Zoho CRM | Edition comparison

Complete feature table • USD pricing • Prepared for CRMOZ • 23 October 2026

Prices are per user per month. Annual billing requires an annual subscription. Local taxes are additional. Yes = included; - = unavailable. Feature limits and eligibility follow the linked Zoho comparison page.

Pricing (USD)

Feature	Free	Standard	Professional	Enterprise	Ultimate
Billed Annually	Free for 3 users	$14/user/month	$23/user/month	$40/user/month	$52/user/month
Billed Monthly	Free for 3 users	$20/user/month	$35/user/month	$50/user/month	$65/user/month

Sales Force Automation

Feature	Free	Standard	Professional	Enterprise	Ultimate
Leads	Yes	Yes	Yes	Yes	Yes
Accounts	Yes	Yes	Yes	Yes	Yes
Contacts	Yes	Yes	Yes	Yes	Yes
Deals	Yes	Yes	Yes	Yes	Yes
Workqueue	-	Yes	Yes	Yes	Yes
Sales Forecasting	-	5 Forecasts	10 Forecasts	15 Forecasts	20 Forecasts
Forecasts Based on Territories	-	-	-	Yes	Yes
Macros	-	Yes	Yes	Yes	Yes
Feeds	Yes	Yes	Yes	Yes	Yes
Signals	-	-	Yes	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Document Library	Yes	Yes	Yes	Yes	Yes
Activities(Tasks, Meetings, Calls)	Yes	Yes	Yes	Yes	Yes
Reminders	Task only	Yes	Yes	Yes	Yes
Recurring Activities	Yes	Yes	Yes	Yes	Yes
Calendar Booking	-	Yes	Yes	Yes	Yes
Multiple Currencies	-	5 active currencies	10 active currencies	25 active currencies	50 active currencies
Social integration(Integration with Facebook & X)	-	Yes	Yes	Yes	Yes
Social Tab(Facebook & X accounts of the Company)	-	Yes	Yes	Yes	Yes
Scoring Rules	-	1 rule/ layout | 10 criteria/rule | (Includes field-based and calls-based scoring only)	1 rule/ layout | 20 criteria/rule	5 rules/ layout | 30 criteria/rule	5 rules/ layout | 50 criteria/rule
Team selling	-	-	-	Yes	Yes
Deal split	-	-	-	Yes	Yes
Motivator for Zoho CRM	-	-	Yes	Yes	Yes
My Jobs	-	Yes	Yes	Yes	Yes

CRM Analytics

Feature	Free	Standard	Professional	Enterprise	Ultimate
Standard Reports	Yes	Yes	Yes	Yes	Yes
Custom Reports	-	100	Unlimited	Unlimited	Unlimited
Schedule Reports	-	Maximum 100 schedules	Maximum 100 schedules	Maximum 100 schedules	Maximum 200 schedules
Standard Dashboards	-	Yes	Yes	Yes	Yes
Custom Dashboards	-	Unlimited	Unlimited	Unlimited	Unlimited

Feature	Free	Standard	Professional	Enterprise	Ultimate
Charts and KPIs	-	Yes	Yes	Yes	Yes
Zia Notification subscription for Anomaly Detector components	-	10 components	10 components	10 components	30 components
Comparator	-	25 components	25 components	Unlimited	Unlimited
Funnel	-	25 components	25 components	Unlimited	Unlimited
Quadrant Analysis	-	Yes	Yes	Yes	Yes
Zone	-	Yes	Yes	Yes	Yes
Target Meter	-	Yes	Yes	Yes	Yes
Cohort Analysis	-	5	5	10	25
Stage Component	-	-	-	Yes	Yes
Waterfall Component	-	-	-	Yes	Yes

Marketing Automation

Feature	Free	Standard	Professional	Enterprise	Ultimate
Campaigns	Yes	Yes	Yes	Yes	Yes
Mass EmailThis limit applies only to the org's sales activities. Kindly check Zoho Campaigns for campaigning purpose. Mass emails do not include workflow email notifications.	-	250/day/org	500/day/org	1000/day/org	2000/day/org
Custom Email Templates	10 templates	100 templates	Unlimited	Unlimited	Unlimited
Email Opt-out	Yes	Yes	Yes	Yes	Yes
Autoresponders	-	-	-	3 autoresponders	5 autoresponders
Schedule Mass Email	-	-	10/module	10/module	10/module

