



CRM Software Pricing Guide

2026

Software Advice 

Choose the right software for your business with help from Software Advice

At Software Advice, we make finding the right software easy. Our service is always free, and our experienced advisors provide one-on-one guidance to help you identify the best software for your specific needs, within minutes.

Since 2005, over 1 million businesses have turned to Software Advice for help finding the best software fit for their business.

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- **Get free, personalized guidance:** Talk to an advisor who understands your industry and can recommend solutions tailored to your requirements.
- **Achieve fast results:** Get a shortlist of top software options in as little as 15 minutes.
- **Gain real user insights:** Access millions of verified user reviews to help inform your decision.

Ready to make your software search easier? An advisor will reach out to share customized software recommendations. If you prefer immediate assistance, you can also chat with an advisor now at softwareadvice.com

Compare actual product costs across top-rated products

This guide offers a comprehensive look at software pricing, combining proprietary data analysis with real-world vendor insights. Inside, you will find a detailed comparison of top-rated products, a clear view of common features by pricing tier, as well as sample subscription price ranges to help you set realistic expectations.

The guide also explains how software is priced and outlines the types of upfront and recurring costs you should consider when evaluating different pricing models.

Here's what we'll cover:

- Price comparison for top-rated products
- Common software features by pricing tiers
- Sample prices ranges for subscription-based systems (per user, per month)
- How software is priced
- Types of upfront costs by software pricing model
- Types of recurring costs by software pricing model
- Additional costs to consider when buying software

Price comparison for top-rated products

	Subscription model	Free version	Free trial	Entry level	Mid tier	High end
 Salesforce Sales Cloud	Per user/ mo			\$25*	\$100*	\$175*
 Zoho CRM	Per user/ mo			\$14.65**	\$33.81**	\$36.06**
 Act!	Per user/ mo			\$30*	\$45*	\$60*
 Dynamics 365	Per user/ mo			\$65*	\$105*	\$150*
 Odoo	Per user/ mo			\$10.70**	\$16.00**	NA

* Vendor website mentions only annual pricing.

** Converted from INR to USD

***Converted from EURO to USD

'NA' indicates that the respective pricing tier is not offered by the vendor.

'Custom quote' indicates that the tier is available but comes with customized pricing.

Price comparison for top-rated products

	Subscription model	Free version	Free trial	Entry level	Mid tier	High end
 Nutshell	Per user/ mo	✗	✓	\$13	\$42	\$79
 Less Annoying CRM	Per user/ mo	✗	✓	\$15	NA	NA
 Pipedrive	Per user/ mo	✗	✓	\$19	\$64	\$89
 Begin by Zoho CRM	Per user/ mo	✓	✓	\$6.19**	\$10.14**	\$14.20**
 monday CRM	Per user/ mo	✗	✓	\$15	\$20	\$33

* Vendor website mentions only annual pricing.

'NA' indicates that the respective pricing tier is not offered by the vendor.

