

Create an exceptional brand experience

Best-in-class social media management and engagement software. Change plans or cancel at any time.

Premium

\$99 PER USER/MONTH

Essential tools for professionals

Complete social media management

- All-in-one social inbox
- Monitor profiles, keywords and locations
- Tasking and social CRM toolset
- Publish, schedule, draft and queue posts
- Social content calendar
- Group, profile and post-level reporting
- iOS and Android mobile apps
- Includes 5 social profiles

Corporate

\$149 PER USER/MONTH

Powerful tools for social business

+ INCLUDES ALL PREMIUM FEATURES

Tag, categorize and report on inbox messages

Trends and engagement reports

Team and productivity reporting

Approval workflow and audience targeting

Campaign tagging and reporting

Competitive benchmark reporting

Add-on: Advanced social listening suite*

Includes 10 social profiles

Enterprise

\$249 PER USER/MONTH

Advanced tools for social business at scale

+ INCLUDES ALL CORPORATE FEATURES

Advanced customer care tools and reports

Advanced keyword report

Custom chatbots with automation tools

Custom URL tracking

Store media in a shared asset library

Report builder and scheduled report delivery

Add-on: Advanced social listening suite*

Includes 10 social profiles

*Available for an additional cost within the app.

Join our 24,000+ happy customers

 glassdoor

 Penn

Titleist

 Edelman

VCE

 AMERICAN
LUNG
ASSOCIATION®

LOEWS
HOTELS

GRUBHUB

Any other questions? Give us a call 1.866.878.3231

Plan Comparison

	Premium	Corporate	Enterprise
Plan Overview			
Price per User per Month	\$99	\$149	\$249
Social Profiles	5	10	10
Additional Profile Price per Month	\$25 per profile	\$25 per profile	\$25 per profile
Groups	3	5	20
Brand Keywords per Group	10	10	20
Audience Size (Fans/Followers)	Up to 200,000	Up to 500,000	Unlimited
Mobile App for iOS & Android	✓	✓	✓

Engagement & Customer Care

All-In-One Social Inbox	✓	✓	✓
Real-Time Keyword/Brand Monitoring	✓	✓	✓
Contact Views With Notes, Comments, History	✓	✓	✓
Conversation History	90 Days	Full History	Full History
Message Completion	✓	✓	✓
Reply Collision Detection	✓	✓	✓
Comment Moderation	✓	✓	✓
Facebook Review Moderation	✓	✓	✓
Facebook & Instagram Ads Comment Moderation	✓	✓	✓
iOS & Android Inbox Push Notifications	✓	✓	✓
Message Tasking	✓	✓	✓
Message Tagging		✓	✓
Custom Inbox Views		✓	✓
Helpdesk Integration		✓	✓
Engagement Reporting		✓	✓
Team & Productivity Reporting		✓	✓
Task Completion Reporting		✓	✓

	Premium	Corporate	Enterprise
Comprehensive Tag Reporting		✓	✓
Custom Influencer List		✓	✓
Saved Replies			✓
Message Spike Alerts			✓
Suggested Twitter Replies			✓
Twitter Customer Satisfaction Survey (NPS/CSAT)			✓
Automated Conversational Workflow (Chatbots)			✓
Query Builder, Listener Dashboards & Insights		*	*

Publishing & Content Planning

Collaborative Content Calendar	✓	✓	✓
Advanced Post Scheduler (Multi-Day/Time)	✓	✓	✓
Sprout Queue (Message per Day)	10	20	30
Message Drafting	✓	✓	✓
Multi-Profile Publishing	✓	✓	✓
Multi-Network Publishing	✓	✓	✓
Multimedia Publishing	✓	✓	✓
Publish From Web/Mobile/Tablet	✓	✓	✓
Instagram Publishing	✓	✓	✓
Pinterest Publishing	✓	✓	✓
Content Suggestions	✓	✓	✓
Pause All Scheduled or Queued Messages	✓	✓	✓
Instagram Scheduling	✓	✓	✓
Image Editing Powered by Adobe Creative SDK	✓	✓	✓
ViralPost® Send Time Optimization	✓	✓	✓
Location Tagging	✓	✓	✓
Schedule Content in Bulk		✓	✓
Cross-Network Audience Targeting		✓	✓
Optimal Send Times		✓	✓
Campaign Tagging		✓	✓

