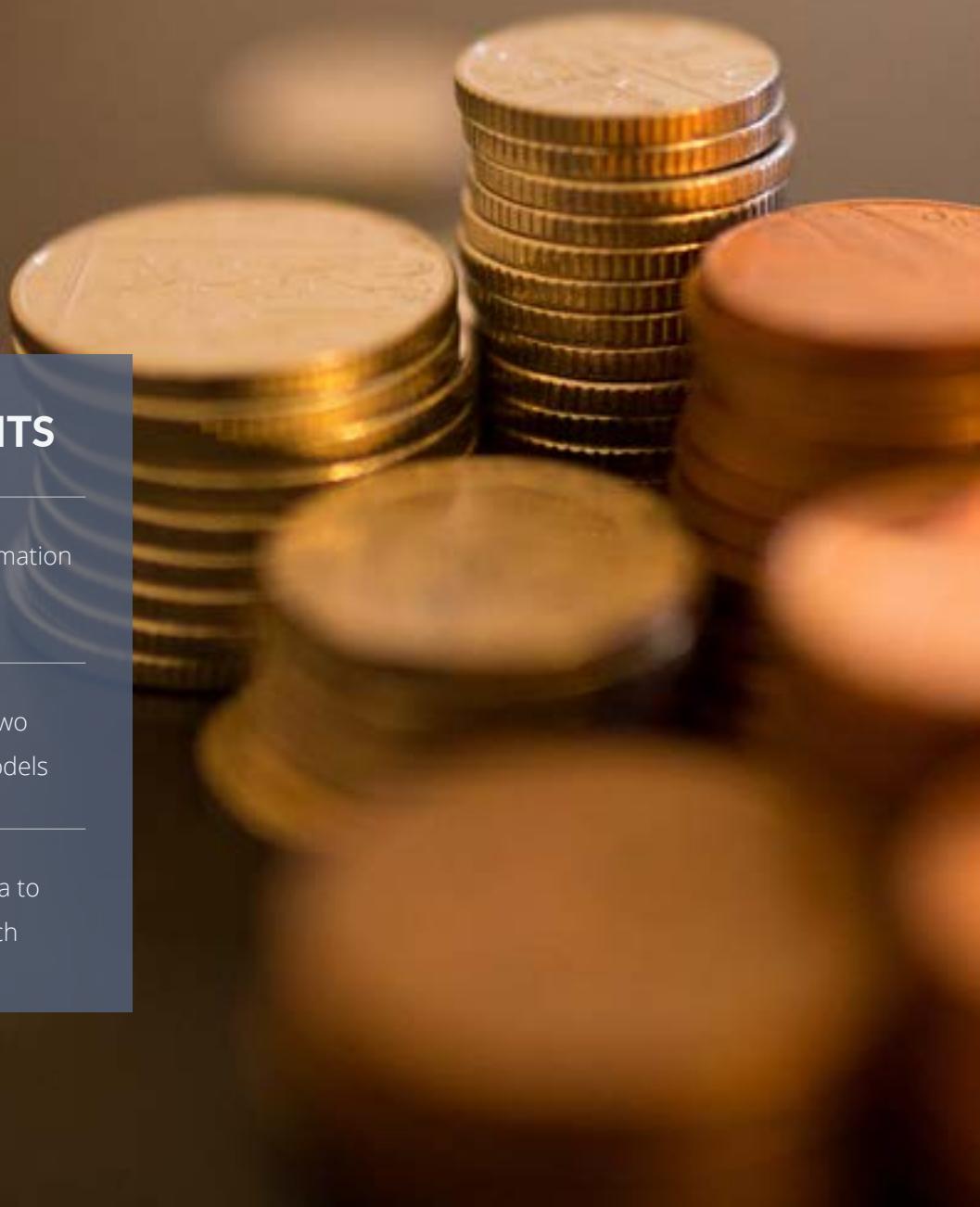
CRM PRICE LIST

Pricing information from Q2 2020. Follow the source links for more information.

