

# Upsales Subscription Pricing

## Upsales CRM

**Upsales CRM Professional Platform: 25 000 SEK/year**

**Upsales CRM Enterprise Platform: 99 000 SEK/year**

The initial period of the agreement is 24 months. After that, the agreement will be automatically renewed with subsequent agreement periods of 12 months.

The notice period for terminating the agreement is 3 months before the end of each period.

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### Included in Upsales CRM Platform

<b>Sales management</b> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Pipeline &amp; activity management</li><li><input checked="" type="checkbox"/> Customer &amp; Contact management</li><li><input checked="" type="checkbox"/> Sales board</li><li><input checked="" type="checkbox"/> Account Growth</li><li><input checked="" type="checkbox"/> Email platform</li><li><input checked="" type="checkbox"/> Sales Models &amp; Targets</li><li><input checked="" type="checkbox"/> Easy Booking Calendar</li></ul>	<b>Prospecting</b> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Data-driven prospecting</li><li><input checked="" type="checkbox"/> Database of all Scandinavian companies</li><li><input checked="" type="checkbox"/> Financial data</li><li><input checked="" type="checkbox"/> Find similar companies based on customers</li><li><input checked="" type="checkbox"/> Automatic data-match</li><li><input checked="" type="checkbox"/> Basic search</li><li><input checked="" type="checkbox"/> Google Chrome extension</li></ul>	<b>Report Centre</b> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Sales Forecast</li><li><input checked="" type="checkbox"/> Activity dashboard</li><li><input checked="" type="checkbox"/> Email statistics</li><li><input checked="" type="checkbox"/> Pipeline report</li><li><input checked="" type="checkbox"/> Sales funnel</li><li><input checked="" type="checkbox"/> Customer journey</li><li><input checked="" type="checkbox"/> Contribution Margin</li><li><input checked="" type="checkbox"/> Win/loss analysis</li></ul>
<b>Admin</b> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Import &amp; Export</li><li><input checked="" type="checkbox"/> Company Brand Profile</li><li><input checked="" type="checkbox"/> Roles &amp; Permissions</li><li><input checked="" type="checkbox"/> Document Templates</li><li><input checked="" type="checkbox"/> Product Management</li><li><input checked="" type="checkbox"/> Custom fields</li><li><input checked="" type="checkbox"/> Multi currency</li><li><input checked="" type="checkbox"/> Quote Templates</li></ul>	<b>Other</b> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Open API</li><li><input checked="" type="checkbox"/> Upsales App Directory</li><li><input checked="" type="checkbox"/> ERP integrations</li><li><input checked="" type="checkbox"/> Google/O365 Apps</li><li><input checked="" type="checkbox"/> Unlimited free support</li><li><input checked="" type="checkbox"/> Unlimited access to product training platform</li><li><input checked="" type="checkbox"/> 5000+ Zapier integrations</li><li><input checked="" type="checkbox"/> Mobile app</li></ul>	

Add additional Licenses and add-ons as required according to the pricing below.

**\*Upsales Subscription Pricing refers to annual invoicing.**

**CRM Professional License: 699 SEK/user/month**

Pricing refers to the number of active Upsales Licenses.

**CRM Enterprise License: 1 199 SEK/user/month**

Pricing refers to the number of active Upsales Licenses.

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# Upsales Subscription Pricing

## Professional vs Enterprise

	Upsales Professional	Upsales Enterprise
Price / License per month	699 kr	1 199 kr
Price / License per year	8 388 kr	14 388 kr
Plattform fee (per year)	25 000 kr	99 000 kr

CRM License	Professional	Enterprise
Enterprise security	\$	✓
CPQ Light (AOL + Sales Process Pro)	\$	✓
API	\$ (tiered)	Unlimited
Custom Objects	\$	✓
Workflow Automation	\$ (tiered)	✓
Premium Support	✗	✓
SE hosting	✗	✓

CRM add-ons/services	Professional	Enterprise
CPQ	✗	\$
Service-Level Agreement (SLA)	\$	\$
Access to professional services	\$	\$
RevRec	\$ (tiered)	\$ (tiered)
Subscriptions	\$ (tiered)	\$ (tiered)
Email Marketing	✓ / \$ (tiered)	✓ / \$ (tiered)

\* Email Marketing: Included in Marketing Automation.

