











* Zapier's CRM App Cheat Sheet






CRM Categories

Contacts	Gather info about your contacts, log interactions and notes, and surface related internal connections
Conversations	Pull out contact interactions, group conversations by those involved, and show where to reply and follow up
Leads & Deals	Track potential customers as "leads", add info as you work, and turn that lead into a "deal"
Marketing Automation	Tie a CRM directly into your site or app, helping you personalize your marketing and communicate with contacts
Multipurpose	CRM is one feature of a broader app, lets you select a number of apps and use them together in one place









The Best CRMs for Contacts

Name	Description	Free Plan	Paid Plan Starts At
 Google Contacts	The most basic CRM available; already available to Gmail users	Unlimited	Google Apps for Work starts at \$5/user/month
 Highrise	Helps you know everything possible about your contacts	2 users	Around \$4/user/month
 CleverTim	A quick overview of your contacts' info	2 users	Around \$4/user/month
 Insightly	Google Apps-styled CRM that automatically finds contact info	3 users	\$9/user/month
 OnePageCRM	Keeps everything on one page	-	Around \$10/user/month
 Act! Cloud	An advanced, social network-powered address book	-	\$10/user/month
 Capsule	Organize your contacts into lists	2 users	\$12/user/month
 Solve	A deeply customizable CRM that's integrated with Google Docs	-	Around \$13/user/month (min. 3 users)
 Nimble	An address book that'll tell you who to contact	-	\$15/user/month
 Batchbook	Quickly import your contacts and work the way you want	-	\$55/month for unlimited users











The Best CRMs for Conversation

Name	Description	Free Plan	Paid Plan Starts At
 Nutshell	A CRM that's fun and tells you more about your contacts	-	\$15/user/month
 Contactually	Quickly send bulk emails with customizable templates	-	\$18/user/month
 Streak	A CRM that's built into Gmail	5 users	\$19/user/month
 RelatIQ	Easily share all of your team's email conversations	-	\$49/user/month
 Close.io	Track emails and phone conversations together	-	\$59/user/month




The Best CRMs for Leads & Deals

Name	Description	Free Plan	Paid Plan Starts At
 ProsperWorks	A mix of contact, conversation, and deal management	Unlimited in beta	-
 Pipedrive	A Kanban board-driven CRM that shows everything at a glance	-	\$9/user/month
 Zoho CRM	Manage your leads and deals in a suite of apps	3 users	\$12/user/month
 Base	Helps you know exactly what you need to do next	-	\$15/user/month
 PipelineDeals	A dashboard that shows you everything that's going on	-	\$24/user/month
 Pipeliner	Link your contacts and their relationships graphically	-	\$35/user/month
 SugarCRM	Know everything possible about the people you're selling to	-	\$35/user/month; Free Community Edition
 Salesforce	A powerful CRM platform that lets you customize everything	-	\$65/user/month

The Best CRMs for Marketing Automation

Name	Description	Free Plan	Paid Plan Starts At
 Intercom	Talk to customers directly through your web or mobile app	Limited use	Around \$20 per 1k customers for full features
 Inbound Now	A WordPress-powered, self-hosted marketing engine and CRM	Limited features	Add extra features starting at \$9.99 per plugin
 Interakt	Rich analytics about your customers	-	Around \$10/user/month (beta pricing)
 Instant Customer	Keep up with leads from calls, lead pages, email, SMS, and more	-	Around \$10/user/month
 Agile CRM	See simple ways to engage customers	-	From \$14.99/user/month
 Jumplead	Know exactly where your customers come from	1 user	Around \$16/user/month for basic plans
 CallTrackingMetrics	Phone call tracking and SMS marketing	-	\$29/month for unlimited users
 Infusionsoft	Know what you need to work on plus eCommerce features	-	Around \$75/user/month
 Hatchbuck	Focus on your individual contacts and their actions on your site	-	Starts at \$99/month for 1 user
 HubSpot	Make your content marketing work for you	-	\$200/month for 3 users

The Best Multipurpose CRMs

Name	Description	Free Plan	Paid Plan Starts At
 Podio	Combine all of your team's data in one app	5 users	\$9/user/month
 Odoo	A self-hosted suite of apps	2 users	\$15/user/month for each app
 TrackVia	Build a CRM that works the way you want	-	Around \$10/user/month (beta pricing)