Zia

Feature	Free	Standard	Professional	Enterprise	Ultimate
Data Enrichment	-	500 records/user, | maximum of 50,000 records	500 records/user, | maximum of 50,000 records	500 records/user, | maximum of 50,000 records	2000 records/user, | maximum of 50,000 records
Churn Prediction	-	-	-	2/org	20/org
Field Prediction	-	-	2/org	2/org	20/org
Recommendation Builder	-	-	1/org	1/org	10/org
Similarity Recommendation	-	-	1/org	1/org	10/org
Zia Recommendations for CPQ	-	-	Yes	Yes	Yes
Macro Suggestion	-	-	Yes	Yes	Yes
Workflow Suggestion	-	-	-	Yes	Yes
Next Best Experience	-	-	-	(>10 users license)	(>10 users license)
Recommendation Analytics	-	-	Yes	Yes	Yes
Best Time to Contact	-	-	Yes	Yes	Yes
Best Time to Contact Analytics	-	-	-	Yes | (>20 users license)	Yes | (>20 users license)
Best Mode of Contact	-	-	Yes	Yes	Yes
Email and Email Thread Summary	-	-	Yes	Yes	Yes
Email Intent	-	-	Yes	Yes	Yes
Email Custom Intent	-	-	Yes	Yes	Yes
Email Activity Extraction	-	-	Yes	Yes	Yes
Email Sentiment, CNSConsecutive Negative Sentiment	-	-	Yes	Yes	Yes
Email Emotion	-	-	Yes	Yes	Yes
Email Subject Suggestion	-	-	Yes	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Email - Sentence Auto Complete	-	-	Yes	Yes	Yes
Email Translation	-	-	Yes	Yes	Yes
Email Enrichment	-	-	Yes	Yes	Yes
Call Summary	-	-	Yes	Yes	Yes
Call Intent	-	-	Yes	Yes	Yes
Call Sentiment	-	-	Yes	Yes	Yes
Call Emotion	-	-	Yes	Yes	Yes
Call Transcription	-	-	Yes	Yes	Yes
Ask ZiaHelp, Actions, Insights	-	-	Yes	Yes	Yes
Ask Zia (Old UI)	-	-	Yes	Yes	Yes
Zia Module Creation	-	-	Yes	Yes	Yes
Zia Workflow Creation	-	-	Yes	Yes	Yes
Anomalies in Workflow Rule	-	-	-	Yes	Yes
Vision - Image Matching	-	-	1/org	1/org	20/org
Vision - Image Detection	-	-	1/org	1/org	20/org
Intelligent Character Recognition	-	-	2/org	3/org	5/org
Zia Notifications	-	-	Yes	Yes	Yes
Anomaly Notification	-	-	An user can subscribe to 10 components	An user can subscribe to 10 components	An user can subscribe to 30 components
Automatic Anomaly NotificationCustom view and Stage based	-	-	-	Yes	Yes
Workflow Email Duplicate Alert	-	-	-	Yes	Yes
Competitor Alert	-	-	Yes	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Record Owner Suggestion	-	-	-	Yes	Yes
Zia for Forecasts	-	-	Yes	Yes	Yes
Anomaly Detector	-	-	-	10 trends per org. Additionally, 1 trend/user license in the org. (max 50 trends)	10 trends per org. Additionally, 2 trends/user license in the org. (max 100 trends)
Dashboard Component Suggestion	-	-	-	(>20 users license)	(>20 users license)
Zia Scores	-	-	5/org	5/org	10/org
Voice of the Customer	-	-	Yes	Yes	Yes
Strategy Influencer	-	-	6/org	6/org	6/org
Zia Presentation	-	-	Yes	Yes	Yes
Prediction Analytics	-	-	Yes	Yes	Yes
Smart Prompt (ChatGPT, Gemini, Claude, Cohere)	-	-	Yes	Yes	Yes
Smart Prompt (DeepSeek, SiliconFlow)	-	-	Yes	Yes	Yes
Smart Prompt (Zoho Hosted LLM)	-	-	Yes	Yes	Yes
Notes Summary	-	-	Yes	Yes	Yes
Record Summary	-	-	Yes	Yes	Yes
Conversation Summary	-	-	Yes	Yes	Yes
Duplicate Image Detection	-	-	(>20 users license)	(>20 users license)	(>20 users license)
Zia Writing Assistant	-	-	Yes	Yes	Yes
Custom AI Studio	-	Yes	Yes	Yes	Yes
Prompt Builder in Custom Button	-	-	-	Yes	Yes
Image to Canvas	-	Yes	Yes	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Formula Expression Generator	-	-	Yes	Yes	Yes
Zia Agents	-	-	Yes	Yes	Yes

Inventory Management

Feature	Free	Standard	Professional	Enterprise	Ultimate
Products	-	-	Yes	Yes	Yes
Price Books	-	-	Yes	Yes	Yes
Quotes	-	-	Yes	Yes	Yes
Sales Orders	-	-	Yes	Yes	Yes
Invoices	-	-	Yes	Yes	Yes
Vendors	-	-	Yes	Yes	Yes
Purchase Orders	-	-	Yes	Yes	Yes
Inventory Templates	-	-	Yes	Yes	Yes

Product Configurator

Feature	Free	Standard	Professional	Enterprise	Ultimate
Total number of product configurationsAcross the org account.	-	-	10	50	100
Number of "selected" items you can create a rule for	-	-	5	10	20
Number of "additional conditions" per "selected" entry in a rule	-	-	25	25	25
Number of module-based conditions under Primary Rule Criteria	-	-	25	25	25
Total number of Actions per ruleAcross all applicable Rule Actions.	-	-	10	30	50

