Keap Product Family Feature Comparison

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This article applies to:

Features	Max	Ultimate	Max Classic
SOFTWARE			
CRM	✓	✓	✓
• Contact Management	✓	✓	✓
• Contact Segmentation (tags)	✓	✓	✓
• Saved searches/filters/contact lists	✓	✓	✓
• Tasks	✓	✓	✓
• Notes	✓	✓	✓
• Company Records	✓	✓	✓
• Custom Fields	150	150	150
• Lists	✓	✓	✓
• Automation History	✓	✓	✓
Lead Scoring	✓	✓	✓
Customizable Dashboards	✓	✓	✓
MARKETING			
Landing Pages	✓	✓	✓
• Multi-page funnels	✓	✓	✓
• Templates	✓	✓	✓
Forms	✓	✓	✓
Email Marketing	✓	✓	✓
• Email Broadcasts	✓	✓	✓

• Newsletters	✓	✓	✓
• 1:1 Email Messages	✓	✓	✓
• Templates	✓	✓	✓
Keap AI	✓	✓	✓
• AI Content Assistant	✓		
• AI Automation Assistant	✓	✓	✓
Text marketing	✓	✓	✓
• Included messages	500	500	500
• 1:1 text messages (send and reply)	✓	✓ (Replies only)	
• Text message broadcasts	✓	✓	✓
• Automated text messages	✓	✓	✓
Voice Calls			
• Local	✓		
• Toll Free	✓	✓	✓
• Receive Voicemails	✓		
• Calls through Mobile App	✓		
Mobile app (iOS and Android)	✓	✓	✓
Website visitor tracking	✓	✓	✓
Liquid syntax/ Dynamic content	✓	✓	✓
Lead source tracking	✓	✓	✓
Branding Center	✓	✓	✓
SALES			
Invoices	✓	✓	✓
Quotes	✓	✓	✓
Appointment Scheduler	✓	✓	✓
Automated Appointment Booking	✓	✓	
Embedded Calendly Booking	✓		
Pipelines	✓	✓	

Opportunities			✓
Round robin			✓
Checkout forms	✓	✓	✓
• Promo codes	✓	✓	✓
• One-Click Upsells	✓	✓	✓
Payment processor	✓	✓	✓
• One-time payments	✓	✓	✓
• Recurring/Subscription payments	✓	✓	✓
• Payment Plans		✓	✓
Shopping cart		✓	✓
Referral partner center		✓	✓
Sales tax auto-calc	✓	✓	✓
SERVICE			
Internal forms	✓		✓
Google reviews	✓		✓
OPERATIONS			
Employee reminders	✓		
Workflow automation	✓		✓
My Day	✓		
• Task management	✓		✓
Billing automation	✓		✓
• Native Adv. Billing Automation	✓		✓
• Credit card expiry reminders			
Native Zapier integration			
AUTOMATE			
Easy automation builder	✓	✓	
• Templates	✓	✓	
Visual, drag-and-drop automation builder	✓	✓	✓
• Decision diamonds	✓	✓	✓

• Canvas notes	✓	✓	✓
• Process visualization	✓	✓	✓
• Templates	✓	✓	✓
• Filter, search, and categorize	✓	✓	✓
Action Sets		✓	✓
Reminders	✓	✓	✓
API & webhooks	✓	✓	✓
3rd party integrations	✓	✓	✓
ADMINSTRATIVE TOOLS			
Reports	✓	✓	✓
• Reporting hub	✓	✓	✓
• Email health widget	✓	✓	✓
Roles and Permissions	✓	✓	✓
• Default user roles	✓	✓	✓
• Custom user roles, groups, and permissions	✓	✓	✓
Merge duplicate contacts	✓	✓	✓
Email sync (Gmail, Outlook)	✓	✓	✓
Calendar sync (Google, Outlook)	✓	✓	✓
MOBILE			
Business Card Scanner	✓	✓	✓
Invoices	✓	✓	✓
Tasks	✓	✓	✓
Contacts	✓	✓	✓
Keap Business Line (Calls, Texts, Voicemail)	✓		
Appointments	✓		
Push Notifications	✓	✓	✓
SUPPORT			
Keap Academy	✓	✓	✓
24/7 chat support	✓	✓	✓
U.S. based phone support	✓	✓	✓

Dedicated Customer Success Manager	✓	✓	✓
Keap Community	✓	✓	✓