

# Keap Product Family Feature Comparison

Features	Lite	Pro	Max	Max Classic
<b>Organize Leads</b>				
Contact Management	X	X	X	X
B2B Management	X	X	X	X
Opportunity Records				X
Contact Segmentation (tags)	X	X	X	X
Saved searches/Filters/Contact lists	X	X	X	X
Tasks	X	X	X	X
Lead Capture Forms	X	X	X	X
Landing Pages		X	X	X
Company Records	X	X	X	X
Lead Source Tracking			coming 2H 2021	X
Lead Scoring			X	X
Customizable Dashboard		X	X	X
<b>Get More Jobs</b>				
Quotes	X	X	X	X
Appointments	X	X	X	
Sales pipeline		X	X	X
Sales Round Robin			coming 2H 2021	X
<b>Stay Connected</b>				
Keap Mobile App	X	X	X	
Dedicated Business Line	X	X	X	
1:1 SMS messages	X	X	X	
Email marketing	X	X	X	X
A/B email testing	X	X	X	X
Email Sync (Gmail, Outlook)	X	X	X	X
Calendar Sync (Gmail, Outlook)	X	X	X	
Google Reviews	X	X	X	
<b>Get Paid</b>				
Invoices	X	X	X	X
One-time Payments	X	X	X	X
Recurring Payments		X	X	X
Shopping Cart				X
Checkout Forms			X	
Order Forms				X
<b>Automate the Work</b>				
Easy Automation	X	X	X	
Advanced Automation (Campaign Builder)		X	X	X
Reminders	X	X	X	
Internal Forms	Basic	X	X	X
Pipeline Automation		X	X	X
API (Integrations)	Limited	X	X	X
<b>Administrative Tools</b>				
Reports		X	X	X
Analytics			X	X
Default User Roles	X	X	X	X
Custom User Roles			coming 2H 2021	X
Data migration support	X	X	X	X
Affiliate Management				X