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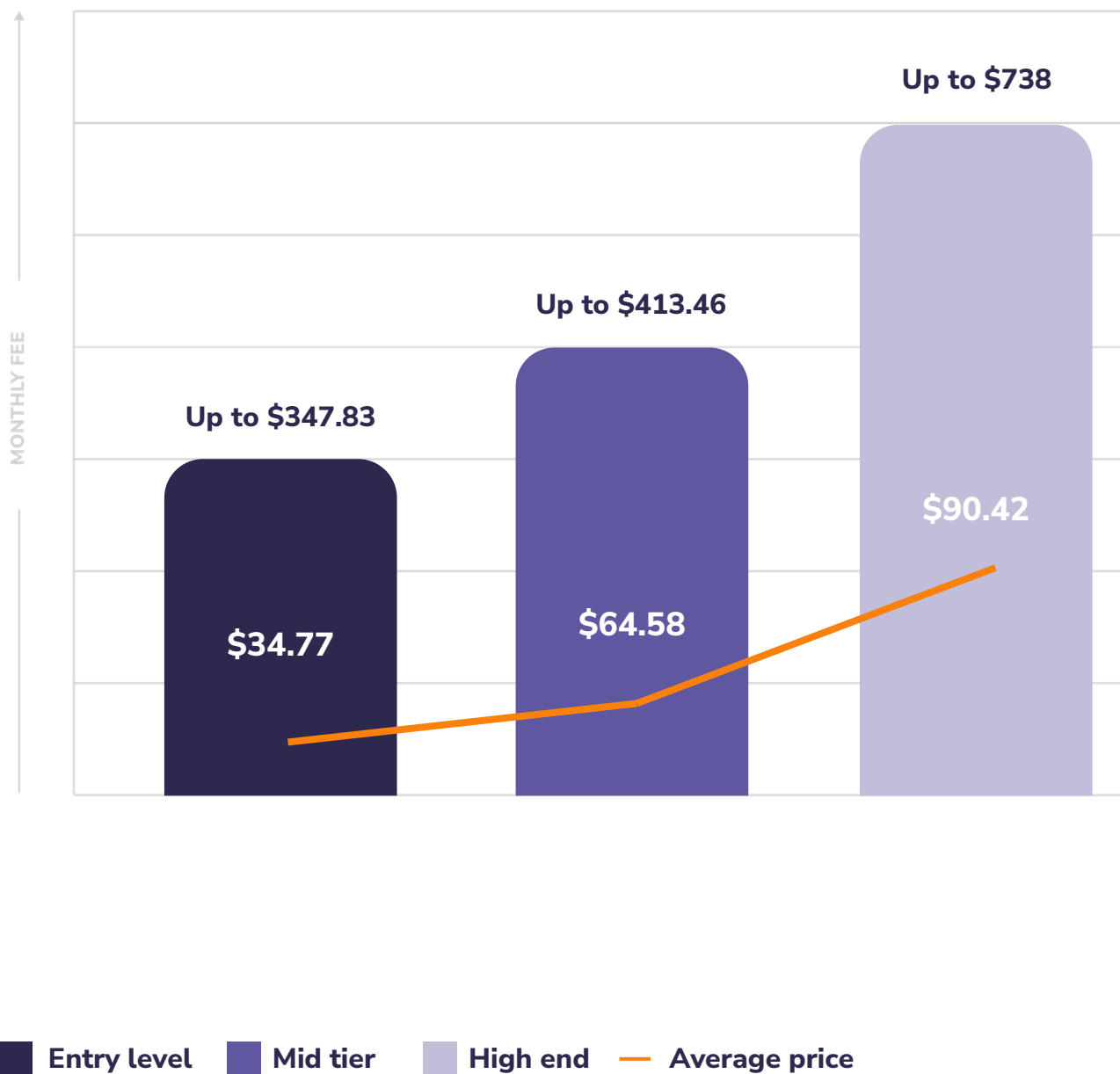
Common software features by pricing tiers

Software vendors often offer multiple tiers in their pricing packages based on functionality. By seeing what features are typically included in a given tier, it's easier to understand the price range variations on the next page. This data is sourced from our internal product database, which includes detailed information on pricing, as well as features across various pricing tiers. Our research team curates and analyzes this data to extract meaningful insights.

Entry level	Mid tier	High end
Lead capture forms	Workflow automation	AI-powered insights
Email campaign scheduling	Role-based access control	Omnichannel engagement
Pipeline tracking	Multi-channel communication	Real-time video chat
Mobile CRM access	Landing page builder	Customizable workflows & automations
Task management	Lead scoring	SSO & enterprise-level permissions
Basic marketing automation	Customizable dashboards	AI-driven automation
Notes & activity tracking	Team collaboration tools	Omnichannel engagement
Email templates	Custom fields & layouts	Global data management
Contact segmentation	Advanced sales & inventory reports	Advanced security & compliance
Document storage	Custom deal milestones	Predictive lead scoring

