



Compare Zoho CRM editions.

	Standard	Professional	Most Popular Enterprise
Pricing (plus tax, as applicable)			
Billed Annually	\$12/user/month	\$20/user/month	\$35/user/month
Billed monthly	\$18/user	\$30/user	\$45/user
Support			
Basic	✓	✓	✓
Classic	✓	✓	✓
Premium	Paid	Paid	Paid
Enterprise (24 x 7 dedicated support.)	Paid (minimum 25 users)	Paid (minimum 25 users)	Paid (minimum 25 users)
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	-	✓	✓

	Standard	Professional	Most Popular Enterprise
Advanced filters	✓	✓	✓
Scoring rules	10 fields/module	20 fields/module	30 fields/module
Reminders	✓	✓	✓
Email Association with Deals	-	✓	✓
Email parser	-	-	✓
Team Collaboration			
Gamescope	-	✓	✓
Calendar	✓	✓	✓
Calendar sync through CalDAV	✓	✓	✓
Calendar Booking	✓	✓	✓
Status updates	✓	✓	✓
Direct messages	✓	✓	✓
Attach files to feeds	✓	✓	✓
Follow-up rules	✓	✓	✓
Groups for team collaboration	✓	✓	✓
Tagging	5 tags/record 20 tags/module	10 tags/record 60 tags/module	10 tags/record 100 tags/module
Social			
Enrich data with Twitter profile	✓	✓	✓
Enrich data with Facebook Profile	✓	✓	✓
Enrich data with Google+	✓	✓	✓
Social tab	1 Brand	1 Brand	2 Brands
Automated Lead Generation from social media	✓	✓	✓
Social interaction with leads/contacts	✓	✓	✓
Social Lite (An exclusive edition of Zoho Social comes bundled with Zoho CRM.)	✓	✓	✓
Marketing Automation			
Email templates	100	Unlimited	Unlimited

	Standard	Professional	Most Popular Enterprise
Email opt-out	✓	✓	✓
Website visitor tracking (Track up to 5k website visitors for free with Zoho SalesIQ. Track any number of visitors with Zoho SalesIQ's paid plans.)	✓	✓	✓
Mass email	250 emails/day	500 emails/day	1000 emails/day
Email relay	-	10 relay servers	20 relay servers
Marketing campaigns	✓	✓	✓
Auto-responders	-	-	3 autoresponders
Zoho CRM for Google Ads	-	✓	✓
Artificial Intelligence (ZIA)			
Lead Conversion Prediction	-	-	✓
Deal Closure Prediction	-	-	✓
Data Enrichment	-	-	Paid
Zia Voice (Supported in English only.)	-	-	✓
Zia Reminder	-	-	✓
Best time to contact	-	-	✓
Macro suggestion	-	-	✓
Zia Intelligence for Automation	-	-	✓
Customer Support			
Cases	-	✓	✓
Solutions	-	✓	✓
Web-to-case form	-	10 forms/module	20 forms/module
Business hours	✓	✓	✓
User Portal			
Portals (First portal user type creation is free and only upto 10k client based users can be invited for free. Creation of more than one portal user type will include pricing.)	-	-	✓
Inventory Management			
Products	-	✓	✓

	Standard	Professional	Most Popular Enterprise
Price books	-	✓	✓
Sales quotes	-	✓	✓
Sales orders	-	✓	✓
Invoices	-	✓	✓
Vendors	-	✓	✓
Purchase orders	-	✓	✓
Document Library			
Folder sharing	✓	✓	✓
Attach documents	✓	✓	✓
File versioning	✓	✓	✓
Reviews	✓	✓	✓
Reports			
Standard reports	✓	✓	✓
Custom reports	100	Unlimited	Unlimited
Schedule reports	20 schedulers/user Maximum 100 schedulers/day.	20 schedulers/user Maximum 100 schedulers/day.	20 schedulers/user Maximum 100 schedulers/day.
Analytics			
Charts	✓	✓	✓
KPI	✓	✓	✓
Funnels	-	-	✓
Target Meter	-	-	✓
Comparator	-	-	✓
Anomaly Detectors (Powered by Zia)	-	-	10 trends
Standard dashboards	✓	✓	✓
Custom dashboards	10 Dashboards	Unlimited	Unlimited
Web Forms			
Web-to-lead form	5 forms/module	10 forms/module	20 forms/module

