NIFTI
CRM

# Pricing Plan Details

Effective as of Dec 1, 2023

| Account Summary and Features | | | |
|---|---|---|---|
| | **STANDARD**<br>Do It Yourself | ⭐**Most Popular**⭐<br>**PREMIUM**<br>Done “With” You | **ELITE**<br>Done “For” You |
| Monthly Subscription | $ 97 /mo | $ 197 /mo | $ 497 /mo |
| Users | Unlimited | Unlimited | Unlimited |
| Contact | Unlimited | Unlimited | Unlimited |
| Customer Support | Email & Chat | Email & Chat | Phone & Priority |
| Technical Support | Limited | Up to 2 hours / mo | Up to 10 hours / mo |
| Contract Commitment | Pay as you go<br>Month-to-Month | Pay as you go<br>Month-to-Month | 6-month minimum,<br>then pay as you go |
| Database Management | ✓ | ✓ | ✓ |
| Email Marketing | ✓ | ✓ | ✓ |
| Email Templates | ✓ | ✓ | ✓ |
| SMS Marketing | ✓ | ✓ | ✓ |
| Automations | ✓ | ✓ | ✓ |
| CRM & Pipelines | ✓ | ✓ | ✓ |
| Forms and Surveys | ✓ | ✓ | ✓ |
| Landing Pages & Funnels | ✓ | ✓ | ✓ |
| Reporting / Statistics | ✓ | ✓ | ✓ |
| API Integrations | ✓ | ✓ | ✓ |
| + Many More Features | ✓ | ✓ | ✓ |

# Additional Messaging Charges
## (Emails,SMS, & Call)

Our goal at NiftiCRM is to deliver communication solutions that are both efficient and cost-effective. Our messaging fees and charges are designed to be transparent and comparable to wholesale pricing of the partners we work with.

### How It Works

All emails, text messages, and calls are billed based on a pay-as-you-go pricing model. NiftiCRM acts as a conduit, ensuring you benefit from competitive rates. To view your transaction history and associated costs, go to your account settings > company billing > credits section > see transactions. This is where you'll find information about how much each message or communication costs.

### Email Pricing

$0.0014 cents per email (example: 1,000 emails = $1.40; $10 = approx. 7,142 emails)

### SMS/Text Pricing

The cost of SMS messages is calculated based on segments, with each segment accommodating up to 159 characters. It's important to note that longer messages may be split into multiple segments, increasing the overall cost. Therefore, we recommend keeping your messages concise and avoiding the use of emojis or complex characters whenever possible.

Sample Pricing:

- 1-159 characters: 0.0103 cents per SMS (1 segment)
- 160-318 characters: 0.0206 cents cents per SMS (2 segments)
- And so on…

By keeping texts short and to the point, you can optimize your messaging costs while communicating efficiently with your audience.

### Call Pricing

| | Making Calls | Receiving Calls |
|---|---|---|
| Charge per minute | $ 0.0182 /min | $ 0.0111 /min |
| $10 will get you approx. | 550 outgoing calls | 990 incoming calls |

### Questions?

Please feel free to contact our support team if you have any questions or need further clarification regarding our email, SMS, or phone fees and charges at support@niftidigital.com.