

Software Advice™ 

Pricing Guide

Customer Relationship Management (CRM) Software

Here's What We'll cover



Pricing Models



Pricing Ranges



Unexpected Costs



Pricing of Popular Systems

Three Common Pricing Models



Perpetual License

An upfront sum for the license to own the software and use it in perpetuity. This is the more traditional model and is most common with on-premise applications.



Subscription

A monthly fee to use the software for a specific amount of time. Subscription pricing became popular with the advent of Software as a Service (SaaS).



Open Source

Licenses are usually free of charge, which reduces upfront costs. Implementation, integration and ongoing maintenance, however, can be major expenses.

Comparing Costs by Pricing Model

Upfront Costs

Recurring Costs

Other Costs

Perpetual License



Subscription



Open Source



Perpetual License Costs



Upfront Costs

- Perpetual license fee
- Customizations
- Installation/setup
- Integration with existing systems



Recurring Costs

- Maintenance (updates, patches & upgrades)
- Premium support services



Customization and integration costs can be significant—often as much or more than the software—if you choose to change the software substantially.

Subscription Costs



Upfront Costs

- Customizations
- Installation/setup
- Integration with existing systems



Recurring Costs

- Subscription fee
- Premium support services



Customization and integration costs are often less costly simply because SaaS systems have not provided as much flexibility in this area. Although that is changing as SaaS systems evolve.

Free & Open Source Costs



Upfront Costs

- Customizations
- Installation/setup
- Integration with existing systems



Recurring Costs

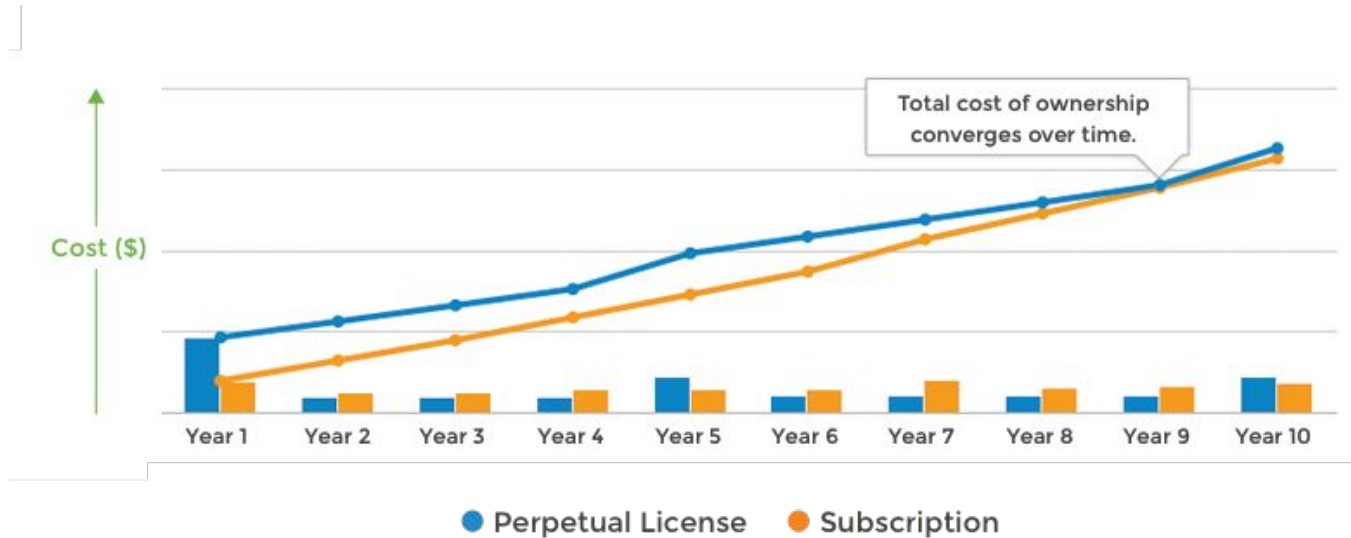
- Maintenance (updates, patches and upgrades)
- In-house or outsourced IT consultants



Open-source software is typically free to download and develop. Customization, integrations, ongoing maintenance and upgrades, however, can incur major costs.

