

Compare Zoho CRM editions.

	Standard	Professional	Most Popular Enterprise
Pricing	\$12 /user license/month billed annually or \$15 month-to-month	\$20 /user license/month billed annually or \$25 month-to-month	\$35 /user license/month billed annually or \$40 month-to-month
Sales force automation			
Leads	✓	✓	✓
Accounts	✓	✓	✓
Contacts	✓	✓	✓
Potentials	✓	✓	✓
Sales Forecasting	✓	✓	✓
Forecasts Based on Territories	-	-	✓
Macros	-	✓	✓
Feeds	✓	✓	✓
Gamescope	-	✓	✓
Advanced Filters	✓	✓	✓
Scoring Rules	10 Rules/ module	20 Rules/ module	30 Rules/ module
SalesSignals	✓	✓	✓
Document Library	✓	✓	✓
Activities - Tasks, Events, Calls (Tasks, Events, Calls)	✓	✓	✓
Calendar Sync through CalDAV	✓	✓	✓
Reminders	✓	✓	✓
Recurring Activities	✓	✓	✓
Book Hotels (Powered by TravelNow)	✓	✓	✓

Multiple Currencies	-	-	✓
Social (Integration with Facebook, Twitter, Google Plus)	✓	✓	✓
Social Tab (Facebook & Twitter accounts of the Company)	-	✓	✓
CRM Analytics			
Standard Reports	✓	✓	✓
Custom Reports	100	Unlimited	Unlimited
Schedule Reports	20 Schedulers/ user Maximum 100 schedulers/ day for Org.	20 Schedulers/ user Maximum 100 schedulers/ day for Org.	20 Schedulers/ user Maximum 100 schedulers/ day for Org.
Standard Dashboards	✓	✓	✓
Custom Dashboards	10 Dashboards	Unlimited	Unlimited
Marketing automation			
Campaigns	✓	✓	✓
Mass Email	250/day	500/day	1000/day
Custom Email Templates	100 Templates	Unlimited	Unlimited
Email Opt-out	✓	✓	✓
Autoresponders	-	-	3 auto responders
Schedule Mass Email	-	✓	✓
Zoho CRM for Google Adwords	-	✓	✓
ZIA			
Trend Analysis	-	-	✓
Best time to Contact	-	-	✓
Macro Suggestion	-	-	✓
Inventory management			
Products	-	✓	✓
Price books	-	✓	✓
Quotes	-	✓	✓
Sales Orders	-	✓	✓

Invoices	-	✓	✓
Vendors	-	✓	✓
Purchase Orders	-	✓	✓
Inventory Templates	-	✓	✓
Document Library			
Folder Sharing	✓	✓	✓
Attach Documents	✓	✓	✓
File versioning	✓	✓	✓
Reviews	✓	✓	✓
Customer support			
Cases	-	✓	✓
Solutions	-	✓	✓
Web-to-Case Form	-	10 forms/ module	20 forms/ module
Notify Owner	-	✓	✓
Assignment Rules	-	20 rules & 20 rule entries	20 rules & 50 rule entries
Case Escalation Rules	-	-	✓
Business Hours	-	-	✓
Data administration			
File Storage (for Org.)	1 GB plus 512 MB /user license	1 GB plus 512 MB /user license	1 GB plus 1 GB /user license
Additional Storage (for Org.)	\$4/month for 5GB	\$4/month for 5GB	\$4/month for 5GB
Records	100,000 records	Unlimited	Unlimited
Import Data	10000/batch	20000/batch	30000/batch
Data Import - Clone option	✓	✓	✓
Data Import - Skip and Overwrite option	10000 records/batch	20000 records/batch	30000 records/batch
Merge Duplicates -Find & Merge Option	✓	✓	✓
Merge Duplicates - Deduplicate Option	-	✓	✓
Import History	Past 60 days	Past 60 days	Past 60 days

Free Data Backup	2 data backups/month	2 data backups/month	2 data backups/month
Data Backup	\$10 /request	\$10 /request	\$10 /request
Variables	-	-	11 groups + 25 entry/group
API for Third-party App. Integration	250 calls/user license Max: 5000 calls/day Min: 2000 calcs/day	250 calls/user license Max: 10000 calls/day Min: 3000 calcs/day	500 calls/user license Max: 25000 calls/day Min: 4000 calcs/day
Security Management			
Users	\$12 /user license/month billed annually or \$15 month- to-month	\$20 /user license/month billed annually or \$25 month-to- month	\$35 /user license/month billed annually or \$40 month-to- month
Profiles	5	15	25
Roles	5	10	250
Territory Management	-	-	150 territories
Groups	20	30	50
Field-Level Security	-	✓	✓
Custom Links	-	10 links/module	10 links/module
Default Data Sharing Settings	✓	✓	✓
Public Read Only (in Default Data Sharing Settings)	-	-	✓
Data Sharing Rules	-	-	15 rules
Audit Logs	✓	✓	✓
Allowed IPs	✓	✓	✓
Record-level sharing	-	-	✓
Product customization			
Organize Tabs	✓	✓	✓
Rename Tabs	✓	✓	✓
Group Tabs	10 groups	10 groups	25 groups
Custom Modules	-	-	50 modules
Layout Editor	✓	✓	✓