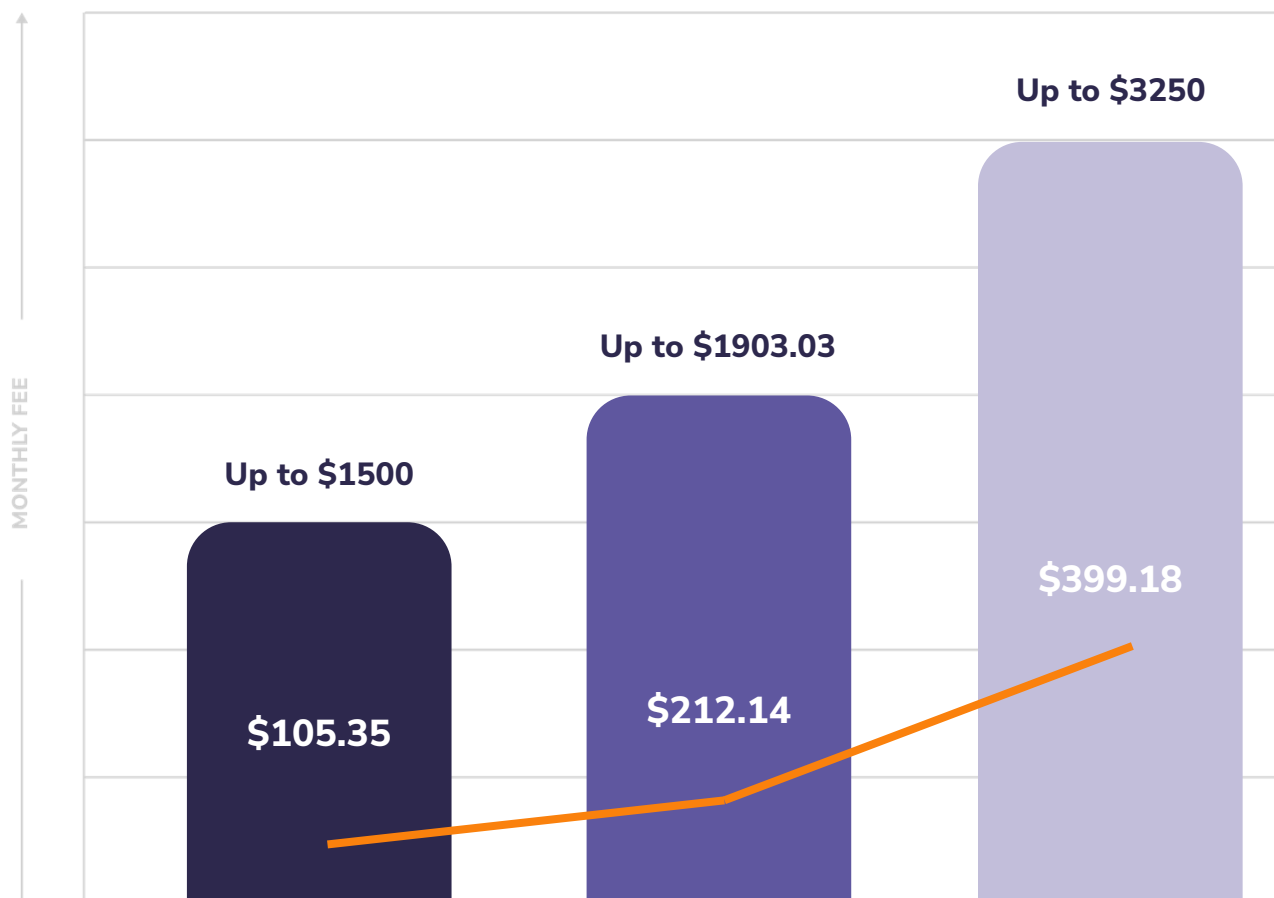
Note: Mid-tier package covers entry level plus listed features. High-end package covers entry level plus mid-tier features along with the listed features.

Sample price ranges for subscription-based systems (per user, per month)



Note: Entry level covers basic features of the product, whereas mid tier generally has basic features plus some premium features. High-end packages usually offer customization features along with features to support large teams or enterprises.

Sample price ranges for subscription-based systems (flat rate, per month)



■ Entry level ■ Mid tier ■ High end — Average price

Note: Entry level covers basic features of the product, whereas mid tier generally has basic features plus some premium features. High-end packages usually offer customization features along with features to support large teams or enterprises.

How software is priced

Common pricing models

Perpetual license

Users pay a one-time fee to own the software indefinitely, typically used for on-premise applications.

Tiered plans

Pricing varies based on the level of features or usage, with more comprehensive plans costing more.

Subscription fee

Users pay a recurring fee, usually monthly or annually, to access the software and receive updates and support.

Free & open source

The software is free to use and modify, but there may be costs associated with support, implementation, and maintenance.

Custom pricing

Prices are tailored to the specific needs and scale of the business, often negotiated individually.

Per user, per month

A monthly fee charged for each individual user accessing the software.

Flat rate, per month

A fixed monthly fee for using the software, regardless of usage level.

Types of upfront costs by software pricing model

	Perpetual license	Subscription-based	Free & open source
Customization	✓	✓	✓
Installation & setup	✓	✓	✓
Integrations	✓	✓	✓

✓ Cost is associated with the license type.

Upfront costs, also known as initial costs or one-time costs, refer to the expenses that are incurred at the beginning or before the start of a project, purchase, or service. These costs are typically paid upfront or in advance and are not recurring.