Price Rules

Feature	Free	Standard	Professional	Enterprise	Ultimate
Total number of price rulesAcross the org account.	-	-	10	50	100
Number of module-based conditions under Primary Rule Criteria	-	-	25	25	25
Number of records that can be selected per rule in the "Direct Type" price rule	-	-	25	25	25
Number of records that can be selected per rule in the "Volume Type" price rule	-	-	5	5	5
Number of range rows that can be added per item in the "Volume Type" price rule	-	-	10	10	10

Guided Selling

Feature	Free	Standard	Professional	Enterprise	Ultimate
Number of Guided Selling flowsAcross the CRM org account.	-	-	25	50	100
Number of Questions that can be added in a Guided selling flow	-	-	10	10	10
Number of Input Options applicable across all question pages	-	-	18	18	18

Customer Support

Feature	Free	Standard	Professional	Enterprise	Ultimate
Cases	-	-	Yes	Yes	Yes
Solutions	-	-	Yes	Yes	Yes
Web-to-Case Form	-	-	10 forms/module	20 forms/module	100 forms/module
Notify Owner	-	Yes	Yes	Yes	Yes

Data Administration

Feature	Free	Standard	Professional	Enterprise	Ultimate
Admin Tools for configuration management	-	-	-	Yes	Yes
File Storage (for Org.)	1GB	1GB | plus | 512MB/user license	1GB | plus | 512MB/user license	1GB | plus | 1GB/user license	5GB | plus | 1GB/user license
Additional File Storage (for Org.)	-	$4.60/month for 5GB	$4.60/month for 5GB	$4.60/month for 5GB	$4.60/month for 5GB
Data Storage (1-200 users)All modules	5,000 records (10 MB)	100,000 records (200 MB)	10GB | (5 Million records approx)	10GB | (5 Million records approx)	10GB | (5 Million records approx)
Additional Data Storage (1-200 users)	-	-	$4/100MB/month	$4/100MB/month	$4/100MB/month
Data storage (> 200 users)All modules	5,000 records (10 MB)	100,000 records (200 MB)	10GB | (5 million records approx)	15GB | (7.5 million records approx)	30GB | (15 million records approx)
Additional Data Storage (> 200 users)	-	-	$2/100MB/month	$2/100MB/month	$2/100MB/month
Import Data	1,000/batch	20,000/batch	50,000/batch	100,000/batch	200,000/batch
Merge Duplicates - Find & Merge Option	Yes	Yes	Yes	Yes	Yes
Merge Duplicates - Deduplicate Option	-	-	Yes	Yes	Yes
Import History	Past 60 days	Past 60 days	Past 60 days	Past 60 days	Past 60 days
Export Module Data	200,000 records/module, upto 10 exports per day	200,000 records/module, upto 100 exports per day	200,000 records/module, upto 250 exports per day	200,000 records/module, upto 500 exports per day	200,000 records/module, upto 1000 exports per day
Export Reports (Daily)	Unlimited formatted reports	200 detailed reports. | | Unlimited formatted reports	200 detailed reports. | | Unlimited formatted reports	200 detailed reports. | | Unlimited formatted reports	300 detailed reports. | | Unlimited formatted reports
Free Data Backup	-	2 data backups/month	2 data backups/month	2 data backups/month	4 data backups/month
Data Backup	$12/request	$12/request	$12/request	$12/request	$12/request
CRM Variables	-	-	-	11 groups + 25 entry/group	11 groups + 25 entry/group

Security Management

Feature	Free	Standard	Professional	Enterprise	Ultimate
Profiles	2	5	15	25	200
Roles	2	5	25	250	500
Reporting Hierarchy	-	-	-	Yes	Yes
Territory Management	-	-	-	150	250
Groups	-	20	30	50	250
Field-Level Security	-	-	Yes	Yes	Yes
Custom Links	-	10 links/module	10 links/module	10 links/module	500 links/module
Default Data Sharing Settings	-	Yes	Yes	Yes	Yes
Public Read Only | (in Default Data Sharing Settings)	-	-	Yes	Yes	Yes
Data Sharing Rules	-	-	-	25 rules per module (Up to 10 criteria-based sharing rules)	100 rules per module (Up to 15 criteria-based sharing rules)
Audit Logs	-	Yes	Yes	Yes	Yes
Allowed IPs	-	Yes	Yes	Yes	Yes
Record Sharing	-	-	-	Yes	Yes
Data Encryption	-	-	-	10 fields/module	20 fields/module
GDPR Compliance Settings	Yes	Yes	Yes	Yes	Yes
HIPAA Compliance Settings	-	Yes	Yes	Yes	Yes

Customization Features

Feature	Free	Standard	Professional	Enterprise	Ultimate
Home Page Components	5	20	20	20	20