	Premium	Corporate	Enterprise
Advanced Publishing Permissions		✓	✓
Message Approval Workflow		✓	✓
Asset Library			✓
Digital Asset & Content Library			✓
Custom URL Tracking			✓
Query Builder, Listener Dashboards & Insights		*	*

Reporting & Analytics

Group, Profile & Post-Level Reporting	✓	✓	✓
Cross-Network Group Report	✓	✓	✓
Sent Messages Report	✓	✓	✓
Twitter Profiles Report	✓	✓	✓
Facebook Pages Report	✓	✓	✓
LinkedIn Pages Report	✓	✓	✓
Instagram Profiles Report	✓	✓	✓
Pinterest Performance Report	✓	✓	✓
Google Analytics Report	✓	✓	✓
Facebook Competitor Report		✓	✓
Twitter Competitor Report		✓	✓
Instagram Competitor Report		✓	✓
Twitter Keyword Report		10 Keywords	20 Keywords
Twitter Keyword History		1 Year	All-Time
Share Reports Outside of Sprout		✓	✓
Keyword Trends Report		✓	✓
Team Activity Report		✓	✓
Task Performance Report		✓	✓
Engagement Reporting		✓	✓
Tag Report		✓	✓
Custom Report Branding		✓	✓
Twitter Feedback Report			✓

	Premium	Corporate	Enterprise
Report Scheduled Delivery			✓
Report Builder			✓
Full Archive Export Services			*
Query Builder, Listener Dashboards & Insights		*	*
Advocacy Report, powered by Bambu	*	*	*

Listening & Insights

Smart Inbox	✓	✓	✓
Brand Keywords	✓	✓	✓
Inbox Trends Report		✓	✓
Twitter Keywords		10 Keywords	20 Keywords
Twitter Keyword History		1 Year	All-Time
Listener Dashboards		*	*
Query Builder		*	*
Listener Insights		*	*
Advanced Listening			*

Integrations

Instagram	✓	✓	✓
Twitter	✓	✓	✓
Facebook	✓	✓	✓
Facebook Ad Accounts	✓	✓	✓
Facebook Messenger	✓	✓	✓
Pinterest	✓	✓	✓
Google+	✓	✓	✓
LinkedIn	✓	✓	✓
Feedly	✓	✓	✓
Bit.ly	✓	✓	✓
Zendesk		✓	✓
UserVoice		✓	✓

	Premium	Corporate	Enterprise
Hubspot		✓	✓
Salesforce			*

Support

Support Hours	9am–5pm	24/5	24/7
Live Phone Support	9am-5pm	24/5	24/5
Guaranteed Case Response Time	2 Business Days	1 Business Day	1 Business Day
Self-Service Training Recordings	✓	✓	✓
Onboarding Support	✓	✓	✓
Implementation Services			*

Security

Two-Step Verification	✓	✓	✓
Profile-Level Access Restrictions	✓	✓	✓
Secured Connections	✓	✓	✓
No Social Password Sharing	✓	✓	✓
Personal Profile Access	✓	✓	✓
Advanced Permissions		✓	✓
Custom Portal Branding			✓
Feature Visibility Controls			✓
IP Whitelisting			✓

Add-Ons

Listening Dashboards & Insights		Starting at \$499/mo	Starting at \$499/mo
Advanced Listening		*	*
Advanced Analytics		*	*
Bambu, by Sprout Social	*	*	*
Full Archive Export Services			Starting at \$500/mo

Premier Success Plan

	Premium	Corporate	Enterprise
Cost per Month		\$500/mo	\$500/mo
Platform Optimization		✓	✓
Quarterly Business Review		✓	✓
2-Hour Response Time		✓	✓
Custom Training		✓	✓
Dedicated Account Management		✓	✓

✱ Add-on services are available based on your contract details.

Glossary

A

Advanced Analytics: Access deep insights and powerful data analysis for owned and competitive social profiles across the major social networks.

