

<p>Standard</p> <p>\$249 per month</p> <p>Each additional user +\$199/mo</p>	<p>Most Popular Plan</p> <p>Professional</p> <p>\$399 per month</p> <p>Each additional user +\$299/mo</p>	<p>Advanced</p> <p>\$499 per month</p> <p>Each additional user +\$349/mo</p>	<p>Enterprise</p> <p>Contact us for pricing</p> <p>Custom-built plan to meet your needs</p>
<p>Includes:</p> <ul style="list-style-type: none"> ✓ 5 social profiles ✓ All-in-one social inbox ✓ Publish, schedule, draft and queue posts ✓ Social content calendar ✓ Review management ✓ Profiles, keywords and locations monitoring ✓ Tasking and social CRM tools ✓ Group, profile and post-level reporting ✓ Paid promotion tools to boost Facebook posts ✓ iOS and Android mobile apps 	<p>Includes all Standard features, plus:</p> <ul style="list-style-type: none"> ✓ Unlimited social profiles ✓ Competitive reports for Instagram, Facebook and Twitter ✓ Incoming and outgoing message content tagging ✓ Custom workflows for multiple approvers and steps ✓ Scheduling for optimal send times ✓ Response rate and time analysis reports ✓ Trend analysis for Twitter keywords and hashtags ✓ Paid social reporting for Facebook, Instagram, Twitter and LinkedIn ✓ Helpdesk, CRM and Social Commerce integrations. 	<p>Includes all Professional features, plus:</p> <ul style="list-style-type: none"> ✓ Message Spike Alerts for increased message activity ✓ Digital asset and content library ✓ Chatbots with automation tools ✓ Saved and suggested replies ✓ Inbox rule builder for automated actions ✓ Automated Link Tracking ✓ Twitter surveys to define CSAT or NPS ✓ External approvals 	<p>Includes all Advanced features, plus:</p> <ul style="list-style-type: none"> ✓ Tailored implementation and onboarding to get teams up and running quickly ✓ Premier consulting services ✓ 24/5 prioritized customer support <p>Customize further with our premium add-ons, including:</p> <ul style="list-style-type: none"> ✓ Social Listening to uncover emerging trends, brand influencers and competitive intel ✓ Premium Analytics to measure success across all social channels ✓ Employee Advocacy solutions to amplify your brand's organic reach

Additional Premium Solutions



Listening

Unlock the immense value of social data. Get access to trends and actionable insights to inform your marketing, brand and competitive strategy.



Premium Analytics

Go deeper with your data by leveraging 150+ additional reports while accessing custom report builders and interactive dashboards.



Employee Advocacy

Give your employees and partners a simple way to share curated content across their social networks and amplify the brand's reach.

Premium solutions can be added to any plan. Start a free trial or [request a demo](#) to learn more.



Questions regarding any of our plans?

Send us note at sales@sproutsocial.com or call us at [1.866.878.3231](tel:1.866.878.3231)

Frequently asked questions

- › What happens when my free trial ends?
- › Do I have to start a trial or is there another way for me to experience the platform?
- › Can I change my plan?

› How do I know which plan is best for my business?

› What are my payment options?

Plan Comparison

	Standard	Professional	Advanced
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Plan Overview

	\$249 per month Each additional user +\$199/mo	\$399 per month Each additional user +\$299/mo	\$499 per month Each additional user +\$349/mo
Social Profiles	5	Unlimited	Unlimited
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	✓	✓	✓
Review Moderation	✓	✓	✓
Facebook & Instagram Ads Comment Moderation	✓	✓	✓
iOS & Android Inbox Push Notifications	✓	✓	✓
Message Tasking	✓	✓	✓
Custom Inbox Views	✓	✓	✓
Message Tagging		✓	✓
Helpdesk, CRM and Social Commerce Integrations		✓	✓
Engagement Reporting		✓	✓
Team & Productivity Reporting		✓	✓
Task Completion Reporting		✓	✓
Comprehensive Tag Reporting		✓	✓

