

ActiveCampaign

Product Benefits Overview — April 2026

<https://activecampaign.com>

User Rating: 8.8/10

Pricing

- \$145 /mo
- Free plan available (limited features)
- Custom enterprise pricing on request

Key Strengths

- analytics
- mobile app
- API
- social media
- AI-powered
- workflow

Limitations

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