



Compare Zoho CRM Editions

| Features | Free | Standard | Professional | Most Popular Enterprise | Ultimate |
|---|------------------|------------------|------------------|-------------------------|------------------|
| Pricing (Local taxes will be charged in addition to the prices mentioned.) | | | | | |
| Billed Annually | Free for 3 users | \$12/user/month | \$20/user/month | \$35/user/month | \$45/user/month |
| Billed Monthly | Free for 3 users | \$18/user | \$30/user | \$45/user | \$55/user |
| Sales Force Automation | | | | | |
| Leads | ● | ● | ● | ● | ● |
| Contacts | ● | ● | ● | ● | ● |
| Accounts | ● | ● | ● | ● | ● |
| Deals | ● | ● | ● | ● | ● |
| Tasks, events, call log, and notes | ● | ● | ● | ● | ● |
| CRM views | ● | ● | ● | ● | ● |
| Sales forecasting | | ● | ● | ● | ● |
| BCC dropbox for email | | ● | ● | ● | ● |
| Email insights | | ● | ● | ● | ● |
| Macros | | | ● | ● | ● |
| Multiple currencies | | | | ● | ● |
| Contextual custom related lists | | | | ● | ● |
| SalesSignals | | | ● | ● | ● |
| Custom signals | | | | ● | ● |
| Advanced filters | ● | ● | ● | ● | ● |
| Scoring rules | | 10 fields/module | 20 fields/module | 30 fields/module | 50 fields/module |
| Assignment rules | | | ● | ● | ● |
| Reminders | | ● | ● | ● | ● |
| Email parser | | | | ● | ● |

| Features | Free | Standard | Professional | Most Popular Enterprise | Ultimate |
|---|----------|------------------|-------------------|---|---|
| Email Association with Deals | | | ● | ● | ● |
| Wizards | | | | ● | ● |
| Multiple Pipelines | | ● | ● | ● | ● |
| Product Customization | | | | | |
| Page customization | ● | ● | ● | ● | ● |
| Rename tabs | ● | ● | ● | ● | ● |
| Custom fields | | 10 fields/module | 155 fields/module | 300 fields/module | 500 fields/module |
| Picklist history tracking | | | | ● | ● |
| Custom links | | | ● | ● | ● |
| Web tabs | | | | ● | ● |
| Custom modules | | | | 100 modules (2 modules/user license) | 500 modules (5 modules/user license) |
| Custom buttons | | | | ● | ● |
| Sandbox | | | | ● | ● |
| Page layouts | | | | ● | ● |
| Canvas View | | | | ● | ● |
| Layout Rules | | | | ● | ● |
| Validation Rules | | | 5 rules/layout | 10 rules/layout | 25 rules/layout |
| Subforms | | | | ● | ● |
| Translations | | | | ● | ● |
| Custom list views | 5/module | 50/module | Unlimited | Unlimited | Unlimited |
| Tab groups | | ● | ● | ● | ● |
| Automation & Process Management | | | | | |
| Workflow rules | ● | ● | ● | ● | ● |
| Approval Process | | | | ● | ● |
| Schedules | | | | ● | ● |
| Active Blueprints (No. of Blueprints allowed per organization (inclusive of default Blueprints)) | | | 3 | 50 | 100 |

| Features | Free | Standard | Professional | Most Popular Enterprise | Ultimate |
|---|---|--|--|---|--|
| Webhooks per day | | | 1/action 10,000 calls/day or 100 calls/user license/day Limit applicable for the org. (whichever is lower) | 1/action 100,000 calls/day or 500 calls/user license/day Limit applicable for the org. (whichever is lower) | 1/action 500,000 calls/day or 1000 calls/user/day Limit applicable for the org. (whichever is lower) |
| Email notifications per day | 50 emails/user license, 150 emails/day (whichever is lower) | 100 emails/user license, 5,000 emails/day (whichever is lower) | 200 emails/user license, 10,000 emails/day (whichever is lower) | 500 emails/user license, 25,000 emails/day (whichever is lower) | 1,000 emails/user license, 50,000 emails/day (whichever is lower) |
| Review Process | | | | ● | ● |
| CommandCenter | | | | ● | ● |
| Prediction & Artificial Intelligence (ZIA) | | | | | |
| Lead Conversion Prediction | | | | ● | ● |
| Deal Closure Prediction | | | | ● | ● |
| Data Enrichment | | | | ● | ● |
| Zia Voice (Supported in English only.) | | | | ● | ● |
| Zia Reminder | | | | ● | ● |
| Best time to contact | | | | ● | ● |
| Macro suggestion | | | | ● | ● |
| Zia Intelligence for Automation | | | | ● | ● |
| Prediction Builder | | | | 2 Prediction models/org | 20 Prediction models/org |
| Assignment suggestion by Zia | | | | ● | ● |
| Workflow suggestions by Zia | | | | ● | ● |
| AI for emails (Data enrichment from email signatures, capture events from emails, intent and sentiment analysis of emails for organizations with above 20 users.) | | | | ● | ● |
| Recommendation engine (For organizations with 20 users and above.) | | | | 1 recommendation model/org | 10 recommendation models/org |
| Image Validation | | | | 1 rule/org | 20 rules/org |
| Reports | | | | | |
| Standard reports | ● | ● | ● | ● | ● |

