

Marketing Contacts

Enhanced control over who counts toward your contact limit

What is it?

A new pricing option that empowers you to pay for only the contacts you want to market to, plus get free unlimited storage of up to 1 million non-marketing contacts.

Marketing contacts are defined as those you intend to target with marketing emails and/or advertisements. Only these contacts would count toward your contact tier.

Benefits

Simple contact organization



Identify marketing contacts with a few quick clicks with automatically generated bounce & unsubscribe lists, plus the ability to add your own custom filters and lists.

All your contacts in one place



Unlimited contact storage for up to one million non-marketing contacts, plenty of room to fit the needs of every corner of your business.

Keep your contacts clean



Automatically categorize new contacts from ads, forms, and integrations with help from quick settings updates or a simple workflow.

Unlimited growth potential



Larger contact bands give you more room to grow, and scaled contact pricing makes individual contacts cheaper as you grow -- giving you economies of scale.

Next Steps

Talk with your Customer Success Manager.



They'll help you:

- Determine if marketing contacts is a good fit
- Understand how a change would impact you
- Establish a new contract, if needed
- Get started with initial marketing contacts setup

Resources

- [Get started with marketing contacts](#)
- [Set contacts as marketing](#)
- [Set contacts as non-marketing](#)
- [Default marketing statuses for newly created contacts](#)
- [Prevent other users from updating contacts as marketing](#)