Feature	Free	Standard	Professional	Enterprise	Ultimate
Organize Tabs	Yes	Yes	Yes	Yes	Yes
Rename Tabs	Yes	Yes	Yes	Yes	Yes
Group Tabs	-	10 groups	10 groups	25 groups	50 groups
Custom ModulesCreate modules of your own such as Clients, Properties, etc. based on your business requirements.	-	10	25	200	500
Layout Editor	Yes	Yes	Yes	Yes	Yes
Page Layouts	-	-	1 layout/module | (Note: Not applicable for Activities module)	3 layouts/module | (Note: Not applicable for Activities module)	6 layouts/module | (Note: Not applicable for Activities module)
Layout Rules	-	-	-	10/layout	10/layout
Record Locking Configuration	-	-	-	5 rules/module	5 rules/module
Validation Rules	-	-	5/layout	10/layout | (Using Functions: 3/layout)	25/layout | (Using Functions: 5/layout)
Subforms	-	-	1/module	2/module	5/module
Subform fields	-	-	25/subform in a layout	25/subform in a layout	25/subform in a layout
Email Address Duplication Check	-	Yes	Yes	Yes	Yes
Custom Fields(Includes all types of fields)	-	10 fields/module | (Note: Activities module has only 10 fields)	155 fields/module | (Note: Activities module has only 140 fields)	300 fields/module | (Note: Activities module has only 230 fields)	500 fields/module | (Note: Activities module has only 230 fields)
Unique Fields	-	2 fields/module	2 fields/module	2 fields/module	2 fields/module
Picklist History Tracking	-	-	-	Yes	Yes
Color Coding Picklists	-	2 picklist fields/module	5 picklist fields/module	10 picklist fields/module	15 picklist fields/module
Global Sets	-	-	5 global sets/org | 5 global sets/module | 30 picklist associations/global set	30 global sets/org, 15 global sets/module, 30 picklist associations/global set	50 sets/org, 15 global sets/module, 30 picklist associations/global set
Standard List Views	Yes	Yes	Yes	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Custom List Views	5 list views/module	Unlimited	Unlimited	Unlimited	Unlimited
Records in List Views	50	100	100	100	100
Smart Filter	5	5	5	10	10
Kanban View	1 | (Only for the Deals and Activities modules)	5	5	5	10
Modify Criteria Pattern	Yes	Yes	Yes	Yes	Yes
Last Activity Time in Criteria	Yes	Yes	Yes	Yes	Yes
Custom Related Lists	-	-	3/module	5/module	10/module
Customize Search Layout	Yes	Yes	Yes	Yes	Yes
Customize Related Lists Columns	-	Yes	Yes	Yes	Yes
Custom Buttons	-	-	1 button / module	50/module	250/module
Personal Fields(Marking fields as personal)	30 fields/module	30 fields/module	30 fields/module	30 fields/module	30 fields/module
Web Tabs	-	1	5	25	50
Copy Customization	-	Yes	Yes	Yes	Yes
Wizards	5 wizards, upto 2 per module	-	-	10 wizards, upto 2 per module	25 wizards, upto 5 per module
Multiple Sales Pipeline(Only for Deals module)	Default (standard) pipeline only	5	10	20	50
Customize User Layout	-	10 custom fields	50 custom fields	50 custom fields	50 custom fields
Domain Mapping	-	-	-	Yes	Yes
External Fields	-	-	-	10	15
Lookup Filter	-	-	-	Yes	Yes
Fields of Lookup	-	-	-	5 fields/lookup field	5 fields/lookup field

Feature	Free	Standard	Professional	Enterprise	Ultimate
Kiosk Studio	-	2 kiosks	7 kiosks	25 kiosks	50 kiosks

Canvas

Feature	Free	Standard	Professional	Enterprise	Ultimate
List View	-	50 views/module	50 views/module	50 views/module	50 views/module
Detail View	-	25 views/module	25 views/module	25 views/module	25 views/module
Form View	-	25 views/module	25 views/module	25 views/module	25 views/module
Print View	-	25 views/module	25 views/module	25 views/module	25 views/module
Canvas Rules	-	100 rules/module	100 rules/module	100 rules/module	100 rules/module
Reusable components Available in Detail Views and Form Views	-	25 components/org	25 components/org	25 components/org	25 components/org
Import/Export Canvas views Applicable for List Views, Detail Views, and Form Views	-	10 views/org	10 views/org	10 views/org	10 views/org

Maximum limit for individual field types

Feature	Free	Standard	Professional	Enterprise	Ultimate
String fields (Single Line, Multi Line, Pick List, Multi-select Pick List, Email, Phone, URL, and Auto Number) | Maximum 10 Text Area fields	-	10 | (includes upto 1 Rich Text Fields)	60 | (includes upto 2 Rich Text Fields)	200 | (includes upto 5 Rich Text Fields)	200 | (includes upto 5 Rich Text Fields)
Number fields(Digits without decimal)	-	10	20	40	40
Decimal, Percentage, Currency fields	-	10	15	60	60
Date Fields	-	10	15	50	50
Date Time Fields	-	10	10	50	50
Boolean (Checkbox)	-	10	20	80	80
Long Integer Fields	-	10	15	35	35