Page Layouts	-	-	3 layouts/ module. Not applicable for Events module.
Email Address Duplication Check	✓	✓	✓
Unique Fields	2 fields/module	2 fields/module	2 fields/module
Standard List Views	✓	✓	✓
Custom List Views	50 list views/ module	Unlimited	Unlimited
Records in List Views	100	100	100
Modify Criteria Pattern	✓	✓	✓
Last Activity Time in Criteria	✓	✓	✓
Custom Related Lists	-	-	5 custom related lists/module
Customize Search Layout	✓	✓	✓
Customize Related Lists Columns	✓	✓	✓
Copy Customization	✓	✓	✓
Custom Buttons	-	-	50 per module
Web Tabs	-	-	25
Custom Fields (Includes all types of fields)	10 fields/module	150 fields/ module (Note: Activities module has only 140 fields)	300 fields/ module (Note: Activities module has only 140 fields)
Maximum limit for individual field types			
String fields (Text, Pick List, Multi-select Pick List, Email, Phone, Text Area, URL, and Auto Number) Maximum 10 Text Area fields	10	60	130
Integer Fields (digits without decimal)	10	20	30
Number fields (Decimal, Percentage, and Currency)	10	15	20
Date Fields	10	15	25
Date/Time Fields	10	10	25
Boolean (Check box)	10	20	50

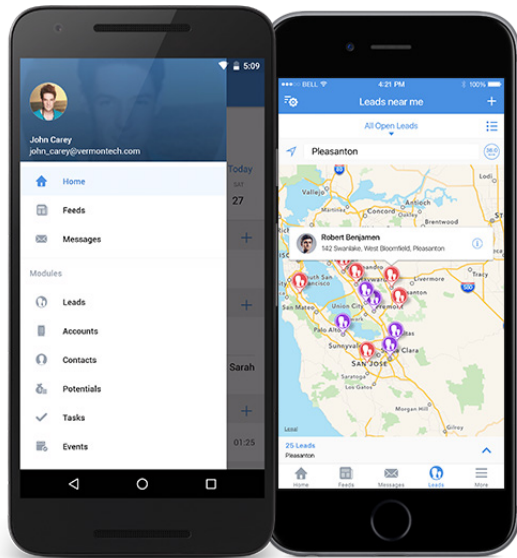
Long Integer Fields	5	5	15
Lookup Fields	-	5	5
Auto-number Fields (Included in the total no. of Text fields)	1	1	1
Formula Fields (Included in the total no. of custom fields)	-	15 fields/ module	15 fields/ module
Special Fields			
Contact Role	✓	✓	✓
Terms & Conditions	-	✓	✓
Tax Rates	-	✓	✓
Workflow Management			
Workflow Rules	6 rules/module	20 rules/module	50 rules/module 50 entries/ rule
Time Based Action	-	-	5 actions/ workflow rule
Workflow Tasks	5 tasks/action	5 tasks/action	5 tasks/action
Reminder for Workflow Tasks	✓	✓	✓
Blueprint	-	-	✓
Assignment Rules	-	20 rules & 20 rule entries	20 rules & 50 rule entries
Workflow Alerts	5 alerts/action	5 alerts/action	5 alerts/action
Record Owner, Record Creator, Record Owners Manager (options in Alert)	-	✓	✓
Using Email field from the Module & RelatedModules	-	-	✓
Workflow Field Updates	-	3 field updates/action	3 field updates/action
Delete (Execute On Record Action)	-	✓	✓
Field Update (Execute On Record Action)	-	-	✓
Workflow Convert	✓	✓	✓
Execute Based on Date Field Value	-	-	✓
Webhooks	-	1/action 10000 calls/day or 100 calls/user license (whichever is lower)	1/action 20000 calls/day or 500 calls per user license for the org. (whichever is lower)

