

# Customer.io

Product Benefits Overview — April 2026

<https://customer.io>

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## Pricing

- \$100/mo
- Free plan available (limited features)
- Custom enterprise pricing on request

## Key Strengths

- analytics
- dashboards
- API
- AI-powered
- workflow
- automation

## Limitations

- Some advanced features may require a learning curve
- Premium plans needed for full functionality
- Usage limits on lower-tier plans