Feature	Free	Standard	Professional	Enterprise	Ultimate
Lookup Fields	-	1	5	10	15
Multi-select Lookup Fields	-	-	-	2	2
User Fields	-	-	-	5	5
Record Image Field	Yes	Yes	Yes	Yes	Yes
File Upload Field	-	2 fields per module	5 fields per module	10 fields per module	15 fields per module
Auto-number Fields(Included in the total no. of Text fields)	-	1	1	1	1
Formula Fields(Included in the total no. of individual field types: Decimal, Currency, String, Date, DateTime, Boolean)	-	-	15	20	25
Multi-user Field	-	-	-	1	1
Image Upload Field	-	2 fields per module	5 fields per module	10 fields per module	15 fields per module
Rollup summary	-	-	2 fields per module	10 fields per module	15 fields per module

Special Fields

Feature	Free	Standard	Professional	Enterprise	Ultimate
Contact Role	Yes	Yes	Yes	Yes	Yes
Terms & Conditions	-	-	Yes	Yes	Yes
Tax Rates	-	-	Yes	Yes	Yes

Next Gen UI

Feature	Free	Standard	Professional	Enterprise	Ultimate
Sidebar	Yes	Yes	Yes	Yes	Yes
Teamspace availability	-	Yes	Yes	Yes	Yes
Teamspace Limits	-	5	10	25	25

Feature	Free	Standard	Professional	Enterprise	Ultimate
Max Folders per Teamspace	-	50	50	50	50
Interactions Tab	-	-	-	Yes	Yes
Chart view	-	2/module	2/module	5/module	5/module
Grid view	-	5/module	5/module	10/module	25/module
Timeline view	-	-	-	Yes	Yes
Split view	1/org	5/org	5/org	10/org	25/org
Dark mode	Yes	Yes	Yes	Yes	Yes

Team Module

Feature	Free	Standard	Professional	Enterprise	Ultimate
Team Module	-	Yes	Yes	Yes	Yes
Maximum ModulesCombining both Custom Modules and Team modules.	-	10	25	200	500
Custom fields per Team Module	-	25	50	300	500
Lookup fields	-	1	5	10	15
File upload fields	-	1	5	5	5
Public fields Limits	-	30	30	30	30
Team Users Availability	-	Yes	Yes	Yes	Yes
Connected workflows	-	2 workflows, up to 5 modules, 5 triggers each	2 workflows, up to 10 modules, 5 triggers each	10 workflows, up to 15 modules, 10 triggers each	10 workflows, up to 15 modules, 10 triggers each
Connected workflow actions	-	3 create connected record, 5 field update, 3 notify	3 create connected record, 5 field update, 3 notify	3 create connected record, 5 field update, 3 notify	3 create connected record, 5 field update, 3 notify

Process Management

Feature	Free	Standard	Professional	Enterprise	Ultimate
Blueprint	-	-	3 Blueprints (Includes the default Blueprints)	50 Blueprints (Includes the default Blueprints)	100 Blueprints (Includes the default Blueprints)
Clone Blueprint	-	-	Yes	Yes	Yes
Common Transition per Blueprint	-	-	2	10	25
Transition per Blueprint	-	-	10	100	300
Field Count During Transition(This includes Fields, Associated Items, Messages, Widgets, and Checklists.)	-	-	4	10	50
Approval Process	-	-	-	Up to 10 active processes/module, with up to 5 rules/process	Up to 50 active processes/module, with up to 5 rules/process
Review Process	-	-	-	5/module	10/module
Journey Builder	-	-	1 active journey | | 50,000 record entries/day and 100,000 record movements/day across all journeys	5 active journeys | | 50,000 record entries/day and 100,000 record movements/day across all journeys	5 active journeys | | 100,000 record entries/day and 200,000 record movements/day across all journeys
Path Finder	-	-	1 active process | | 50,000 record entries/day and 100,000 record movements/day across all processes	5 active processes | | 50,000 record entries/day and 100,000 record movements/day across all processes	5 active processes | | 100,000 record entries/day and 200,000 record movements/day across all processes

Automation

Feature	Free	Standard	Professional	Enterprise	Ultimate
Workflow Rules | (Organization limits)	2500 | (maximum 2000 active)	2500 | (maximum 2000 active)	2500 | (maximum 2000 active)	2500 | (maximum 2000 active)	2500 | (maximum 2000 active)
Workflow Rules | (Configuration limits)	10 rule/module | (maximum 5 active)	30 rules/module (maximum 15 active) | 5 conditions/rule	80 rules/module (maximum 40 active) | 5 conditions/rule	125 rules/module (maximum 75 active) | 10 conditions/rule	150 rules/module (maximum 100 active) | 10 conditions/rule