## Upsales Subscription Pricing

## Upsales Marketing Automation

Marketing Automation	Professional	Enterprise
Number of engaged contacts included	4 999	14 999
Form triggers	✓	✓
Website visits	✓	✓
Form conversions	✓	✓
Forms	✓	✓
Landing pages	✓	✓
Email Marketing	✓	✓
Templates	✓	✓
Company profile	✓	✓
UTM Generator	✓	✓
Events	✓	✓
Recommended companies from Bisnode in forms	✓	✓
Flows	✓	✓
Segments	✓	✓
Journey / MQL rules	CUSTOM	ADVANCED
Easy Booking PRO	✗	✓
Custom domains	✗	✓
Brands	✗	\$ (tiered)

# Upsales Subscription Pricing

## Add-on: Marketing Automation Professional

Pricing refers to the number of engaged contacts per month.

\* i.e. identified website visitors, emailed contacts, and/or form submits in the last calendar month.

Contacts	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
0 - 4 999	5 750 kr	£575	69 000 kr	£6 900
5 000 - 9 999	8 050 kr	£805	96 600 kr	£9 660
10 000 - 19 999	11 270 kr	£1 127	135 240 kr	£13 524
20 000 - 29 999	15 778 kr	£1 578	189 336 kr	£18 934
30 000 - 49 999	22 089 kr	£2 209	265 070 kr	£26 507
50 000 - 74 999	30 925 kr	£3 092	371 099 kr	£37 110
75 000 - 99 999	43 295 kr	£4 329	519 538 kr	£51 954
100 000 - 149 999	60 613 kr	£6 061	727 353 kr	£72 735
150 000 - 199 999	84 858 kr	£8 486	1 018 294 kr	£101 829
200 000 - 299 999	118 801 kr	£11 880	1 425 612 kr	£142 561
300 000 - 399 999	166 321 kr	£16 632	1 995 857 kr	£199 586
400 000 - 499 999	232 850 kr	£23 285	2 794 200 kr	£279 420

\* Prices are subject to change. New pricing tiers are in effect at time of change and/or expansion of said tiers.

\* Implementation fees and other added consultancy fees are not included and may be applied.

## Add-on: Marketing Automation Enterprise

Pricing refers to the number of engaged contacts per month.

\* i.e. identified website visitors, emailed contacts, and/or form submits in the last calendar month.

Contacts	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
0 - 14 999	12 417 kr	£1 242	149 000 kr	£14 900
15 000 - 29 999	17 383 kr	£1 738	208 600 kr	£20 860
30 000 - 49 999	24 337 kr	£2 434	292 040 kr	£29 204
50 000 - 74 999	34 071 kr	£3 407	408 856 kr	£40 886
75 000 - 99 999	47 700 kr	£4 770	572 398 kr	£57 240
100 000 - 149 999	66 780 kr	£6 678	801 358 kr	£80 136
150 000 - 199 999	93 492 kr	£9 349	1 121 901 kr	£112 190
200 000 - 299 999	130 888 kr	£13 089	1 570 661 kr	£157 066
300 000 - 399 999	183 244 kr	£18 324	2 198 926 kr	£219 893
400 000 - 499 999	256 541 kr	£25 654	3 078 496 kr	£307 850

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# Upsales Subscription Pricing

## Add-on: Brands

Pricing refers to each Brand (Marketing Automation add-on)

\*Only available to Upsales Enterprise customers

Price per Brand	Add one (1) Marketing Automation add-on per brand			
	Monthly fee/brand		Annual fee/brand	
Contacts	SEK	GBP	SEK	GBP
0 - 14 999	12 417 kr	£1 242	149 000 kr	£14 900
15 000 - 29 999	17 383 kr	£1 738	208 600 kr	£20 860
30 000 - 49 999	24 337 kr	£2 434	292 040 kr	£29 204
50 000 - 74 999	34 071 kr	£3 407	408 856 kr	£40 886
75 000 - 99 999	47 700 kr	£4 770	572 398 kr	£57 240
100 000 - 149 999	66 780 kr	£6 678	801 358 kr	£80 136
150 000 - 199 999	93 492 kr	£9 349	1 121 901 kr	£112 190
200 000 - 299 999	130 888 kr	£13 089	1 570 661 kr	£157 066
300 000 - 399 999	183 244 kr	£18 324	2 198 926 kr	£219 893
400 000 - 499 999	256 541 kr	£25 654	3 078 496 kr	£307 850

