

	Lite	Pro	Max	Max Classic
<b>Organize Leads</b>				
Contact management	✓	✓	✓	✓
B2B management	✓	✓	✓	✓
Opportunity records				✓
Contact segmentation (tags)	✓	✓	✓	✓
Saved searches/filters/contact lists	✓	✓	✓	✓
Tasks	✓	✓	✓	✓
Lead capture forms	✓	✓	✓	✓
Landing pages		✓	✓	✓
Company records	✓	✓	✓	✓
Custom fields	100	100	150	150
Lead source tracking				✓
Lead scoring			✓	✓
Customizable dashboard		✓	✓	✓

## Get More Jobs

Quotes	✓	✓	✓	✓
Appointments	✓	✓	✓	
Sales pipeline		✓	✓	✓
Sales round robin				✓

Lite

Pro

Max

Max Classic

## Stay Connected

Keap mobile app	✓	✓	✓	
Dedicated business line	✓	✓	✓	
1:1 text messages	✓	✓	✓	
Email marketing	✓	✓	✓	✓
Text message broadcasts		✓	✓	Q1 2022
Automated text messaging		✓	✓	✓
A/B email testing	✓	✓	✓	✓
Email sync (Gmail, Outlook)	✓	✓	✓	✓
Calendar sync (Gmail, Outlook)	✓	✓	✓	
Google reviews	✓	✓	✓	

## Get Paid

Invoices	✓	✓	✓	✓
One-time payments	✓	✓	✓	✓
Recurring payments	✓	✓	✓	✓
Shopping cart				✓
Checkout forms		✓	✓	
Sales funnels			Coming soon	Coming soon
Shopify integration			Mar. 2022	Coming soon

	Lite	Pro	Max	Max Classic
One-click upsells			✓	
Promo codes			✓	✓
Order forms				✓

## Automate the Work

Easy Automations	Limited	✓	✓	
Advanced Automations (Campaign Builder)		✓	✓	✓
Reminders	✓	✓	✓	
Internal Forms	Basic	✓	✓	✓
Pipeline Automation		✓	✓	✓
API (integrations)	Limited	✓	✓	✓

## Administrative Tools

Reports		✓	✓	✓
Analytics			✓	✓
Default user roles	✓	✓	✓	✓
Custom user roles				✓
Data migration support	✓	✓	✓	✓
Affiliate management				✓