	Standard	Professional	Advanced
Custom Influencer List		✓	✓
Saved Replies			✓
Message Spike Alerts			✓
Suggested Twitter Replies			✓
Twitter Customer Satisfaction Survey (NPS/CSAT)			✓
Automated Conversational Workflow (Chatbots)			✓
Inbox Rule Builder			✓

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	✓	✓	✓
YouTube Publishing	✓	✓	✓
Google My Business Publishing	✓	✓	✓
Paid Promotion for Facebook	✓	✓	✓
Content Suggestions	✓	✓	✓
Pause All Scheduled or Queued Messages	✓	✓	✓
Built-in Image Editor	✓	✓	✓
ViralPost® in Queue	✓	✓	✓
Location Tagging	✓	✓	✓
Schedule Content in Bulk		✓	✓
Cross-Network Audience Targeting		✓	✓
Optimal Send Times in Compose		✓	✓
Campaign Tagging		✓	✓

	Standard	Professional	Advanced
Advanced Publishing Permissions		✓	✓
Message Approval Workflow		✓	✓
Custom Link Tracking		✓	✓
Automated Link Tracking			✓
Digital Asset & Content Library			✓
External Approval Workflow			✓

Reporting & Analytics

Group, Profile & Post-Level Reporting	✓	✓	✓
Cross-Network Group Report	✓	✓	✓
Post Performance 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		✓	✓
Cross-Network Paid Performance Report		✓	✓
Facebook and Instagram Paid Performance Report		✓	✓
Twitter Paid Performance Report		✓	✓
LinkedIn Paid Performance Report		✓	✓
Twitter Keyword Report		10 Keywords	20 Keywords
Twitter Keyword History		1 Year	All-Time
Share Reports Outside of Sprout		✓	✓
Twitter @mention Trends Report		✓	✓
Team Activity Report		✓	✓
Task Performance Report		✓	✓
Engagement Reporting		✓	✓

	Standard	Professional	Advanced
Tag Report		✓	✓
Custom Report Branding		✓	✓
Twitter Feedback Report			✓
Report Scheduled Delivery			✓
Report Builder (Premium Analytics)	<u>Add-on</u>	<u>Add-on</u>	<u>Add-on</u>
Tableau BI Connector (Premium Analytics)	<u>Add-on</u>	<u>Add-on</u>	<u>Add-on</u>
Analytics API (Premium Analytics)	<u>Add-on</u>	<u>Add-on</u>	<u>Add-on</u>
Employee Advocacy Report	<u>Add-on</u>	<u>Add-on</u>	<u>Add-on</u>

Listening & Insights

Brand Keyword Monitoring	✓	✓	✓
Twitter @mention Trends Report		✓	✓
Twitter Keywords		10 Keywords	20 Keywords
Twitter Keyword History		1 Year	All-Time
Social Listening		<u>Add-on</u>	<u>Add-on</u>

Integrations

Instagram	✓	✓	✓
Twitter	✓	✓	✓
Facebook	✓	✓	✓
Facebook Ad Accounts	✓	✓	✓
Facebook Messenger	✓	✓	✓
Pinterest	✓	✓	✓
LinkedIn	✓	✓	✓
TikTok	✓	✓	✓
WhatsApp	✓	✓	✓
YouTube	✓	✓	✓
Google My Business	✓	✓	✓
TripAdvisor	✓	✓	✓
Feedly	✓	✓	✓

	Standard	Professional	Advanced
Bit.ly	✓	✓	✓
Canva	✓	✓	✓
Dropbox	✓	✓	✓
Glassdoor	✓	✓	✓
Google Analytics	✓	✓	✓
Google's Business Messages	✓	✓	✓
Google Drive	✓	✓	✓
Slack	✓	✓	✓
Yelp	✓	✓	✓
Salesforce		✓	✓
Microsoft Dynamics 365		✓	✓
Zendesk		✓	✓
Hubspot		✓	✓
Shopify		✓	✓
Facebook Shops		✓	✓
WooCommerce		✓	✓
Marketo		✓	✓