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# Upsales Subscription Pricing

## Upsales Company Data Add-ons:

	Prospecting BASIC (Free)	Company Data Hub
Automatic data-match to prospecting	✓	✓
Filters	Limited	Full
Financial data	Limited	Full
AI-recommended leads	×	✓
Find similar companies	×	✓
Cross Selling	×	✓
Signals	×	✓
Keyword search	×	✓
Credit Rating	×	✓

## Add-on: Company Data Hub

Pricing refers to the number of active Upsales Licenses.

	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
Price / License	399 kr	£40	4 788 kr	£479

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# Upsales Subscription Pricing

## Upsales Analytics Add-ons:

Report Centre PRO	
Contribution Margin	✓
Forecast	✓
Product A/B	✓
ARR per product	✓
Churn rate: lost customers	✓
Churn rate: ARR-value	✓
Reports on custom fields	✓
NRR	✓
Scheduled dispatch to email, slack, teams	✓
Dashboard / saved views etc	Unlimited
Account growth	✓
Growth grid	✓
Filtration of reports on custom fields	✓
Share dashboards	✓
Insights	\$

### Add-on: Report Centre PRO

Pricing refers to the number of active Upsales Licenses.

	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
Price / License	199 kr	£20	2 388 kr	£240

\* Prices are subject to change. New pricing tiers are in effect at time of change and/or expansion of said tiers.

\* Implementation fees and other added consultancy fees are not included and may be applied.

### Add-on: Insights Business Intelligence

Pricing refers to the feature regardless of usage and/or number of active Licenses.

	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
Insights BI	12 492 kr	£1,249	149 900 kr	£14,990

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# Upsales Subscription Pricing

## Upsales CRM Add-ons:

### Add-on: Email Marketing

Pricing refers to the number of emailed contacts per month.

Contacts	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
0 - 499	0 kr	£0	0 kr	£0
500 - 2 499	329 kr	£33	3 950 kr	£395
2 500 - 4 999	659 kr	£66	7 910 kr	£791
5 000 - 9 999	1 978 kr	£198	23 730 kr	£2,373
10 000 - 19 999	4 618 kr	£462	55 410 kr	£5,541
20 000 - 29 999	8 578 kr	£858	102 930 kr	£10,293
30 000 - 49 999	14 947 kr	£1,495	179 360 kr	£17,936
50 000 - 74 999	24 517 kr	£2,452	294 200 kr	£29,420
75 000 - 99 999	37 277 kr	£3,728	447 320 kr	£44,732
100 000 - 149 999	56 289 kr	£5,629	675 470 kr	£67,547
150 000 - 199 999	81 589 kr	£8,159	979 070 kr	£97,907
200 000 - 299 999	119 539 kr	£11,954	1 434 470 kr	£143,447
300 000 - 399 999	169 698 kr	£16,970	2 036 380 kr	£203,638
400 000 - 499 999	224 698 kr	£22,470	2 696 380 kr	£269,638

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\* Implementation fees and other added consultancy fees are not included and may be applied.



# Upsales Subscription Pricing

## Add-on: Enterprise Security

Pricing refers to the number of active Upsales Licenses.

Licenses	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
Price / License	199 kr	£20	2 388 kr	£240

\* Prices are subject to change. New pricing tiers are in effect at time of change and/or expansion of said tiers.

\* Implementation fees and other added consultancy fees are not included and may be applied.

## Add-on: CPQ Light

Pricing refers to the number of active Upsales Licenses.

Licenses	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
Price / License	299 kr	£30	3 588 kr	£360

\* Prices are subject to change. New pricing tiers are in effect at time of change and/or expansion of said tiers.

\* Implementation fees and other added consultancy fees are not included and may be applied.

## Add-on: CPQ

Pricing refers to the number of active Upsales Licenses.

