

# CRM Software Comparison Chart

	 Friday CRM				
Cost Per Month (Based on 5-10 users and up to 20,000 contacts)	\$0	\$85	\$110	\$1395	\$2050
Ease of Implementation	10/10	10/10	9/10	6/10	4/10
Scheduled Emailing	✓	✓	✓	✓	✓
Email Newsletters	✓	✓	✓	✓	✓
Tracks Open, Bounces	✓	✓	✓	✓	✓
Social Media Integration	✗	✓	✓	✓	✓
Contact Management	✓	✓	✓	✓	✓
Gmail Integration	✓	✗	✓	✓	✓
Content Tracking	✗	✗	✗	✓	✓
Campaign Tracking	✓	✓	✓	Additional	✓
Lead Segmentation	✓	✗	✗	✓	✓
Sales Pipeline	✓	✗	✗	✓	✓

Creation					
Accounting Integration	✗	✗	✗	✓	✓
Invoicing	✗	✗	✗	✓	✓
Email Marketing	✓	✗	✗	✓	✓
Online Purchases	✗	✗	✗	✓	✓
Sales Metrics Analysis	✓	✗	✗	Additional	✓
Automatic Appointment Booking	✗	✗	✗	✓	Additional
Data Mining	✓	✗	✗	✓	✓
Tracks Customer Interaction	✓	✗	✗	✓	✓
Automated Lead Nurture	✗	✗	✗	✓	✓
Employee Task Management	✗	✗	✗	✓	✓
A-B Testing	✗	✗	✗	Additional	✓
Mobile Friendly	✓	✓	✓	Additional	✓
Cloud Based	✓	✓	✓	✓	✓
Ideal Usage	First-Time CRM Users	Email Newsletters	First-Time CRM Users	Businesses of 50+ Employees	Franchises & Large Companies