CRM VENDOR	CRM PRODUCT	PRICING MODEL	COST	SOURCE
1CRM	1CRM	Monthly Subscription	From $12 / user	ⓘ
Agent Drive	Agent Drive CRM	Monthly Subscription	From $55 / user	ⓘ
Agile	Agile CRM	Monthly Subscription	From free	ⓘ
Anthill	Anthill CRM	Monthly Subscription	From £50 / user	ⓘ
Avidian	Prophet CRM	Monthly Subscription	From $25 / user	ⓘ
Benchmark Software	Benchmark CRM	Monthly Subscription	From free* (then $20 / user)	ⓘ
Bitrix24	Bitrix24	Monthly Subscription	From free* (then $69 / month)	ⓘ
BlueCamroo	BlueCamroo	Monthly Subscription	From $49 / month	ⓘ

BNTouch	BNTouch Mortgage CRM	Monthly Subscription	From $148	ⓘ
BuddyCRM	BuddyCRM	Monthly subscription	From £35 / user	ⓘ
Cambridge Software	RealtimeCRM	Monthly subscription	From $30 / user	ⓘ
Capsule	Capsule CRM	Monthly Subscription	From $18 / user	ⓘ
Cirruspath Inc	Cirrus Insight	Monthly Subscription	From $27 / user	ⓘ
Claritysoft	Claritysoft	Monthly Subscription	From $39 / user	ⓘ
ClearSlide Inc	ClearSlide	Monthly Subscription	From $35 / user	ⓘ
ClickDimensions	Automational	Monthly Subscription	From $100 / user	ⓘ
Close.io	Close.io CRM	Monthly Subscription	From $35 / user	ⓘ
Commence CRM	Commence CRM	Monthly Subscription	From $29 / user	ⓘ
Companyhub	Companyhub	Annual Subscription	From $15 / user monthly	ⓘ
Copper	Copper	Monthly Subscription	From $19 / user	ⓘ
Cosential	Cosential CRM	Monthly Subscription	From $25 / user	ⓘ
Creatio	Creatio	Monthly Subscription	From $25 / user	ⓘ

CRMRunner	CRMRunner	Monthly Subscription	From $35 / user	ⓘ
Engagebay	Engagebay	Monthly Subscription	From free (then $8.99 / user)	ⓘ
eWay-CRM	eWay-CRM	Monthly Subscription	From $28 / user	ⓘ
Freshdesk	Freshdesk	Monthly Subscription	Free (then £15 / user)	ⓘ
Freshworks	Freshsales	Monthly Subscription	From free (then $12 / user)	ⓘ
Gopher Leads	Gopher Leads	Monthly Subscription	$9.99 / user	ⓘ
Greenrope	Greenrope	Monthly Subscription	From £119 / month	ⓘ
Hansaworld	Standard CRM	Perpetual License	From free (£7.99 / module)	ⓘ
Hatchbuck	Hatchbuck	Monthly Subscription	From $49 / month	ⓘ
HaystackCRM	HaystackCRM	Monthly Subscription	From $29 / user	ⓘ
Headshed Cube	Headshed Cube	Monthly Subscription	From €44 / user	ⓘ
HubSpot	HubSpot CRM	Monthly Subscription	From free*	ⓘ
Insightly	Insightly CRM	Monthly Subscription	$29 / user	ⓘ
IntelliCRM	IntelliCRM	Monthly Subscription	From free* (then $8.95 / user)	ⓘ

Keap	Keap	Monthly Subscription	From $34	ⓘ
Lasso CRM	Lasso CRM	Monthly Subscription	$495 / month	ⓘ
LeadMaster	LeadMaster CRM	Monthly Subscription	From $150 / user	ⓘ
Leadscore	Leadscore	Monthly Subscription	From €8 / user	ⓘ
Less Annoying Software, LLC	Less Annoying CRM	Monthly Subscription	$10 / user	ⓘ
Market Circle	Daylite	Monthly Subscription	From £22 / user	ⓘ
Maximizer Services	Maximizer CRM	Monthly Subscription	From $65 / user	ⓘ
Microsoft	Microsoft Dynamics 365	Monthly Subscription	$210 / user	ⓘ
Mothernode	Mothernode CRM	Monthly Subscription	From $49 / user	ⓘ
NetHunt	NetHunt CRM	Monthly Subscription	From free - $30 / user	ⓘ
Nimble	Nimble	Monthly Subscription	From $25 / user	ⓘ
Nutshell	Nutshell	Monthly Subscription	From $19 / user	ⓘ
Open CRM	Open CRM	Monthly Subscription	From £33 / user	ⓘ
Pipedrive	Pipedrive	Monthly Subscription	From £15 / user	ⓘ