	Standard	Professional	Most Popular Enterprise
Web-to-contact form	5 forms/module	10 forms/module	20 forms/module
Web-to-case form	-	✓	✓
Notify owner	✓	✓	✓
File Storage			
Free storage/org	1 GB	1 GB	1 GB
Free storage/user license	512 MB	512 MB	1 GB
Additional storage	\$4/month/5GB	\$4/month/5GB	\$4/month/5GB
Data Administration			
Data storage (all modules)	100,000 records (200 MB approx)	2.5 Million records (5GB)	5 Million records (10GB)
Storage/user license	-	10 MB	20 MB
Additional max purchase limit	-	5 GB	10 GB
Additional data storage (Price mentioned is per month. Purchase available offline.)	-	\$5/100 MB	\$5/100 MB
Import data (per batch)	10,000	20,000	30,000
Export module data	P	P	P
Data backup	2 backups/month	2 backups/month	2 backups/month
Additional data backup	\$10/request	\$10/request	\$10/request
De-duplicate data	-	✓	✓
Import history	Past 60 days	Past 60 days	Past 60 days
Security Administration			
Profiles	5	15	25
Organizational hierarchy (Roles)	5	10	250
Field-level security	-	✓	✓
Data sharing rules	-	-	15 rules/module
Groups	20	30	50
Record-level sharing	-	-	✓
Data Encryption (EAR)	-	-	✓
Territory management	-	-	150 territories
Audit Logs	✓	✓	✓

	Standard	Professional	Most Popular Enterprise
Allowed IPs	✓	✓	✓
Product Customization			
Page customization	✓	✓	✓
Rename tabs	✓	✓	✓
Custom fields	10 fields/module	155 fields/module (Note: Activities module has only 140 fields)	300 fields/module (Note: Activities module has only 230 fields)
Picklist history tracking	-	-	✓
Custom links	-	10/module	10/module
Web tabs	-	-	25
Custom modules	-	-	50 modules
Custom buttons	-	-	50/module
Sandbox	-	-	✓
Page layouts	-	-	3/module
Canvas View	-	-	(3 views/module/ org. with every user license)
Layout Rules	-	-	10/layout
Validation Rules	-	5 rules/layout	10 rules/layout
Subforms	-	-	2/module
Translations	-	-	✓
Reporting Hierarchy	-	-	✓
Multi-select Lookup	-	-	2/module
Unique fields	2 fields/module	2 fields/module	2 fields/module
Custom list views	50/module	Unlimited	Unlimited
Tab groups	10 groups	10 groups	25 groups
Workflow Management			
Workflow rules	6 rules/module 5 conditions/rule	20 rules/module 5 conditions/rule	50 rules/module 10 conditions/rule
Email Notifications	5 emails/rule 100 emails/ User License 5000 emails/ Day	5 emails/rule 200 emails/ User License 5000 emails/ Day	5 emails/rule 300 emails/ User License 5000 emails/ Day