Custom Functions	-	-	1 Instant Action and 5 Time-Based Actions per Rule
Custom Functions - Calls per Day	-	-	20000 calls/day or 200 calls per user license for the org. (whichever is lower)
Custom Functions - Integration Tasks	-	-	25000 Zoho API calls/day using deluge
Custom Functions - Get Data	-	-	25000 calls/day
Custom Functions - Post Data	-	-	25000 calls/day
Custom Functions - Send Mail	-	-	1000 emails/day
Custom Schedules	-	-	✓
Approval Process	-	-	✓
Web Forms			
Forms for Leads/Contacts	5 forms/module	10 forms/module	20 forms/module
Approve Records	✓	✓	✓
Assignment Rules	-	20 rules & 20 rule entries	20 rules & 50 rule entries
Auto Response Rules	✓	✓	✓
Unsubscribe Form	✓	✓	✓
Notify Record Owner	✓	✓	✓
Email			
Zoho Mail Add-on	-	✓	✓
IMAP	-	✓	✓
Email Insights	✓ (Note: Includes response tracking & limited options under advanced filters.)	✓	✓
BCC Dropbox	-	✓	✓
Plug-in for Microsoft Outlook	-	✓	✓
Zoho CRM for Office 365	✓	✓	✓
Attachments in Email	10 MB	10 MB	10 MB

Add-ons & Integrations			
Zoho CRM Mobile Edition	✓	✓	✓
Check-in	✓	✓	✓
CRM Marketplace (Extensions for Zoho CRM)	✓	✓	✓
Manage Mail Add-on Users	-	✓	✓
Zoho Creator Integration	-	-	✓
Visitor Tracking Zoho SalesIQ Integration	✓	✓	✓
Zoho Survey Integration	✓	✓	✓
Zoho Writer Add-on	-	✓	✓
Zoho Desk	✓	✓	✓
Zoho Projects Integration	✓	✓	✓
Zoho Finance Suite Integration (includes Zoho Books, Zoho Invoice and Zoho Subscriptions)	-	✓	✓
Zoho PhoneBridge Integrations available with Twilio, Ringio, RingCentral Asterisk, Avaya, and Elastix	✓	✓	✓
Zoho Reports Integration	✓	✓	✓
Zoho Campaigns Integration	✓	✓	✓
Plug-in for Microsoft Office	-	✓	✓
Integration with Zoho Social	✓	✓	✓
Integration with Zoho Forms	✓	✓	✓
Integration with Zoho SalesIQ	✓	✓	✓
Attach from Zoho Docs	✓	✓	✓
Attach from Google Docs	✓	✓	✓
Google Calendar Synchronization (For Google Users)	✓	✓	✓
Google Contacts Synchronization (For Google Users)	✓	✓	✓
Zoho CRM for Google AdWords	-	✓	✓
Advanced Gamification (Zoho Motivator Integration)	✓	✓	✓
Slack Integration	✓	✓	✓

Google Apps			
Zoho CRM Contextual Gadget for Gmail	✓	✓	✓
Export Events to Google Calendar	✓	✓	✓
Export to Google Tasks	✓	✓	✓
Synchronize Google Calendar (For Google Apps Users)	-	✓	✓
Synchronize Google Contact (For Google Apps Users)	-	✓	✓
Zoho CRM Web Forms for Google Sites	1/module	10/module	20/module
Zoho PhoneBridge for call centers			
Online Connector for RingCentral	✓	✓	✓
Online Connector for Twilio	✓	✓	✓
Online Connector for Ringio	✓	✓	✓
Online Connector for Promero	✓	✓	✓
Online Connector for Ozonetel	✓	✓	✓
Online Connector for talkdesk	✓	✓	✓
On-premise Connector for Avaya	✓	✓	✓
On-premise Connector for Asterisk	✓	✓	✓
On-premise Connector for Elastix	✓	✓	✓
Integration with Google apps			
Zoho CRM contextual gadget for Gmail	✓	✓	✓
Export events to Google Calendar	✓	✓	✓
Export to Google Tasks	✓	✓	✓
Zoho CRM web forms for Google Sites	✓	✓	✓
Synchronize Google Calendar	✓	✓	✓
Synchronize Google Contacts	✓	✓	✓

Mobile features on every plan.



- Access customer emails
- Locate prospects anywhere across the globe
- Manage inventory
- Work offline
- Log phone calls
- Add voice notes
- Check-in
- View customer location in Google Maps
- Collaborate using feeds
- Attach files from Zoho Docs



About us.

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.

Contact us.

US: +1.877.834.4428
+1.615.671.9025

UK: +44.20.35647890
(Local call charges applicable)

Australia: +61.2.8066.2898
(Local call charges applicable)

India: +91.44.7181.7070

Email: sales@zohocorp.com

Useful links.

[Help center](#)

[Watch demo videos](#)

[Join our webinar](#)

[Customer stories](#)

Last updated on: June 27, 2017

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.

© 2017, Zoho Corporation Pvt. Ltd. All rights reserved.