Feature	Free	Standard	Professional	Enterprise	Ultimate
Scheduled Action	-	5 actions/condition	5 actions/condition	5 actions/condition	5 actions/condition
Workflow Usage	-	-	Yes	Yes	Yes
Tasks	5 tasks/action	5 tasks/action	5 tasks/action	5 tasks/action	5 tasks/action
Reminder for | Workflow Tasks	-	Yes	Yes	Yes	Yes
Email Notifications(Sending workflow emails to CRM users and customers)	5 email notifications/action, 50 emails/user license, 150 emails/day | (whichever is lower) | **Emails can be sent only to the CRM users.	5 email notifications/action, 100 emails/user license, 5,000 emails/day | (whichever is lower)	5 email notifications/action, 200 emails/user license, 10,000 emails/day | (whichever is lower)	5 email notifications/action, 500 emails/user license, 25,000 emails/day | (whichever is lower)	5 email notifications/Action, 1,000 emails/User License, 50,000 emails/Day | (whichever is lesser)
Record Owner, Record Creator, Record Owner's Manager(Options in Alert)	Yes	Yes	Yes	Yes	Yes
Using Email field from the Module & Related Modules	-	Yes	Yes	Yes	Yes
Field Updates	-	5 field updates/action	5 field updates/action	5 field updates/action	5 field updates/action
Delete(Execute On Record Action)	-	Yes	Yes	Yes	Yes
Field Update(Execute On Record Action)	-	Yes	Yes	Yes	Yes
Add Task, Add Meeting, Schedule Call, and Create Record(Execute On Record Action)	1,000 | | (Only Add Task is supported)	50,000	300,000	500,000	500,000
Assign Record Owner(Execute On Record Action)	-	Yes	Yes	Yes	Yes
Workflow Convert	-	Yes	Yes	Yes	Yes
Execute Based on Date Field Value	-	Yes	Yes	Yes	Yes
Execute Based on Record's Score	-	Yes	Yes	Yes	Yes
Execute Based on Recommendation	-	-	-	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Webhooks(Workflow action)	-	1/action | 25,000 calls/day or 100 calls/user license/day | Limit applicable for the org. | (whichever is lower)	1/action | 50,000 calls/day or 100 calls/user license/day | Limit applicable for the org. | (whichever is lower)	1/action | 500,000 calls/day or 500 calls/user license/day | Limit applicable for the org. | (whichever is lower)	1/action | 1,000,000 calls/day or 1000 calls/user/day | Limit applicable for the org. | (whichever is lower)
Actions by Zoho Flow	-	Yes	Yes	Yes	Yes
Assignment Rules	-	10 rules/module & 20 rule entries	20 rules/module & 20 rule entries	50 rules/module & 100 rule entries	50 rules/module & 100 rule entries
Assignment Thresholds	-	-	20 thresholds per module & 500 users per threshold	30 thresholds per module & 500 users per threshold	30 thresholds per module & 500 users per threshold
Functions(Workflow action)	-	-	-	1 Instant Action and 5 Time-Based Actions per Rule	1 Instant Action and 5 Time-Based Actions per Rule
Custom Schedules	-	-	-	30 schedules/org	50 schedules/org
Segmentation	-	-	-	1 (active or inactive) | 5 (unpublished or draft)	5 (active or inactive) | 20 (unpublished or draft)
Workflow Usage Report	-	-	-	Yes	Yes
Cadences(Follow-ups supported: Email, Task, Call, WhatsApp)	-	20 cadences/module, up to 10 active/module at a time; maximum 18 follow-ups	40 cadences/module, up to 20 active/module at a time; maximum 40 follow-ups	60 cadences/module, up to 30 active/module at a time; maximum 70 follow-ups	70 cadences/module, up to 50 active/module at a time; maximum 90 follow-ups

Webforms

Feature	Free	Standard	Professional	Enterprise	Ultimate
Forms for Leads/Contacts	1 form/module	5 forms/module	10 forms/module	20 forms/module	100 forms/module
Approve Records	Yes	Yes	Yes	Yes	Yes
Auto Response Rules	1 rule	5 rules	10 rules	20 rules	25 rules
Unsubscribe Links	2	5	10	10	10
Notify Record Owner	-	Yes	Yes	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Webform Analytics	-	-	-	100,000 visits/month and 3 months of data for Analytics	300,000 visits/month and 6 months of data for Analytics
Webform A/B Testing	-	-	-	2 webforms/module	10 webforms/module

