

Keap Product Family Feature Comparison

This article applies to:

[Pro](#)

[Max](#)

Features	Pro	Max	Max Classic
Organize Leads			
Contact Management	✓	✓	✓
B2B Management	✓	✓	✓
Opportunity Records			✓
Contact Segmentation (tags)	✓	✓	✓
Saved searches/Filters/Contact lists	✓	✓	✓
Tasks	✓	✓	✓
Lead Capture Forms	✓	✓	✓
Landing Pages	✓	✓	✓
Company Records	✓	✓	✓
Lead Source Tracking		✓	✓
Lead Scoring		✓	✓
Customizable Dashboard	✓	✓	✓
Referral Partners			✓
Get More Jobs			
Quotes	✓	✓	✓
Appointments	✓	✓	
Sales pipeline	✓	✓	✓
Sales Round Robin			✓
Stay Connected			
Keap Mobile App	✓	✓	
Max Classic Mobile App			✓
Dedicated Business Line	✓	✓	
1:1 SMS messages	✓	✓	
Email marketing	✓	✓	✓
A/B email testing	✓	✓	✓
Email Sync (Gmail, Outlook)	✓	✓	✓
Calendar Sync (Gmail, Outlook)	✓	✓	
Google Reviews	✓	✓	
Get Paid			
Invoices	✓	✓	✓
One-time Payments	✓	✓	✓
Recurring Payments	✓	✓	✓
Shopping Cart			✓
Checkout Forms	✓	✓	
Order Forms			✓
Promo Codes		✓	✓
Automate the Work			

Easy Automation	✓	✓	
Advanced Automation (Campaign Builder)	✓	✓	✓
Reminders	✓	✓	
Internal Forms	✓	✓	✓
Pipeline Automation	✓	✓	✓
API (Integrations)	✓	✓	✓
Administrative Tools			
Reports	✓	✓	✓
Analytics		✓	✓
Default User Roles	✓	✓	✓
Custom User Roles			✓
Data migration support	✓	✓	✓
Affiliate Management			✓