Support

Support Hours	24/5	24/5	24/5
Live Phone Support	24/5	24/5	24/5
Live Chat Support	24/5	24/5	24/5
Self-Service Training Recordings	✓	✓	✓
Onboarding Support	✓	✓	✓

Security

Two-Step Verification / 2FA	✓	✓	✓
Profile-Level Access Restrictions	✓	✓	✓
Secured Connections	✓	✓	✓
No Social Password Sharing	✓	✓	✓

	Standard	Professional	Advanced
Personal Profile Access	✓	✓	✓
Advanced Permissions		✓	✓
Custom Portal Branding			✓
Feature Visibility Controls			✓
IP Whitelisting			✓

Add-Ons

Listening	Pricing varies	Pricing varies
Premium Analytics	Pricing varies	Pricing varies
Advocacy	Pricing varies	Pricing varies
Professional Services	Pricing varies	Pricing varies

Premier Success Plan

Cost per Month	Pricing varies	Pricing varies
Platform Optimization	✓	✓
Access to Product Roadmap	✓	✓
2-Hour Response Time	✓	✓
1:1 Onboarding	✓	✓
Direct access to Customer Success team	✓	✓

Glossary

A

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

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

All-In-One Social Inbox: Monitor and engage with messages across Facebook, Twitter, Instagram, WhatsApp, TikTok and LinkedIn.

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

Brand Keywords per Group: Monitor distinct search terms and phrases on Twitter.

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.

Content Suggestions: Find engaging content and stay on top of trending topics with an aggregated list of shared links across social channels.

Cross-Network Paid Performance Report: Get a complete view of paid performance across Facebook (including Messenger), Twitter, Instagram, and LinkedIn as well as their respective audience networks.

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

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

D

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

E

Employee Advocacy Report: Access key social share and content performance metrics from the Employee Advocacy General Report inside Sprout.

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

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

External Approval Workflow: Add and remove external stakeholders in your content approval workflow, so they can review social posts before they're published without needing to log in to Sprout.

F

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

Facebook and Instagram Paid Performance Report: Analyze campaign performance and visualize data for ad campaigns on Facebook, Instagram, Messenger and Facebook Audience Network.

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 Pinterest. Pull unlimited PDF/CSV exports.

H

Helpdesk, CRM and Social Commerce Integrations: Integrate your Zendesk, Hubspot, Salesforce, Microsoft Dynamics 365, Marketo, Facebook Shops, Shopify, or WooCommerce accounts to seamlessly create, manage and track 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

Inbox Rule Builder: Automate actions and workflows in the Smart Inbox with Inbox Rules for tagging, completing, alerting and more.

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.

L

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

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 in Compose: Boost content reach by an average of 60% with suggested times for optimal social engagement in Sprout's Compose Publisher.

P

Paid Promotion for Facebook: Maximize content reach by boosting new and previously published organic Facebook Posts.

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.

Post Performance Report: Track post-level performance with reach, impression, click and engagement metrics across Twitter, Facebook, Instagram, LinkedIn and Pinterest posts.

Premium Analytics: Define your story with access to additional paid and organic metrics, more report customization, and advanced tools for deeper analysis.

Professional Services: Sprout's Professional Services team offers multiple strategic services from implementation and social media training to social listening consultation and generating custom social insights reports.

R

Real-Time Brand Monitoring: Monitor distinct search terms and phrases on Twitter.

Report Builder (Premium Analytics): 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.

Review Moderation: Monitor ratings and respond to reviews across Facebook, Google My Business, TripAdvisor, Glassdoor and Yelp.