Email

Feature	Free	Standard	Professional	Enterprise	Ultimate
Individual Email	50 emails /user/day | (Maximum 150 per org)	300/user/day |	300/user/day	300/user/day	300/user/day
Email Integration (IMAP/POP3/Gmail API/Graph API)	-	Yes	Yes	Yes	Yes
Email Insights	-	Yes | (Note: Includes response tracking & limited options under advanced filters.)	Yes	Yes	Yes
Organization Emails	3	50	75	500	500
BCC Dropbox	-	10 approved email addresses	10 approved email addresses	10 approved email addresses	10 approved email addresses
Attachments in Email	10MB	10MB	10MB	10MB	10MB
Email Sharing	-	Yes	Yes	Yes	Yes
Email Scheduling	Yes	Yes	Yes	Yes	Yes
Email Authentication	10 Domains	10 Domains	50 Domains	100 Domains	100 Domains
Email Parser	-	-	-	Up to 20 parsers, with a maximum of 10 active at a time	Up to 40 parsers, with a maximum of 20 active at a time
Email Association with Deals	-	Yes	Yes	Yes	Yes
Email Relay	-	-	10 domains	20 domains	20 domains
Zoho CRM for Office 365	-	Yes	Yes	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Zoho CRM for Gmail Add-on	-	Yes	Yes	Yes	Yes
SalesInbox	-	-	-	Yes	Yes

Apps for Zoho CRM

Feature	Free	Standard	Professional	Enterprise	Ultimate
ABM for Zoho CRM	-	-	-	Yes	Yes
ABM: Accounts and segments	-	-	-	Up to 200,000 accounts, max 25,000 per segment, 25 segments	Up to 500,000 accounts, max 50,000 per segment, 35 segments
ABM: Journey and usage	-	-	-	10 journeys, 50,000 email actions, 5,000 enrichments	15 journeys, 50,000 email actions, 5,000 enrichments
Incentives for Zoho CRM	-	-	-	Yes	Yes
Number of draft plans	-	-	-	60/ org	60/ org
Number of active plans	-	-	-	30/Org	30/Org
Number of Total plans (Includes Active, draft, completed, and cancelled plans)	-	-	-	500 plans/org	500 plans/ org
Number of recipients per plan: Max limit	-	-	-	3000 recipients/ plan	3000 recipients/ plan
Number of Commissionable per plan: Max limit	-	-	-	500 line items/ plan	500 line items/ plan

Integrations

Feature	Free	Standard	Professional	Enterprise	Ultimate
CRM Marketplace (Extensions for Zoho CRM) | *some extensions are not available in the Standard and Professional Editions	-	5	10	20	50
Zoho Creator Integration	-	Yes	Yes	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Integration with Online Meeting providersIntegrations available with Hosted and On Premise Meeting providers	-	Yes	Yes	Yes	Yes
Visitor Tracking | Zoho SalesIQ Integration	Yes	Yes	Yes	Yes	Yes
Zoho Survey IntegrationSurvey campaigns can only be created in Enterprise edition and above.	Yes	Yes	Yes	Yes	Yes
Survey Creation in Campaigns Module	-	Yes	Yes	Yes	Yes
Zoho Writer Add-on	-	Yes	Yes	Yes	Yes
Zoho Desk Integration	Yes	Yes	Yes	Yes	Yes
Zoho Projects Integration	Yes	Yes	Yes	Yes	Yes
Zoho Finance Suite Integration Includes Zoho Books, Zoho Invoice, Zoho Expense, Zoho Inventory, and Zoho Billing.	-	-	Yes	Yes	Yes
Zoho PhoneBridge Integrations available with Hosted and On Premise PBX	-	Yes	Yes	Yes	Yes
Zoho Analytics Integration	Yes	Yes	Yes	Yes	Premium Zoho Analytics with CRM-focused features is included at no extra cost. Need more capabilities? Explore add-ons: Learn more
Zoho Campaigns Integration	Yes	Yes	Yes	Yes	Yes
Zoho Forms Integration	Yes	Yes	Yes	Yes	Yes
Zoho Webinar Integration	-	Yes	Yes	Yes	Yes
Zoho Backstage Integration	-	Yes	Yes	Yes	Yes
Zoho Meetings Integration	-	Yes	Yes	Yes	Yes
Mail Merge Template (Plug-in for Microsoft Office)Default merge limit is 1000 merges/month/org. Additional merges can be purchased.	-	-	1000 merges/month/org	1000 merges/month/org	1000 merges/month/org
Attach from Google Docs	-	Yes	Yes	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Google Calendar Synchronization | (For Google Users)	-	Yes	Yes	Yes	Yes
Google Contacts Synchronization | (For Google Users)	-	Yes	Yes	Yes	Yes
Zoho CRM for Google Ads	-	-	Yes	Yes	Yes
Slack Integration	-	Yes	Yes	Yes	Yes
QuickBooks integration for Zoho CRM	-	-	Yes	Yes	Yes
Zoho CRM Mobile Edition	Yes	Yes	Yes	Yes	Yes
Zoho CRM Analytics Mobile Edition	-	Yes	Yes	Yes	Yes
Check-in	Yes	Yes	Yes	Yes	Yes
Zoho Directory Integration	-	Yes	Yes	Yes	Yes
Remote Sales Office	-	Yes	Yes	Yes	Yes
LinkedIn Sales Navigator Integration	-	Yes	Yes	Yes	Yes
WhatsApp BusinessSending WhatsApp messages requires credits.	-	Yes	Yes	Yes	Yes
Google Chat Integration	-	Yes	Yes	Yes	Yes
LINE Business	-	-	-	Yes	Yes

