



Platform Pricing

How we charge our clients

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Platform Pricing Introduction

This document provides details on how we price for our different platforms.

We provide discounts to not-for-profit organisations.

Any extras such as additional email volume, users, designing of form/templates etc. we will quote for and will always provide a quote before proceeding with any work.

Our hourly rate is £150 + VAT and therefore charged accordingly, however for repeated or mass volumes of additional work, this fee is substantially reduced i.e. in some cases by 50%.

CM Email Marketing

CM Email Marketing is our email marketing platform and pricing is based on email send volumes by recipients. Please note that users can upload unlimited contacts to their accounts at no additional fee.

Element	First Year Fee	Recurring Years Fee
Account set up	£300	none
Annual maintenance fee	£200	£200
Training	£300	None or as required
Monthly email subscription	Starting from £50 – for 2500 emails per month	£50
User licence	None – you have unlimited users/logins	None – you can have unlimited users/logins
Optional bolt on modules monthly subscription	£25 - £50 per month per module	£25 - £50 per month per module
Data extraction	No fee as our clients are the data controllers and can export data as they wish	No fee as our clients are the data controllers and can export data as they wish

Included at no additional charge:

- ✓ Onboarding with dedicated account manager
- ✓ Platform support and maintenance (updates, fixes, new releases etc.)
- ✓ Unlimited logins – no licence fee per user
- ✓ Create multiple administrators and user roles for controlled access
- ✓ Unlimited contacts, lists and database fields
- ✓ Accessibility features throughout
- ✓ Multi factor authentication
- ✓ Host unlimited images and documents
- ✓ Automated opt outs and bounces (with paused subscriptions and opt out reason)
- ✓ 2 editors (Drag & Drop and HTML)
- ✓ 5 way split testing
- ✓ Google Analytics integration
- ✓ Automatic resends to non-engagers and soft bounces
- ✓ Automatic social sharing
- ✓ Easy video and map insertion
- ✓ Ready-made bulletproof buttons
- ✓ Comprehensive reports
- ✓ Online help centre and guides
- ✓ Human platform support via direct email and telephone

CM Data Manager

CM Data Manager is our CRM and pricing is based on number of users. Users can create unlimited fields and customise their account as required.

Element	First Year Fee	Recurring Years Fee
Account set up	£300	none
Annual maintenance fee	£200	£200
Training	£300	None or as required
Monthly user licence	£20 per user per month	£20 per user per month
Integration with our email marketing platform	£50 per month	£50 per month
Data extraction	No fee as our clients are the data controllers and can export data as they wish	No fee as our clients are the data controllers and can export data as they wish
Included at no additional charge: Unlimited database fields creation Unlimited reports and views creation Multi factor authentication Create multiple user privileges for user control access Full customisation of entity pages Access to leads, accounts, contacts, dashboard, tasks, opportunities and forecast pages Human platform support via direct email and telephone		

CM Surveys

CM Survey is our online survey platform and pricing is based on a set number of users.

Element	First Year Fee	Recurring Years Fee
Account set up	£400	none
Annual maintenance fee	£200	£200
Training	Included	None or as required
Data extraction	No fee as our clients are the data controllers and can export data as they wish	No fee as our clients are the data controllers and can export data as they wish
Included at no additional charge: Data centre hosted in UK and therefore complies with UK data protection laws Fully branded surveys Unlimited surveys No cap on number of responses User management 6 Users Human platform support via direct email and telephone		