S

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

Social Profiles: The following profile types count against your profile limit: Twitter, Instagram, Pinterest, YouTube, Facebook, TikTok, WhatsApp, LinkedIn Company Pages, Google My Business, TripAdvisor, Glassdoor, Yelp, and LinkedIn personal profiles. The following do not count against your profile limit: Google Analytics, non-social and messaging integrations, ad accounts associated with a network profile/Page.

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

Suggested Twitter Replies: Powered by a machine-learning algorithm, Suggested 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 @mention Trends Report: Gain insight into how people and brands are talking about you on Twitter.

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 Paid Performance Report: Analyze campaign-level performance and visualize data for ad campaigns for Twitter and Twitter Audience Network.

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

V

ViralPost® in Queue: Deliver your content at optimal times with ViralPost® in the Sprout Queue -- Sprout's patented send time optimization technology.

#

LinkedIn Paid Performance Report: Analyze campaign-level performance and visualize data for ad campaigns for LinkedIn and LinkedIn Audience Network.

2-Hour Response Time: During normal business hours — 8am-5:30pm CT.

Automated Link Tracking: Set up rules to automatically add link tracking to links posted in Sprout, helping you better identify your social traffic.

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



Previously we were using a publishing solution from one of Sprout's competitors opposite direction in terms of functionality. Being able to move to a platform that really nice.

Andrew Rosch, Director of Marketing Strategy, Ecommerce and Events at Trek

Join our 30,000 happy customers

Frequently asked questions

Still have questions about how Sprout's software can help your business?

Getting started

How does the free trial work?

You'll have 30 days to try Sprout, risk free. No credit card is required to start a trial.

What happens when my free trial ends?

After your 30-day free trial, you'll be asked to pick a plan and enter your payment info.

Do I have to start a trial or is there another way for me to experience the platform?

[**Request a free, customized demo**](#) and have a Sprout expert show you our suite of social management, customer care, social data and intelligence, and advocacy solutions.

What should I do if I have questions during my free 30-day trial period?

We're here to help! Please reach out to your Account Representative or contact Sales at [**1.866.878.3231**](tel:1.866.878.3231).

Plans

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.

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

You sure can. Additional profiles can be purchased for a nominal fee without the need to upgrade to a higher plan. Access to additional profiles based on your company's exact needs can be discussed with one of our team members during your evaluation. [**Contact us**](#) for more information.

How do I know which plan is best for my business?

Unsure which plan is right for your business? Contact [**sales@sproutsocial.com**](mailto:sales@sproutsocial.com) and we'll help you choose the best path forward based on your business goals.

Payments and pricing

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.

If I have a question about my invoice, who should I contact?

You can reach our billing department at support@sproutsocial.com.

How much does Sprout Social cost?

Sprout Social's pricing starts at \$99 per user per month for the Standard plan. The Professional plan offers additional features for businesses at \$169 per user per month, and the Advanced plan offers solutions for businesses at scale at \$279 per user per month. Annually, the Standard plan costs \$1,068 per user, the Professional plan is \$1,788 per user annually, and the Advanced plan is \$2,988 per user per year.

Platform

Can Premium Add-Ons be purchased as standalone products?

No. The features and tools within the Premium Add-On packages do not work independently; instead, they unlock additional functionality on top of our base plans.

How secure is Sprout's platform?

Sprout Social takes the security of our platform and our customers' data very seriously.

- All communications with Sprout use HTTPS with TLS 1.2 or higher enforced and all customer data is stored encrypted at rest with AES-256 or greater, including backups.
- Sprout is hosted by Amazon Web Services (AWS) with world-class hosting facilities that are secure, highly available, and redundant. Sprout's network is segmented into multiple security zones and databases are completely inaccessible from the public Internet.
- User account passwords are salted and hashed, meaning your actual password is unable to be viewed. Customers can also leverage multi-factor authentication and/or single sign-on for additional security.
- Sprout integrates with our social network partners on your behalf using OAuth 2.0 – a highly secure authorization protocol that makes it easy to disable Sprout's access at any time.

More information about Sprout Social's hosting and security can be found at <https://sproutsocial.com/security/>