Advanced Listening: Gather deep social intelligence with multi-dimensional social listening across all major social channels, blogs, forums and more.

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Advanced Publishing Permissions: Grant user-based publishing permissions on the profile level for varying levels of publishing access.

Advocacy Report, powered by Bambu: Access key social share and content performance metrics from Bambu's employee advocacy General Report inside Sprout.

All-In-One Social Inbox: Monitor and engage with messages across Facebook, Twitter, Instagram, LinkedIn and Google+ all in one place.

Audience Size (Fans/Followers): The number of fans and followers across all of your connected profiles.

Automation Tools: Set up automated conversational workflow through chatbots to help your agents provide better service.

B

Bambu, by Sprout Social: Amplify your brand's reach and source/nurture quality sales leads by empowering employees to share curated content across their social networks.

Brand Keywords per Group: Monitor distinct search terms, hashtags and locations across Twitter and Instagram.

C

Campaign Tagging: Create and apply custom tags to outbound social messages from Compose and filter by tag on the Content Calendar.

Collision Detection: View real-time indicators on the message surface when a teammate is viewing or replying to a message.

Comprehensive Tag Reporting: Pinpoint trends in tagged messages to track feedback, campaign success and sentiment.

Contact Views: Access Contact Views with shared customer records, conversation history and customizable contact fields for Twitter, Facebook, Instagram and LinkedIn users.

Custom Influencer List: Specify a list of Twitter profiles to be easily identified with custom indicators in the Smart Inbox.

Custom Portal Branding: Custom in-app and login page branding.

Custom URL Tracking: Seamlessly append tracking codes to links posted in Sprout to identify your social traffic in Google Analytics.

D

Digital Asset & Content Library: Store relevant and on-brand content including images, videos and text snippets for more efficient campaign management.

E

Engagement Reporting: Analyze response rates and times to benchmark engagement goals and improve your social media responsiveness.

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F

Facebook Competitor Report: Benchmark your Facebook Pages' growth and performance against a customizable list of competitive brands/profiles.

Feature Visibility Controls: Configure feature visibility within Sprout to ensure users only have access to features relevant to their role.

G

Google Analytics Report: Integrate your Google Analytics account to better understand how social channels drive traffic to your site.

Group, Profile & Post-Level Reporting: Report across Twitter, Facebook, Instagram, LinkedIn and Google+. Pull unlimited PDF/CSV exports.

H

Helpdesk Integration: Integrate your Zendesk or UserVoice account to create, track and manage support issues from social.

Hubspot: Create, track, manage and resolve issues with Sprout's HubSpot Service Hub integration, HubSpot's help desk and ticketing software.

I

Instagram Competitor Report: Benchmark your Instagram profiles' growth and performance against a customizable list of competitive brands/profiles.

Instagram Publishing: Plan, create and publish directly to Instagram feeds and Stories from web. Optionally, receive a push notification on your mobile device to publish with advanced functionality.

Instagram Scheduling: Plan, create and publish Instagram posts on the web. Optionally, receive a push notification on your mobile device to publish with advanced functionality.

K

Keyword Trends Report: Gain insight into how people and brands are talking about you on Twitter.

L

Listener Dashboards: Facilitate real-time and ongoing social listening by analyzing specific topics, trends and industries on Twitter.

Listener Insights: Inform marketing strategies with powerful insights including: Engagement Metrics, Topic Affinity, Sentiment Drivers, Emotional Response and Geolocation Analysis.

Location Tagging: Add locations to your Tweets, Instagram and Facebook posts to promote more traffic to your brand and create more opportunities to engage with your audience.

M

Message Approval Workflow: Use advanced permissions and flexible approval structure to set up workflows to submit, review, collaborate on and approve posts.

Message Completion: Mark messages as complete and filter them from view in the inbox.

Message Spike Alerts: Get alerted when message volume is higher than usual with email and push notifications.

Message Tagging: Create and apply custom tags to inbound social messages from the Smart Inbox.

Mobile Inbox Push Notifications: Customize mobile push notifications across networks, profiles and message types.

Multimedia Publishing: Schedule, draft, queue and publish video and multiple photos across networks.