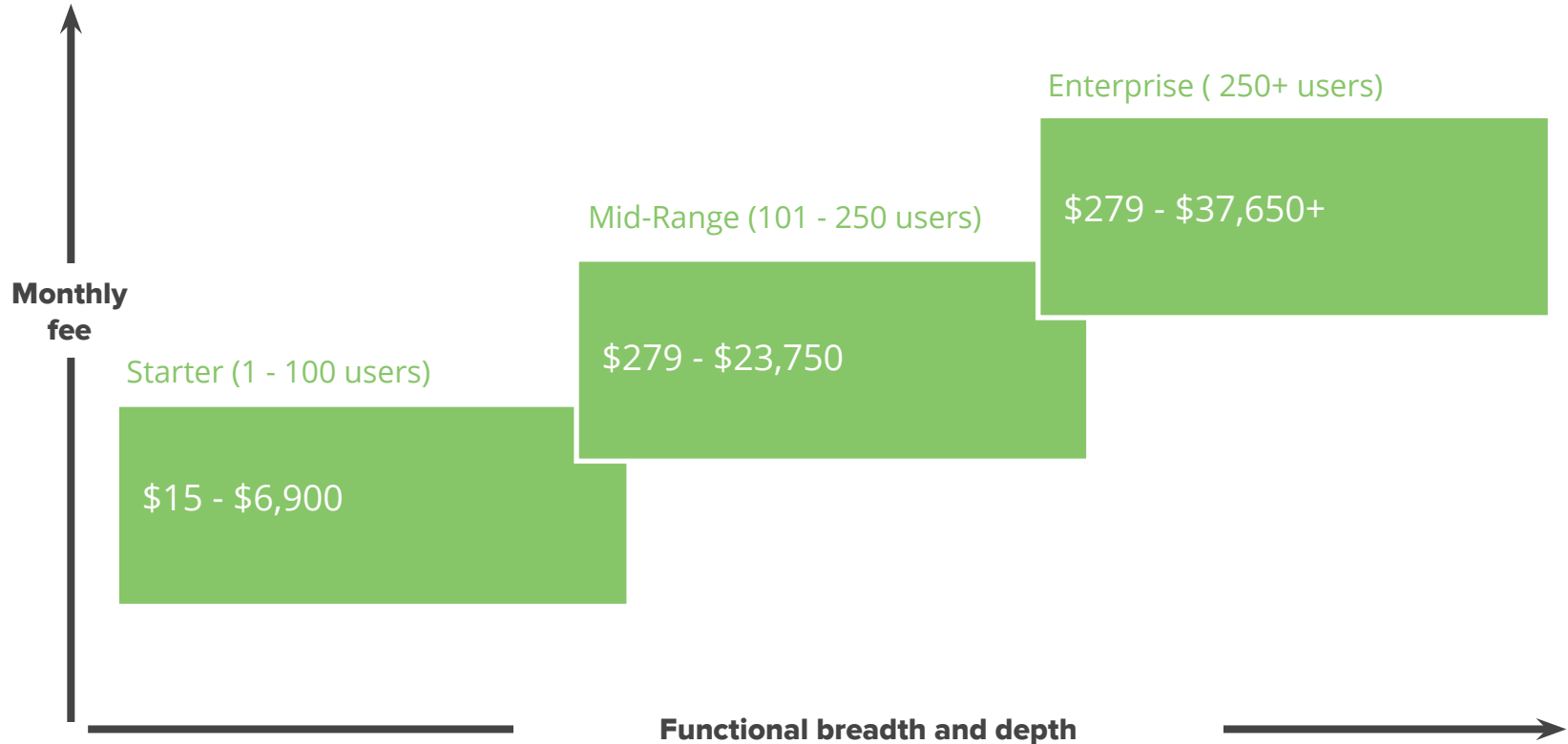
Total Cost of Ownership

While a perpetual license may cost more upfront, the total cost of ownership typically converges with subscription packages in about 7-10 years.



