



MARKETING

Plans & Email Usage

Marketing's three plan tiers, what each includes, how email quotas and overage pricing work, how to upgrade or downgrade.

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Marketing offers three subscription tiers based on monthly email volume. All tiers include unlimited contacts, the full drag-and-drop editor, Canva import, custom-domain sending, segments and tags, popups and embeds, and custom branding. The tiers differ only in **monthly included emails**, **user seats**, and **priority support**.

Available Plans

- **Marketing Individual** — 1 user, 125 emails/month included. Great for solo agents getting started.
- **Marketing Growth** — 2 users, 1,000 emails/month included.
- **Marketing Pro** — 5 users, 5,000 emails/month included. Priority support.

ADVISOR TIP

See current pricing on the Marketing plans page in your account. We don't document prices in this guide so they're never out of date.

What "1 Email" Means

One email = one delivery to one recipient. A campaign sent to 500 contacts uses 500 emails from your monthly quota. Automation steps count the same way — each step's send is one email per recipient who reaches that step.

Test sends to yourself are **not counted** against the quota — they're free. Bounced sends are counted (the email left Marketing's queue).

Overage Pricing

If you go over your included monthly volume, Marketing keeps sending — your campaigns are not blocked. Overage is billed at a flat per-1,000-email rate at the end of the month. Growth and Pro have slightly different overage rates.

ADVISOR TIP

Marketing does NOT auto-upgrade you. If you consistently use overage emails (e.g., you're on Individual and sending 800 emails per month), the next-tier plan is cheaper than the overage rate. Check your **Usage** page monthly.

Viewing Your Usage

Go to **Settings** → **Plan & Usage** to see:

- Current plan and renewal date
- Emails sent this billing period (with a progress bar against your included quota)
- Overage emails this period (if any)
- Forecast of likely month-end usage based on current trajectory

Changing Plans

1. Go to **Settings** → **Billing**.
2. Click **Change Plan** and pick a tier.
3. Stripe Checkout opens (for new subscriptions) or the change is applied immediately (for existing).
4. Upgrades take effect right away. Downgrades take effect at the end of your current billing period — so you keep the time you've already paid for.

Monthly vs. Yearly Billing

Yearly billing saves roughly 20% compared to monthly — the equivalent of getting about two months free per year. You can switch between monthly and yearly any time; Stripe handles the proration automatically.

Suppression Lists & Quota

Contacts in **unsubscribed**, **bounced**, or **complained** state are automatically suppressed from all sends and do **not** count against your monthly email quota. Only active deliveries count.