



Customer Relationship Management (CRM) App Comparison

Sorted by Score, then by Cost

Rank	CRM Application	1. Cloud-hosted	2. Multi-user	3. P. Petty	4. Robust Segmentation	5. Doesn't "punt" email	6. Email Templates & Campaigns	7. Text/SMS Campaigns	8. Mobile User Interface	9. Web lead capture	10. Collects monthly. \$25	11. 2-way Referral Links	12. Deals	13. Tasks	14. Document Storage	15. Web forms	16. Calendar	17. Reports	18. Short Learning Curve	19. Sales Process Automation	20. Mass field updates	21. Robust, Forgiving Import/Export	22. Custom Fields	23. Saved Search	24. Email Campaign Open/Click Feedback	% Score	Starting Cost/User/Month	Free Version	Group Rates	Gmail-friendly	Xero Accounting Integration	Real Estate	Daily Mailout Limit
1	Wise Agent	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	88	\$5	X	X		X	2,500		
2	crmpro.com	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	79	\$25	X						
3	Karma 2 CRM	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	75	\$9	X	X			500		
4	Salesforce Pro	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	67	\$65			X				
5	Microsoft Dynamics	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	67	\$65			X				
6	On Contact	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	67	\$50							
7	Maximizer	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	67	\$49							
8	Act	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	67	\$46							
9	Sugar	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	63	\$35			X				
10	Base CRM	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	58	\$15		X					
11	Agile CRM	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	58	\$10	X	X					
12	Oprius	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	54	\$25							
13	Capsule	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	54	\$12	X		X				
14	Pipeline Deals	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	50	\$24		X			1,000		
15	Zoho Pro	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	50	\$20							
16	Relenta	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	50	\$13		X					
17	Less Annoying CRM	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	50	\$10							
18	Insightly	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	50	\$9	X		X	X			
19	Nimble	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	46	\$15							
20	Pipedrive	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	46	\$9							
21	Radium	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	46	\$8	X	X	X				
22	Upvise	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	46	\$5	X						
23	Solve 360 – Select	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	42	\$25		X	X				
24	Communicator CRM/CMS (Kiwi)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	42	\$25			X				
25	Highrise	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	42	\$24			X				
26	Adobe Business Catalyst CRM/CMS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	42	\$19							
27	Nutshell	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	42	\$15	X	X					
28	Method CRM – syncs with QB	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	38	\$25		X					
29	Stride	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	38	\$19							
30	Clinchpad	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	38	\$4	X	X					
31	Streak for Gmail	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	33	\$19	X	X	X				
32	Batchbook	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	29	\$35	X	X	X				
33	Results CRM																								0								
34	Buffini Referral Maker																								0						X		
35	Top Producer																								0						X		
36	Market Leader																								0						X		