| Features | Free | Standard | Professional | Most Popular Enterprise | Ultimate |
|---|------|---------------|--------------|--|---|
| Custom reports | | 100 | Unlimited | Unlimited | Unlimited |
| Schedule reports | | ● | ● | ● | ● |
| Analytics & Measurement | | | | | |
| Charts | | ● | ● | ● | ● |
| KPI | | ● | ● | ● | ● |
| Funnels | | | | ● | ● |
| Target Meter | | | | ● | ● |
| Comparator | | | | ● | ● |
| Cohorts | | | | ● | ● |
| Quadrants | | | | ● | ● |
| Anomaly Detectors (Powered by Zia) | | | | 10 trends Additional 1/user (Maximum 50) | 20 trends Additional 2/user (Maximum 100) |
| Standard dashboards | | ● | ● | ● | ● |
| Custom dashboards | | 10 Dashboards | Unlimited | Unlimited | Unlimited |
| Webform Analytics | | | | ● | ● |
| Webform A/B Testing | | | | ● | ● |
| Analytics Mobile App - Analytics Studio | | ● | ● | ● | ● |
| Analytics - Enhancements in Anomaly Component with notifications in Zia | | | | ● | ● |
| Workflow reports | | | | ● | ● |
| Social | | | | | |
| Enrich data with Twitter profile | | ● | ● | ● | ● |
| Enrich data with Facebook Profile | | ● | ● | ● | ● |
| Social tab | | ● | ● | ● | ● |
| Automated Lead Generation from social media | | ● | ● | ● | ● |
| Social interaction with leads/contacts | | ● | ● | ● | ● |
| Social Lite * | | ● | ● | ● | ● |

| Features | Free | Standard | Professional | Most Popular Enterprise | Ultimate |
|---|---------------|----------------|-----------------|----------------------------|------------------|
| Marketing Automation | | | | | |
| Email templates | 10 | 100 | Unlimited | Unlimited | Unlimited |
| Email opt-out | ● | ● | ● | ● | ● |
| Website visitor tracking (A functionality of the Zoho SalesIQ integration.) | ● | ● | ● | ● | ● |
| Mass email (0-100 users) (This limit applies only to the org's sales activities. Kindly check Zoho Campaigns for campaigning purpose.) | | ● | ● | ● | ● |
| Email relay | | | ● | ● | ● |
| Email Authentication | ● | ● | ● | ● | ● |
| Marketing campaigns | | ● | ● | ● | ● |
| Marketing Attribution | | | | ● | ● |
| Customer segmentation | | | | ● | ● |
| Auto-responders | | | | ● | ● |
| Zoho CRM for Google Ads | | | ● | ● | ● |
| Web Forms | | | | | |
| Web-to-lead form | 1 form/module | 5 forms/module | 10 forms/module | 20 forms/module | 100 forms/module |
| Web-to-contact form | 1 form/module | 5 forms/module | 10 forms/module | 20 forms/module | 100 forms/module |
| Web-to-case form | | | ● | ● | ● |
| Notify owner | | ● | ● | ● | ● |
| Team Collaboration | | | | | |
| Gamescope | | | ● | ● | ● |
| Calendar | ● | ● | ● | ● | ● |
| Calendar sync through CalDAV | | ● | ● | ● | ● |
| Calendar Booking | | ● | ● | ● | ● |
| Status updates | ● | ● | ● | ● | ● |
| Direct messages | ● | ● | ● | ● | ● |
| Attach files to feeds | ● | ● | ● | ● | ● |
| Follow-up rules | ● | ● | ● | ● | ● |