Types of costs:

Customization costs: Customization costs refer to the expenses incurred to tailor a product, service, or system to meet specific requirements or preferences of an individual or organization.

Installation and setup: Charges associated with setting up or installing a service or equipment costs.

Integration with existing system costs: Integration may require the use of middleware or integration tools that facilitate communication and data exchange between software systems. The costs associated with acquiring, licensing, or conjuring these tools are considered integration costs.

Types of recurring costs by software pricing model

	Perpetual license	Subscription-based	Free & open source
Maintenance	✓	✗	✓
Premium support & services	✓	✓	✗
Subscription fee	✗	✓	✗
In-house or outsourced IT consultants	✗	✗	✓



Cost is associated with license type



Cost is not associated with license type

Recurring costs, as the name suggests, are expenses that are incurred on an ongoing basis at regular intervals. These costs typically repeat periodically, such as monthly, quarterly, or annually. Recurring costs are often associated with maintaining and operating a product, service, or project over time.

Types of costs:

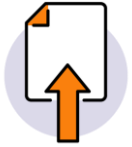
Maintenance cost: Fees paid periodically to maintain the usage rights of a product or service.

Support service cost: Support service costs refer to the expenses associated with providing assistance, maintenance, and technical support for a product or service.

Subscription fee: Regular payments made to access a service or product on a subscription basis.

In-house/Outsourced consultants cost: If an organization chooses consultant based onboarding or customer support as part of their package, additional costs may be associated with it.

Additional costs to consider when buying software



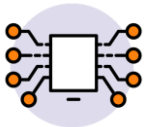
Data migration

Often best handled by the vendor—expect a fee for transferring your existing data.



Training

Online training may be free, but in-person sessions usually come at a cost.



Hardware & IT

On-premise solutions may require costly infrastructure like servers and IT support.



Maintenance & upgrades

Ask if updates, patches, and support are included or billed separately.

Pro tip: Make sure to request a full cost breakdown from your vendor to avoid being unprepared for any additional costs.

Methodologies: How we evaluated CRM pricing and budgets

Category price ranges

To determine the category's price ranges and averages, we consider the pricing of products that meet the below-mentioned criteria.

Considered products must:

- Qualify as CRM software by meeting our category definition: “Customer Relationship Management (CRM) software enables customer interaction, support, and relationship management. The purpose of a CRM application is to enable organizations to better manage their customers through the introduction of reliable systems, processes, and procedures. Customer Relationship Management software integrates organizational processes across marketing, sales, and customer services. CRM software is related to Contract Management software and Online CRM software.”
- Offer core CRM software features: contact management, interaction tracking and lead management.
- Have pricing information publicly available.

For our pricing tables, we identify up to ten products including both pricing model. We select products featured in Software Advice’s Best Software research which also have publicly available pricing data. In categories where too few products have publicly available pricing details, we will source products from the research’s candidate list, which comprises products eligible to appear (with at least 20 reviews in the last 2 years and average rating of at least 4.0/5) but not included in the final list (due to their scores not placing them among the top 25 products). For categories with no available Best Software research, we source products from Software Advice’s directories with at least 20 reviews in the last 2 years and average rating of at least 4.0/5.

Features in pricing packages

We identify ~228 products that qualify as CRM software and analyze the features each product offers at every pricing tier. We aggregate the findings to identify common features included in common tiers of pricing.

Why you should trust us

Successful buyers are at least 50% more likely to factor product comparison sites such as Software Advice and expert recommendations when doing research to create their shortlist.

Software Advice simplifies the software buying process. We use our expertise to give you reliable information about thousands of software products across dozens of industries.

- Our **1-to-1 personalized guidance** matches business owners, employees, and teams with custom software recommendations for free.
- Get our top **software recommendations** in any software category in just 15 minutes or less.
- Our advisors bring deep **industry expertise**—and match the best software to your unique business needs.

Get expert software picks—your way. Our advisor will call you with personalized recommendations to boost efficiency and cut costs. Or chat now for instant, 1-on-1 guidance.

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About Software Advice

Software Advice makes finding the right software easy. With 1-on-1 support from our trusted advisors, you'll receive personalized software recommendations in minutes, for free. Plus, with access to over 2.5 million verified user reviews, you can make confident decisions backed by real experiences.

More than 1 million businesses have relied on Software Advice since 2005 to help them find the perfect fit for their needs.

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