PipelineDeals	PipelineDeals	Monthly Subscription	From $25 / user	ⓘ
Pipelinersales Inc.	Pipeliner CRM	Monthly Subscription	From £20 / user	ⓘ
PlanPlus Online	PlanPlus Online	Monthly Subscription	From $12 / user	ⓘ
QSOFT LLC	amoCRM	Monthly Subscription	From $15 / user	ⓘ
Really Simple Software	Simple CRM	Monthly Subscription	Free - £9 / user	ⓘ
Salesbox	Salesbox	Monthly Subscription	From $9 / user	ⓘ
Salesflare	Salesflare CRM	Monthly Subscription	From $35 / user	ⓘ
Salesforce	Salesforce	Monthly Subscription	From $25 / user	ⓘ
SalesOutlook	SalesOutlook CRM	Monthly Subscription	From $25 / user	ⓘ
SAP	SAP Anywhere	Monthly Subscription	From $534 / 5 users	ⓘ
Soffront Software Inc	Soffront CRM	Monthly Subscription or Perpetual Licesne	From $35 / user	ⓘ
Spiro	Spiro CRM	Monthly Subscription	From $59 / user	ⓘ
SugarCRM	SugarCRM	Monthly Subscription	From $40 / user	ⓘ
SuperOffice Software	SuperOffice CRM	Monthly Subscription	From £35 / user	ⓘ

Teamgate	Teamgate CRM	Monthly Subscription	From €8 / user	ⓘ
VanillaSoft	VanillaSoft Pro	Monthly Subscription	From $80 / user ($100 for first user)	ⓘ
WebCRM	WebCRM	Annual Subscription	From £480	ⓘ
Workbooks.com	Workbooks CRM	Monthly Subscription	From $30	ⓘ
YetiForce	YetiForce CRM	Monthly Subscription	Free*	ⓘ
Zendesk	Zendesk Sell	Monthly Subscription	From $25 / user	ⓘ
Zoho	Zoho CRM	Monthly Subscription	From $12 / user	ⓘ

Pricing information reported in Q2 2020. Pricing displayed corresponds to lowest pricing tier available.

HOW THIS DATA WAS GATHERED

Pricing information for CRM software is notoriously difficult to pinpoint as the costs involved can display extensive variety from project to project . The information shown above was gathered from a variety of public sources including, where possible, the vendor's pricing documentation (click on the source icon next to each product for more information). Where pricing information was provided by the vendor directly, This data should be used as a rough estimate of CRM prices and does not constitute an official price quote. Please contact editor@convertedmedia.com to report pricing changes.

PRICING MODELS

Despite the many pricing permutations – and leaving aside the 'freemium' option that some vendors offer – there are basically two types of CRM pricing model: the subscription and the license; to put it into more evocative terminology: the rental and the purchase.

The subscription approach is common with off-site cloud CRM packages and its popularity has risen due to it piggybacking on the Software as a Service (SaaS) model. The subscription payment is usually made on a monthly basis and the amount is often dependent on either the number of system users or, more frequently, the number of employees in the client organisation.

The license fee is a more traditional model and is still largely associated with systems running via on-premises servers. This is the "you-buy-it-you-own-it" model and carries a greater degree of responsibility for the system's operation but also a greater degree of freedom.

SUBSCRIPTION MODELS

A subscription model often costs less up front and it's largely on this basis that it's become so sought-after, especially among small to medium-sized businesses which may not want a high initial outlay. Subscription models are also popular with sales and marketing departments experiencing volatile growth due to the flexibility in most payment plans and the rarity of lengthy system contracts.

The license fee (i.e. purchase cost) isn't the only factor that makes the 'day one' cost of the perpetual license more expensive. Licensed, on-premises software usually costs more to customize and integrate with your other logistics and supply chain systems. Similarly, depending on your requirements, you may incur additional hardware and middleware costs as part of the installation. SaaS CRM vendors tout their low to non-existence maintenance costs, with 'owned' systems generally needing more in the way of manual upgrades, updates and patches.

LICENSE MODELS

So far, so SaaS. However, licensing CRM is like buying a home; it may cost a lot up front but once you've paid for it, it's yours. The tenant in the property next-door will be paying rent every single month for as long as they live there; even if they decide to move, they'll be paying rent somewhere

else. In that sense, the ongoing costs of the subscription approach are greater and, sooner or later (most sources suggest around the seventh year of use), the costs begin to converge. Before long, the total cost paid for the subscription outweighs that of the license.

At the end of the day, it's "horses for courses" and your decision depends on your business requirements and project budget. Hopefully this clarifies a few terms you may have seen during your research and will better prepare you for these costing terms coming up in conversations with vendors.

This guide was written by Kathryn Beeson, and edited by Megan Meade, Discover CRM Editor

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