	Standard	Professional	Most Popular Enterprise
Task Action	5/action	5/action	5/action
Field update Action	-	3 updates/action	3 updates/action
Webhook Action	-	1/action 10000 calls/day or 100 calls/user license/day. Limit applicable for the org. (whichever is lower)	1/action 20000 calls/day or 500 calls/user license/day. Limit applicable for the org. (whichever is lower)
Convert Action	✓	✓	✓
Functions	-	-	1 Instant Action and 5 Scheduled Actions per Rule
Scheduled actions	-	-	5/workflow rule
Workflow Usage	-	-	✓
Approval process	-	-	✓
Assignment rules	-	20 rules & 20 rule entries	20 rules & 50 rule entries
Schedules	-	-	✓
Case escalation rules	-	-	✓
Process Management			
Active Blueprints per organization (Inclusive of default Blueprints)	-	3	20
Common Transition per Blueprint	-	2	10
Transition per Blueprint	-	10	50
Field count during Transition	-	4	10
Add-ons & Integrations *			
CRM Marketplace (Extensions for Zoho CRM)	✓	✓	✓
Zoho PhoneBridge for Call Centers	✓	✓	✓
Integration with Zoho Motivator	✓	✓	✓
Integration with Zoho Campaigns	✓	✓	✓
Integration with Zoho Analytics	✓	✓	✓
Integration with Zoho Projects	✓	✓	✓

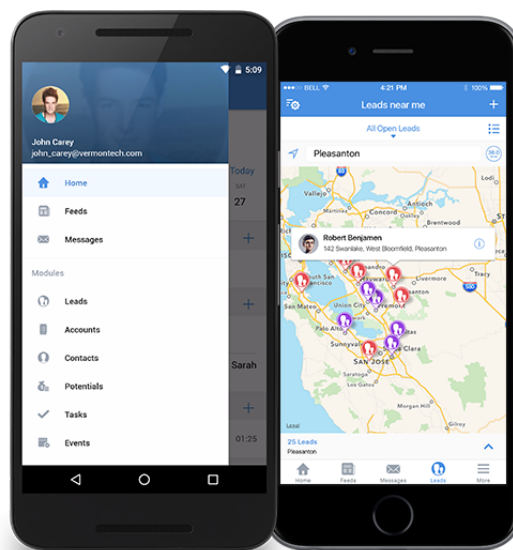
	Standard	Professional	Most Popular Enterprise
Integration with Zoho SalesIQ	✓	✓	✓
Integration with Zoho Desk	✓	✓	✓
Integration with Zoho Cliq	✓	✓	✓
Zoho Survey Integration (Survey campaigns can only be created in Enterprise edition and above)	✓	✓	✓
Zoho Webinar Integration	-	-	✓
Integration with Zoho Social	✓	✓	✓
Integration with Zoho Forms	✓	✓	✓
Zoho Mail Add-on	-	✓	✓
Zoho Writer Add-on	-	✓	✓
Zoho Finance Suite Integration (Includes Zoho Books, Zoho Invoice, Zoho Expense, Zoho Inventory and Zoho Subscriptions.)	-	✓	✓
Zoho Backstage Integration	-	-	✓
Plug-in for Microsoft Outlook	-	✓	✓
Plug-in for Microsoft Office	-	✓	✓
Integration with Zoho Creator	-	-	✓
Slack Integration	✓	✓	✓
Zoho SalesInbox	-	-	✓
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	1/module	10/module	20/module
Synchronize Google Calendar	✓	✓	✓
Synchronize Google Contact	✓	✓	✓
Developer Tools			
Mobile SDK	-	-	✓
Web Apps SDK	-	-	✓

	Standard	Professional	Most Popular Enterprise
Widgets	-	-	✓
Connections	-	-	✓
APIs **	100000 credits/day/ org.	500000 credits/day/ org.	1000000 credits/day/ org.
Functions	15,000 credits/day/org.	20,000 credits/day/ org.	100,000 credits/day/ org.
Functions - Send Mail	1000 emails/day.	1000 emails/day.	1000 emails/day.

** API limits vary based upon user license purchased. Please visit here to [know more](#).

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

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





Sales Enquiries

	 USA +1 877 834 4428 +1 615 671 9025	 UK +44 (20) 35647890 +44 8009177225	
 INDIA +91 (44) 71817070 +91 (44) 71817000	 FRANCE +33 805542462	 SWEDEN +46 201408150	 NETHERLANDS +31 707007083
 GERMANY +49 8000229966	 ITALY +39 (0) 287103737	 SPAIN +34 918368598	 AUSTRALIA +61 2 80662898

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: Feb 03, 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.