



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	\$14/user/month	\$23/user/month	\$40/user/month	\$52/user/month
Billed Monthly	Free for 3 users	\$20/user	\$35/user	\$50/user	\$65/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				●	●

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Email Association with Deals			●	●	●
Wizards				●	●
Multiple Pipelines		●	●	●	●
Multiple Scoring Rules				25 rules/module	40 rules/module
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				Configuration type - 3, Configuration and Data type - 2	Configuration type - 7, Configuration and Data type - 3
Page layouts				●	●
Canvas View				3 views/user/module	5 views/user/module
Canvas Detailed View		1 view/org	3 views/org	5 views/org	25 views/org
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				●	●

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Active Blueprints (No. of Blueprints allowed per organization (inclusive of default Blueprints))			3	50	100
Webhooks per day			1/action 50,000 calls/day or 100 calls/user license/day Limit applicable for the org. (whichever is lower)	1/action 500,000 calls/day or 500 calls/user license/day Limit applicable for the org. (whichever is lower)	1/action 1,000,000 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)					
Data Enrichment (Available only in English)				●	●
Conversational AI (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
Recommendations Notifications				5 Notifications/ Configuration	5 Notifications/ Configuration

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Reports					
Standard reports	●	●	●	●	●
Custom reports		100	Unlimited	Unlimited	Unlimited
Schedule reports		●	●	●	●
Analytics & Measurement					
Charts		●	●	●	●
KPI		●	●	●	●
Funnels				●	●
Target Meter				●	●
Comparator				●	●
Cohorts				●	●
Quadrants				●	●
Zone				●	●
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				●	●
Zoho CRM Analytics Mobile App		●	●	●	●
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		●	●	●	●

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Social interaction with leads/contacts		●	●	●	●
Social Lite (An exclusive edition of Zoho Social comes bundled with Zoho CRM. Learn more)		●	●	●	●
Marketing Automation					
Email templates	10	100	Unlimited	Unlimited	Unlimited
Email opt-out	●	●	●	●	●
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					
Motivator for Zoho CRM			●	●	●
Calendar	●	●	●	●	●
Calendar sync through CalDAV		●	●	●	●
Calendar Booking		●	●	●	●
Status updates	●	●	●	●	●
Direct messages	●	●	●	●	●
Attach files to feeds	●	●	●	●	●

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Follow-up rules	●	●	●	●	●
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

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Free storage/user license		512 MB	512 MB	1 GB	1 GB
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	\$12/request	\$12/request	\$12/request	\$12/request	\$12/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				●	●

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Data Encryption (EAR)				●	●
Territory management				150 territories	250 territories
Audit Logs		●	●	●	●
Allowed IPs		●	●	●	●
GDPR Compliance	●	●	●	●	●
Multiple Organization Support (i - Super admins can create upto 5 orgs, Users can be a part of upto 10 orgs)	●	●	●	●	●
Developer Tools					
Client Scripts				●	●
Mobile SDK				●	●
Web Apps SDK				●	●
Widgets				●	●
Connections				●	●
API (API limits vary based upon user license purchased. Please visit here to know more.)	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 (Functions limits vary based upon user license purchased. Please visit here to know more.)				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 and 18 others			
Business Operations		Amazon Seller Central and 15 others			

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Website visitor tracking (A functionality of the Zoho SalesIQ integration.)	●	●	●	●	●
Maps and route planning (A functionality of Zoho RoutelQ.)		●	●	●	●
Integration with microsoft					
Plug-in for Microsoft Outlook			●	●	●
Integration with Microsoft 365		●	●	●	●
Integration with Google Workspace					
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	100/module
Synchronize Google Calendar		●	●	●	●
Synchronize Google Contact		●	●	●	●
Support					
Basic	●	●	●	●	●
Classic		●	●	●	●
Premium		\$	\$	\$	\$
Enterprise		\$	\$	\$	\$

* 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
+1 844 584 2497



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
+966 571383273
800 8500 383



UAE
+971 58 881 7598
+971 4 574 8400



BAHRAIN
+973 1650 1904



SOUTH AFRICA
+27 800221023



REST OF AFRICA
+27 214268086



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

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Last updated on: December 09, 2021

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