G-Cloud 15
Pricing January 2026
Hootsuite Price List

Company	Hootsuite Inc
Contact	Nathan Bird
Email	gcloud@hootsuite.com

TABLE OF CONTENTS

HOOTSUITE ENTERPRISE **2**

Collaborative dashboard to create, publish, and schedule social posts

HOOTSUITE LISTENING (POWERED BY TALKWALKER) **4**

Analyse sentiment, intent, and emerging trends

ADVANCED INBOX **6**

Unified social media inbox management

CHATBOT **7**

Generative AI chatbot

AMPLIFY **8**

Scalable employee advocacy platform

SOCIAL ADVERTISING **10**

Tools to plan, manage, and optimise paid social campaigns

ADVANCED ANALYTICS **11**

Track and analyse social results and return on investment

HOOTSUITE ENTERPRISE

SOFTWARE:

HS_ENTERPRISE_ALLIN

Hootsuite Enterprise Plan - sold by number of Users. Includes:

- Hootsuite Enterprise Platform with Single Sign On (SSO)
- Unlimited Social Profiles
- Platform includes 10 Ad Profiles with Hootsuite Social Advertising and Unlimited Boost Spend

One Year Pricing

Number of Seats	**Price Per Seat Per Annum**
5-19	£1,048
20-49	£946
50-99	£720
100-199	£630
200-299	£540
300+	£496

Note: Additional seats can be added as required prorated until the end of the contract.

Two Year Pricing

Number of Seats	Price Per Seat Per Annum
5-19	£995
20-49	£899
50-99	£684
100-199	£599
200-299	£514
300+	£470

Note: Additional seats can be added as required prorated until the end of the contract.

Three Year Pricing

Number of Seats	Price Per Seat Per Annum
5-19	£943
20-49	£851
50-99	£648
100-199	£568
200-299	£486
300+	£446

Note: Additional seats can be added as required prorated until the end of the contract.

HOOTSUITE LISTENING (POWERED BY TALKWALKER)

SOFTWARE:

HS_LISTENING
Hootsuite Listening, Daily Sample Rate - sold by number of topics. Includes:

- Sampling on topics with 3000 mentions per day
- Unlimited Quick Search on 30 days' data
- Data saved per topic for 13 months rolling period

One Year Pricing

Number of Topics	Price Per Topic Per Annum
5-50	£700
55-100	£650
100-250	£600

Note: Topics are to be purchased in multiples of 5 and a maximum of 250. Additional topics can be added as required prorated until the end of the contract.

Two Year Pricing

Number of Topics	Price Per Topic Per Annum
5-50	£665
55-100	£618
100-250	£570

Note: Topics are to be purchased in multiples of 5 and a maximum of 250. Additional topics can be added as required prorated until the end of the contract.

Three Year Pricing

Number of Topics	Price Per Topic Per Annum
5-50	£630
55-100	£585
100-250	£540

Note: Topics are to be purchased in multiples of 5 and a maximum of 250. Additional topics can be added as required prorated until the end of the contract.

ADVANCED INBOX

SOFTWARE:

HS_HOOTDESK_LIMITED_USER
Hootsuite Advanced inbox access - sold per number of Users

One Year Pricing

Number of Seats	Price Per Seat Per Annum
1-10	£1,340
11-20	£1,273
21-50	£1,206
51-100	£1,139
101-200	£1,072
201+	£938

Note: Additional seats can be added as required prorated until the end of the contract.

Two Year Pricing

Number of Seats	Price Per Seat Per Annum
1-10	£1,273
11-20	£1,209
21-50	£1,146
51-100	£1,082
101-200	£1,018
201+	£891

Note: Additional seats can be added as required prorated until the end of the contract.

One Year Pricing

Number of Seats	Price Per Seat Per Annum
1-10	£1,206
11-20	£1,146
21-50	£1,085
51-100	£1,025
101-200	£965
201+	£844

Note: Additional seats can be added as required prorated until the end of the contract.

HOOTSUITE GENERATIVE AI CHATBOT

SOFTWARE:

HS_CHATBOT_1000
Hootsuite Generative AI Chatbot
-Sold per 1000 conversations per year
- Conversations are not transferable to any subsequent renewal

Pricing
(All amounts are in British Pounds)

Number of Conversations/year	Price Per 1k Conversations Per Annum
6,000-9,000	£820
10,000-19,000	£780
20,000+	£762

Note: Must purchase a minimum of 6,000 conversations. Additional seats can be added as required prorated until the end of the contract.

AMPLIFY

SOFTWARE:

AMPLIFY_ADV_USER
Hootsuite Amplify - sold by number of employees - Hootsuite Amplify for Advocacy is a mobile-centric solution, built on the Hootsuite platform for organisations to administer distributing social media content to their employees.

Amplify Administrators

-Manage teams, topics and content approvals

-Create, publish and organise content for the Amplify organisation

Employees

-Browse approved content library

-Share content on personal social networks

-Monitor organisation wide sharing activity

One Year Pricing

Number of Seats	**Price Per Seat Per Annum**
50-99	£164
100-249	£130
250-499	£89
500-999	£57
1000+	£50

Note: Additional seats can be added as required prorated until the end of the contract.

Two Year Pricing

Number of Seats	Price Per Seat Per Annum
50-99	£156
100-249	£125
250-499	£85
500-999	£55
1000+	£48

Note: Additional seats can be added as required prorated until the end of the contract.

Three Year Pricing

Number of Seats	Price Per Seat Per Annum
50-99	£148
100-249	£117
250-499	£80
500-999	£51
1000+	£45

Note: Additional seats can be added as required prorated until the end of the contract.

SOCIAL ADVERTISING

SOFTWARE:

HS_SOC_ADVERTISE
Hootsuite Social Advertising Addon - sold by number of profiles

One Year Pricing

Number of Connections	Price Per Profile Per Annum
1-15	£540
16-25	£486
26-50	£388
51-100	£324
101+	£267

Note: Additional profiles can be added as required prorated until the end of the contract.

Two Year Pricing

Number of Connections	Price Per Profile Per Annum
1-15	£513
16-25	£462
26-50	£369
51-100	£308
101+	£254

Note: Additional profiles can be added as required prorated until the end of the contract.

Three Year Pricing

Number of Connections	Price Per Profile Per Annum
1-15	£486
16-25	£437
26-50	£349
51-100	£292
101+	£240

Note: Additional profiles can be added as required prorated until the end of the contract.

ADVANCED ANALYTICS

SOFTWARE:

HS_ADV_ANALYTICS
Hootsuite Advanced Analytics - sold per connection

Pricing
£500/connection

Note: Additional connections can be added as required prorated until the end of the contract. Must add a minimum of 10 connections.