

Upsales Subscription Pricing

Upsales CRM

Upsales CRM Professional Platform: 25 000 SEK/year

Upsales CRM Enterprise Platform: 99 000 SEK/year

Included in Upsales CRM Platform

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

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

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* 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

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* 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

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* 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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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

* 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: 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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