\*Only available to Enterprise customers

Licenses	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
Price / License	649 kr	£65	7 788 kr	£779

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\* Implementation fees and other added consultancy fees are not included and may be applied.

# Upsales Subscription Pricing

## Add-on: Workflow Automation

Pricing refers to the number of active triggers and/or automations.

	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
0 - 5	1 375 kr	£138	16 500 kr	£1,650
6 - 10	2 475 kr	£248	29 700 kr	£2,970
11 - 15	3 850 kr	£385	46 200 kr	£4,620
16 - 25	6 050 kr	£605	72 600 kr	£7,260
26 - 50	7 975 kr	£798	95 700 kr	£9,570
51 - 100	10 175 kr	£1,018	122 100 kr	£12,210
101 - 150	12 925 kr	£1,293	155 100 kr	£15,510
151 - 200	15 125 kr	£1,513	181 500 kr	£18,150

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\* Implementation fees and other added consultancy fees are not included and may be applied.

## Add-on: Revenue Recognition

Pricing refers to the number of active recognized opportunities and won deals that were created this year and has periodization.

Pricing will exclude lost deals (orders with 0% probability).

	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
0 - 499	2 750 kr	£275	33 000 kr	£3,300
500 - 999	3 850 kr	£385	46 200 kr	£4,620
1 000 - 1 499	4 950 kr	£495	59 400 kr	£5,940
1 500 - 1 999	6 050 kr	£605	72 600 kr	£7,260
2 000 - 2 499	7 150 kr	£715	85 800 kr	£8,580
2 500 - 2 999	9 350 kr	£935	112 200 kr	£11,220
3 000 - 3 499	11 550 kr	£1,155	138 600 kr	£13,860
3 500 - 3 999	14 850 kr	£1,485	178 200 kr	£17,820
4 000 - 4 499	18 150 kr	£1,815	217 800 kr	£21,780
4 500 - 5 999	22 550 kr	£2,255	270 600 kr	£27,060
6 000 +	26 950 kr	£2,695	323 400 kr	£32,340

\* Prices are subject to change. New pricing tiers are in effect at time of change and/or expansion of said tiers.

\* Implementation fees and other added consultancy fees are not included and may be applied.

# Upsales Subscription Pricing

## Add-on: Subscriptions

Pricing refers to the number of active subscriptions in total, regardless of invoicing interval frequency, or value.

	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
0 - 99	3 333 kr	£333	40 000 kr	£4,000
100 - 249	5 445 kr	£545	65 340 kr	£6,534
250 - 499	7 260 kr	£726	87 120 kr	£8,712
500 - 999	12 100 kr	£1,210	145 200 kr	£14,520
1 000 - 1 499	16 500 kr	£1,650	198 000 kr	£19,800
1 500 - 2 999	19 800 kr	£1,980	237 600 kr	£23,760
3 000 - 4 999	25 300 kr	£2,530	303 600 kr	£30,360
5 000 - 9 999	31 900 kr	£3,190	382 800 kr	£38,280
10 000 - 19 999	41 800 kr	£4,180	501 600 kr	£50,160
20 000 - 34 999	52 800 kr	£5,280	633 600 kr	£63,360
35 000 - 49 999	64 900 kr	£6,490	778 800 kr	£77,880
50 000 - 74 999	78 100 kr	£7,810	937 200 kr	£93,720
75 000 - 99 999	92 400 kr	£9,240	1 108 800 kr	£110,880
100 000 - 149 999	107 800 kr	£10,780	1 293 600 kr	£129,360
150 000 - 199 999	124 300 kr	£12,430	1 491 600 kr	£149,160

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\* Implementation fees and other added consultancy fees are not included and may be applied.

## Add-on: API

Pricing refers to the number of requests per day.

	Monthly fee		Annual fee	
	SEK	GBP	SEK	GBP
0 - 99 999	0 kr	£0	0 kr	£0
100 000 - 199 999	1 000 kr	£100	12 000 kr	£1,200
200 000 - 299 999	2 000 kr	£200	24 000 kr	£2,400
300 000 - 399 999	3 000 kr	£300	36 000 kr	£3,600
400 000 - 499 999	4 000 kr	£400	48 000 kr	£4,800
500 000 - 599 999	5 000 kr	£500	60 000 kr	£6,000

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