| Features | Free | Standard | Professional | Most Popular Enterprise | Ultimate |
|--|------|----------|-----------------|-------------------------|------------------|
| Groups for team collaboration | | ● | ● | ● | ● |
| Tagging | | ● | ● | ● | ● |
| Inventory Management | | | | | |
| Products | | | ● | ● | ● |
| Price books | | | ● | ● | ● |
| Sales quotes | | | ● | ● | ● |
| Sales orders | | | ● | ● | ● |
| Invoices | | | ● | ● | ● |
| Vendors | | | ● | ● | ● |
| Purchase orders | | | ● | ● | ● |
| Customer Support | | | | | |
| Cases | | | ● | ● | ● |
| Solutions | | | ● | ● | ● |
| Web-to-case form | | | 10 forms/module | 20 forms/module | 100 forms/module |
| Business hours | ● | ● | ● | ● | ● |
| Case escalation rules | | | | ● | ● |
| User Portal | | | | | |
| Portals (First portal user type creation is free with 10k portal invites. Additional portals could be purchased within the product.) | | | | ● | ● |
| Document Library | | | | | |
| Folder sharing | ● | ● | ● | ● | ● |
| Attach documents | ● | ● | ● | ● | ● |
| File versioning | ● | ● | ● | ● | ● |
| Reviews | ● | ● | ● | ● | ● |
| File Storage | | | | | |
| Free storage/org | 1 GB | 1 GB | 1 GB | 1 GB | 5 GB |
| Free storage/user license | | 512 MB | 512 MB | 1 GB | 2 GB |

| Features | Free | Standard | Professional | Most Popular Enterprise | Ultimate |
|---|-----------------------|--------------------------|---------------------------|-----------------------------|----------------------------|
| Additional file storage | | \$4/month/5GB | \$4/month/5GB | \$4/month/5GB | \$4/month/5GB |
| Data Administration | | | | | |
| 1-200 user | | | | | |
| Data storage (all modules) | 5,000 records (10 MB) | 100,000 records (200 MB) | 10 GB (5M records approx) | 10 GB (5M records approx) | 10 GB (5M records approx) |
| Additional Storage per user license | | | 20 MB | 50 MB | 100 MB |
| Additional data storage (Price mentioned is per month. Purchase available offline.) | | | \$4/100 MB | \$4/100 MB | \$4/100 MB |
| Above 200 users | | | | | |
| Data storage (all modules) | 5,000 records (10 MB) | 100,000 records (200 MB) | 10 GB (5M records approx) | 15 GB (7.5M records approx) | 30 GB (15M records approx) |
| Additional Storage per user license | | | 20 MB | 50 MB | 100 MB |
| Additional data storage (Price mentioned is per month. Purchase available offline.) | | | \$2/100 MB | \$2/100 MB | \$2/100 MB |
| Import data (records/batch) | 1000 records | 10,000 records | 20,000 records | 30,000 records | 50,000 records |
| Export module data | ● | ● | ● | ● | ● |
| Free Data backup | | 2 backups/month | 2 backups/month | 2 backups/month | 4 backups/month |
| Additional data backup | \$10/request | \$10/request | \$10/request | \$10/request | \$10/request |
| De-duplicate data | | | ● | ● | ● |
| Import history | ● | ● | ● | ● | ● |
| Security Administration | | | | | |
| Profiles | ● | ● | ● | ● | ● |
| Organizational hierarchy (Roles) | ● | ● | ● | ● | ● |
| Reporting Hierarchy | | | | ● | ● |
| Field-level security | | | ● | ● | ● |
| Data sharing rules | | | | 15 rules/module | 100 rules/module |
| Groups | | 20 | 30 | 50 | 250 |
| Record-level sharing | | | | ● | ● |
| Data Encryption (EAR) | | | | ● | ● |
| Territory management | | | | 150 territories | 250 territories |