Visit our [Total Cost of Ownership Calculator](#) for a more detailed estimate.

Subscription Price Ranges



Often Overlooked Costs



Data Migration

While this can be done in-house, most will want to pay the vendor to transfer data.



Training

Web-based training is often included, but vendors will charge for in-person training.



Hardware & IT

This can be a major expense for on-premise software buyers that need their own servers.



Maintenance & Upgrades

This can be a major expense for on-premise software buyers that need their own servers.

Pricing for Popular Packages

PRODUCT	PRICING MODEL	Free Version	Starter (1 - 100 users)	Mid-Range (101 - 250 users)	Enterprise (250+ users)
ActiveCampaign ¹	Subscription /mo	No	\$70 - \$279*	\$279	\$279+
Agile CRM ²	Subscription /mo	Yes	\$15 - \$1500*	\$5,050 - \$12,500	\$20,800+
amoCRM ³	Subscription /mo	No	\$15 - \$1500	\$2,525 - \$6,250	\$11,295+
Close CRM ⁴	Subscription /mo	No	\$35 - \$6,500*	\$9,595 - \$23,750	\$36,395+
Copper ⁵	Subscription /mo	No	\$24 - \$6,900*	\$6,969 - \$17,250	\$17,319+
Daylite ⁶	Subscription /mo	No	\$29 - \$2,900*	\$2,929 - \$7,250	\$7,279+
Gold-Vision CRM ⁷	Subscription /mo	No	\$300 - \$6,000	\$6,060 - \$15,000	\$15,060+
Nimble ⁸	Subscription /mo	No	\$25 - \$2,500*	\$2,525 - \$6,250	\$6,275+

*Annual pricing discount available

Pricing for Popular Packages Continued

PRODUCT	PRICING MODEL	Free Version	Starter (1 - 100 users)	Mid-range (101 - 250 users)	Enterprise (250+ users)
OnContact ⁹	Subscription /mo	No	\$120 - \$4,000	\$7,070 - \$17,500	\$17,570+
	Perpetual License Fee	No	\$3,885 - \$129,500	\$130,795 - \$323,750	\$325,045+
Pipedrive ¹⁰	Subscription /mo	No	\$15 - \$1,500*	\$2,929 - \$7,250	\$14,809+
PipelineDeals ¹¹	Subscription /mo	No	\$29 - \$2,900*	\$3,939 - \$9,750	\$14,809+
Salesforce Sales Cloud ¹²	Subscription /mo	No	\$25 - \$2,500	\$7,575 - \$18,750	\$37,650+

*Annual pricing discount available

Sources of Pricing Data

The pricing information included in this presentation was collected from the vendors' websites in October 2019. The pricing presented begins with the lowest monthly pricing (not including annual discounts) for packages that include the core functionality for a software category. For mid-range and enterprise costs, we list pricing for more advanced packages (per user, when available) that also include the core features. Software Advice is not in a position to provide detailed price quotes on behalf of these vendors, and this data should not be considered as such. The information is simply a compilation of what is publicly available online. Buyers should contact the software vendor for actual pricing. Below is a list of sources for where this information was collected:

1. <https://www.activecampaign.com/pricing/>
2. <https://www.agilecrm.com/pricing>
3. <https://www.amocrm.com/buy/tariff/>
4. <https://close.com/pricing/>
5. <https://www.copper.com/pricing>
6. <https://www.marketcircle.com/pricing>
7. <https://www.gold-vision.com/pricing/?currency=USD&schedule=monthly>
8. <https://www.nimble.com/pricing/>
9. <https://www.workwisellc.com/crm-software/crm-pricing/>, <https://www.workwisellc.com/crm-software/crm-pricing/>
10. <https://www.pipedrive.com/en/pricing>
11. <https://www.pipelinedeals.com/pricing>
12. <https://www.salesforce.com/editions-pricing/sales-cloud/>

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