

Starter and Pro Suites Features

Compare the top features offered in each CRM suite.

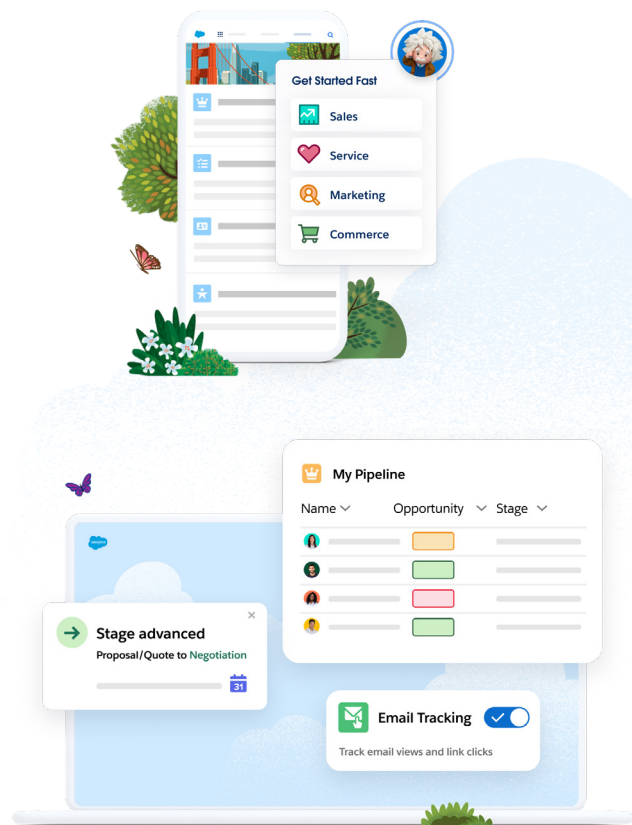
Starter and Pro Suites are the fastest, easiest ways to get started with the world's #1 CRM. These solutions bring marketing, sales, service, and commerce together into one easy-to-use suite, so you have the tools you need to grow fast, all in one place.

Starter Suite

Starter helps you get up and running quickly with simplified sign-up, step-by-step guidance, data import, and customizable dashboards to track performance.

Pro Suite

Pro is the flexible CRM suite that includes everything in Starter, plus customization, automation, and more advanced sales and service features.



Sales

Starter Suite

Pro Suite

Account, Contact, Lead, and Opportunity Management	✓	✓
Email Integration with Gmail or Outlook	✓	✓
Task Management and Activity Feed	✓	✓
Customizable Reports and Dashboards	✓	✓
Salesforce Meetings	✓	✓
Direct Payment Links*	✓	✓
Payment Portal for Payments*	✓	✓
Products and Price Books	✓	✓
Forecast Management	—	✓
Quote Creation and Management	—	✓

Service

Starter Suite

Pro Suite

Integrated Email Support	✓	✓
Case Management	✓	✓
Knowledge Management	✓	✓
Custom Email Templates	✓	✓
Macros	—	✓
Omni-Channel Routing	—	✓
In-App and Web Messaging	—	✓

Marketing

Starter Suite

Pro Suite

Email Campaigns	✓	✓
Smart Segmentation	✓	✓
Premade Email Templates	✓	✓
Drag-and-Drop Email Builder	✓	✓
Einstein Send Time Optimization	✓	✓
Campaign Analytics	✓	✓

Commerce

Starter Suite

Pro Suite

Storefront Website Design	✓	✓
Product and Category Workspace	✓	✓
Person Accounts	✓	✓
Buyer Groups	✓	✓
Promotions	✓	✓
Managed Checkout	✓	✓
Order Summaries	✓	✓
Insight Dashboards	✓	✓
Commerce Markets	1 Regional Market Supported	3 Regional Markets Supported
Search Management	✓	✓
Pay Now*	✓	✓

Enhanced Capabilities

Starter Suite

Pro Suite

Social Sign-on	✓	✓
Guided Onboarding	✓	✓
Custom Fields	✓	✓
Custom Apps	—	✓
Custom Objects	—	✓
Process Automation with Flows	—	✓
Sandbox for Testing and Training	—	✓
AppExchange Access	—	✓

Check out the [complete list of add-ons and pricing](#).

*Regional availability may apply.

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