| Features | Free | Standard | Professional | Most Popular Enterprise | Ultimate |
|--------------------------------------|-----------------------|--|-------------------------|---|---|
| Audit Logs | | ● | ● | ● | ● |
| Allowed IPs | | ● | ● | ● | ● |
| GDPR Compliance | ● | ● | ● | ● | ● |
| Developer Tools | | | | | |
| Mobile SDK | | | | ● | ● |
| Web Apps SDK | | | | ● | ● |
| Widgets | | | | ● | ● |
| Connections | | | | ● | ● |
| API ** | 5,000 credits/day/org | 100,000 credits/day/org | 500,000 credits/day/org | 1,000,000 credits/day/org (1000/user license) | Unlimited credits/day/org (2000/user license) |
| Functions *** | | | | 200,000 credits/day/org (500/user license) | Unlimited credits/day/org (1000/user license) |
| Add-ons & Integrations * | | | | | |
| Online Meetings | | Zoom, GoToMeeting, Zoho Meeting and 12 others | | | |
| Telephony and PBX | | Ring.io, Amazon Connect, Zoho PhoneBridge and 106 others | | | |
| Team Collaboration | | Slack, Teams, Zoho Cliq and 9 others | | | |
| Office Productivity | | Zapier, Trello, Zoho Flow and 26 others | | | |
| Storage | | Google Drive, Dropbox, Zoho Workdrive and 4 others | | | |
| Analytics | | Zoho Analytics, Google Analytics, dotConnect and 10 others | | | |
| Email Marketing | | Mailchimp, Zoho Campaigns and 4 others | | | |
| Customer Service | | Zendesk, Zoho Desk and 15 others | | | |
| Finance | | PayPal, Quickbooks, Pay U, Zoho Finance Suite Integration and 18 others | | | |
| Business Operations | | Amazon Seller Central, FedEx Rate Comparator and Shipment Tracking and 15 others | | | |
| Integration with microsoft | | | | | |
| Plug-in for Microsoft Outlook | | | ● | ● | ● |
| Integration with Microsoft 365 | | | ● | ● | ● |
| Integration with G-Suite | | | | | |
| Zoho CRM contextual gadget for Gmail | ● | ● | ● | ● | ● |

| Features | Free | Standard | Professional | Most Popular Enterprise | Ultimate |
|-------------------------------------|------|----------|--------------|----------------------------|------------|
| Export events to Google Calendar | ● | ● | ● | ● | ● |
| Export to Google Tasks | ● | ● | ● | ● | ● |
| Zoho CRM web forms for Google Sites | | 1/module | 10/module | 20/module | 100/module |
| Synchronize Google Calendar | | ● | ● | ● | ● |
| Synchronize Google Contact | | ● | ● | ● | ● |
| Support | | | | | |
| Basic | ● | ● | ● | ● | ● |
| Classic | | ● | ● | ● | ● |
| Premium | | \$ | \$ | \$ | \$ |
| Enterprise | | \$ | \$ | \$ | \$ |

* An exclusive edition of Zoho Social comes bundled with Zoho CRM. Please visit here to know more.
<https://help.zoho.com/portal/en/kb/social/user-guide/zoho-crm-integration/articles/zoho-social-lite-edition>

** API limits vary based upon user license purchased. Please visit here to know more.
<https://www.zoho.com/crm/developer/docs/api/v2/api-limits.html?src=comparison>

*** Functions limits vary based upon user license purchased. Please visit here to know more.
<https://www.zoho.com/crm/developer/docs/functions/functions-limits.html?src=comparison>

* Integrations with third-party vendors and products within the Zoho family often require paid licenses from both Zoho CRM and the integrated software.

Sales Enquiries



USA
+1 877 834 4428
+1 615 671 9025



MEXICO
+52 5541640960



COLOMBIA
+57 1 5188067



FRANCE
+33 805542462



UK
+44 (20) 35647890
+44 8009177225



NETHERLANDS
+31 707007083



GERMANY
+49 8000229966



SWEDEN
+46 201408150



ITALY
+39 (0) 287103737



SPAIN
+34 918368598



CHINA
+8610 82637816



SINGAPORE
+65 6723 1040



INDIA
1800 103 1123
1800 572 3535



AUSTRALIA
+61 2 80662898



JAPAN
0120-007-542



KSA
800 8500 383



UAE
+971 58 881 7598
+971 4 574 8400



BAHRAIN
+973 1650 1904



SOUTH AFRICA
+27 87 195 3464



REST OF AFRICA
+971 800 044 44424
+971 4 574 8400

ZOHO CRM

Zoho CRM is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

www.zoho.com/crm

[Useful links.](#)

[Help center](#)

[Watch demo videos](#)

[Join our webinar](#)

[Customer stories](#)

Last updated on: December 07, 2020

The information contained in this document represents the current views of Zoho CRM as of the date of the publication. Zoho CRM cannot guarantee the accuracy of any information presented after the date of the publication. This document is for information only. Zoho CRM makes no warranties expressed or implied in this document. The names and logos for Zoho are trademarks of Zoho Corp.

© 2020, Zoho Corporation Pvt. Ltd. All rights reserved.