Google Workspace

Feature	Free	Standard	Professional	Enterprise	Ultimate
Export Meetings to Google Calendar	-	Yes	Yes	Yes	Yes
Export to Google Tasks	-	Yes	Yes	Yes	Yes
Synchronize Google Calendar | (For Google Workspace Users)	-	Yes	Yes	Yes	Yes
Synchronize Google Contact | (For Google Workspace Users)	-	Yes	Yes	Yes	Yes
Zoho CRM Webforms for Google Sites	-	1/module	10/module	20/module	100/module

Developer Hub

Feature	Free	Standard	Professional	Enterprise	Ultimate
APIs - Allowed credits | More details on API limits | In a 24 hour window.	5,000	50,000 + (Number of User licenses x 250) + Add-on credits	50,000 + (Number of User licenses x 500) + Add-on credits	50,000 + (Number of User licenses x 1000) + Add-on credits	50,000 + (Number of User licenses x 2000) + Add-on credits
APIs - Maximum credits | In a 24 hour window.	5,000	100,000	3,000,000	5,000,000	Unlimited
Functions - Allowed credits | More details on Function limits | In a 24 hour window.	-	5,000 + (Number of User licenses x 200) | *(Available only through extensions)	5,000 + (Number of User licenses x 200) | *(Available only through extensions)	20,000 + (Number of User licenses x 500) + Add-on credits	20,000 + (Number of User licenses x 1,000) + Add-on credits
Functions - Maximum credits | In a 24 hour window.	-	15,000	20,000	400,000	Unlimited
Client Script	-	-	Yes	Yes	Yes
Widgets	-	-	50	200	200
Connections	-	Yes	Yes	Yes	Yes
GraphQL	-	-	-	Yes	Yes
ZDK CLI (Beta) | Currently available exclusively in the Sandbox environment.	-	-	-	Yes	Yes
Queries	-	-	100 Queries	250 Queries, 200 Sources	500 Queries, 200 Sources
Circuits	-	-	-	15,000 credits	20,000 credits
Data Model	-	-	Yes	Yes	Yes
Sources	-	-	-	200	200

General

Feature	Free	Standard	Professional	Enterprise	Ultimate
Personal Settings	Yes	Yes	Yes	Yes	Yes
Company Logo and Theme	Yes	Yes	Yes	Yes	Yes

Feature	Free	Standard	Professional	Enterprise	Ultimate
Fiscal Year	Yes	Yes	Yes	Yes	Yes
Business Hours	Yes	Yes	Yes	Yes	Yes
PortalsExtend CRM access to customers, vendors, and other stakeholders.	-	-	1,000 free invites shared across Portal user types. | | Pricing for additional portal user licenses.	1,000 free invites shared across Portal user types. | | Pricing for additional portal user licenses.	1,000 Free invites shared across Portal user types. | | Pricing for additional portal user licenses.
Sandbox	-	-	-	3 Configuration, 2 Configuration and Data type Sandboxes	7 Configuration, 3 Configuration and Data type Sandboxes
Business Card View	Yes	Yes	Yes	Yes	Yes
Calendar	Yes	Yes	Yes	Yes	Yes
Calendar Synchronization | (CalDAV Access)	-	Yes	Yes	Yes	Yes
Advanced filters	Yes	Yes	Yes	Yes	Yes
Tags for Records	-	5 tags/record | 20 tags/module	10 tags/record | 60 tags/module	10 tags/record | 100 tags/module	10 tags/record | 200 tags/module
Sticky Notes	Yes	Yes	Yes	Yes	Yes
Translations	-	-	-	Yes	Yes
Users	3 users (Free)	$14/month billed annually; $20 month-to-month	$23/month billed annually; $35 month-to-month	$40/month billed annually; $50 month-to-month	$52/month billed annually; $65 month-to-month
Lite Users | Lite users can be added on to Enterprise and Ultimate licenses with a minimum of 25 regular user licenses.	-	-	-	Contact Zoho / CRMOZ for USD quote	Contact Zoho / CRMOZ for USD quote
Accessibility Controls	Yes	Yes	Yes	Yes	Yes

CRMOZ

Zoho CRM consultation & extension support

Working Hours

Monday - Friday
9 AM - 6 PM (GMT+2)
8 AM - 6 PM (GMT-4)

Support for Extensions

Phone: +1 914 2943207
Email: market@crmoz.com
Website: www.crmoz.com

Headquarter

4th Street North 7901, ste 300,
33702 St. Petersburg, Florida, US

Sources & pricing notes

Features: Zoho CRM complete feature list
USD subscription and storage/backup prices: Zoho official USD edition comparison PDF
Contacts and business hours supplied by CRMOZ.
The official USD PDF is a separate published reference; confirm current checkout and add-on pricing before purchase. Lite-user USD pricing requires a quote. Feature availability may depend on region, user count, eligibility and additional subscriptions.