O

Optimal Send Times: Boost content reach by an average of 60% with suggested times meant to promote more social engagement.

P

Pause All Scheduled or Queued Messages: Gain peace of mind that in times of crisis you can stop all publishing activity from all profiles across your accounts.

Q

Query Builder: Build basic and advanced queries that track full-fidelity search results on Twitter.

Query Builder, Listener Dashboards & Insights: Build queries to track qualitative, quantitative and contextual insights that help inform marketing strategies.

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R

Real-Time Brand Monitoring: Monitor distinct search terms, hashtags and locations across Twitter and Instagram.

Report Builder: Build custom reports leveraging Sprout's existing, presentation-ready layouts to display network and profile-level data and insights.

Report Scheduled Delivery: Set up recurring weekly or monthly delivery of any report via email in PDF format.

S

Salesforce: Sprout's Salesforce integration is an Enterprise plan add-on facilitated through a third-party integration partner.

Sent Messages Report: Track post-level performance with reach, impression, click and engagement metrics across Twitter, Facebook, Instagram, LinkedIn and Google+ posts.

Social Profiles: Includes: Twitter, Facebook Pages and Profiles, Instagram, Pinterest, Google+ and LinkedIn Company pages. Note: Facebook Ad accounts, Google Analytics, Feedly and LinkedIn Personal Profiles do not count against your profile limit.

Sprout Queue: Fully configurable queue system for automated scheduling to fill publishing gaps.

Suggested Twitter Replies: Powered by a machine-learning algorithm, Suggest Replies recommends consistent answers to commonly asked questions.

T

Tag Report: Pinpoint trends in tagged messages (both incoming and outgoing) to track feedback, campaign success and sentiment.

Task Performance Report: Analyze the usage of Tasks and the completion rates between teams and team members.

Team & Productivity Reporting: Track publishing, response and task metrics at the individual user level.

Team Activity Report: Track publishing, response and task metrics at the individual user level.

Twitter Competitor Report: Benchmark your Twitter profiles' growth and performance against a customizable list of competitive brands/profiles.

Twitter Keyword Report: Uncover trends in Twitter traffic/volume for any keyword, hashtag or complex query.

Twitter Surveys: Gather CSAT or NPS data through simple, automated Twitter DM surveys.

V

ViralPost® Send Time Optimization: Deliver your content at optimal times with ViralPost®—Sprout's patented send time optimization technology.

Any other questions? Give us a call 1.866.878.3231

Frequently asked questions

What if I pick the wrong plan?

No problem. You can switch plans at any time (even during your trial). Pick the plan that seems like the best fit and try it on. You can always change your mind.

Are there contracts or commitments?

Nope. After your 30-day free trial you'll be asked to pick a plan and enter your payment info. This is billed monthly and you can cancel at any time. If you cancel before the end of a billing period, you'll retain access until that billing period is over.

What are my payment options?

Online payment methods include major credit cards and Paypal. Prepayment options are available and allow your account to be debited monthly according to your plan and number of users. Contact sales@sproutsocial.com to discuss these options.

Can I purchase more profiles but stay in the same plan?

You sure can. You can purchase additional profiles for a monthly charge of \$25 per profile. Profile limitations in Enterprise plans are often negotiated as part of your contract.

How much does Sprout Social cost?

Sprout Social's pricing starts at \$99 per user per month for the Premium plan. The Corporate plan offers additional features for business at \$149 per user per month, and the Enterprise plan offers solutions for businesses at scale at \$249 per user per month. Annually, the Premium plan costs \$1,188 per user, the Corporate plan is \$1,788 per user annually, and the Enterprise plan is \$2,988 per user per year.

Testimonials

"Sprout's unified Smart Inbox and intuitive interface were huge factors in our selection. We needed a tool that would be very easy to train new team members on, that would be efficient to use and would give us confidence that we're not missing important messages."



Jessie LaHaie

Senior Online Community Specialist

"We always make sure we're talking with our fans, not at them. We want to make sure we're answering every legitimate question that comes our way and starting that two-way conversation."



Coop Elias

Social Media Specialist