

# Small-business vendor library

Thirty official-source records across ten decision categories, observed July 27, 2026.

Fictional demonstrations use synthetic data and perform no external actions. Commercial ranges are examples, not commitments.

# Research boundary

Prices are advertised starting points or pricing models, not quotes. Re-check promotions, limits, contracts, add-ons, taxes, data terms, regional availability, export, and switching conditions before a real decision.

## Website

### WEB-01 - Wix

**Pricing basis:** Free tier; Light advertised from \$17/month on annual billing. Commerce and scheduling require higher tiers.

**Data review:** Review forms, contacts, analytics, marketing, and payment data separately.

**Switching risk:** Design and app behavior may need rebuilding outside Wix.

**Consultant judgment - not a sourced fact:** Strong all-in-one trial candidate when the owner values a single vendor.

*Official source observed 2026-07-27: <https://www.wix.com/plans>*

### WEB-02 - Squarespace

**Pricing basis:** Paid subscription after a 14-day trial; annual billing is discounted and includes one year of a custom domain.

**Data review:** Review form storage, customer accounts, analytics, and commerce records.

**Switching risk:** Content exports are partial; design and commerce setup may require rebuilding.

**Consultant judgment - not a sourced fact:** Good presentation-first option with less configuration surface than broader platforms.

*Official source observed 2026-07-27: <https://www.squarespace.com/pricing>*

### WEB-03 - Webflow

**Pricing basis:** Free Starter; Basic \$15/month and Premium \$25/month when billed yearly on the observed 2026 page.

**Data review:** Review form submissions, CMS data, collaborators, custom code, and connected services.

**Switching risk:** Visual design, CMS structure, and interactions can be costly to reproduce.

**Consultant judgment - not a sourced fact:** Best fit when design control justifies a steeper ownership curve.

*Official source observed 2026-07-27: <https://webflow.com/pricing>*

# CRM

## CRM-01 - HubSpot

**Pricing basis:** Free tools available; paid Sales Hub uses seat-based pricing and higher tiers add material onboarding and automation cost.

**Data review:** Map lawful basis, contact fields, email tracking, retention, permissions, and exports.

**Switching risk:** Cross-hub workflows and custom properties increase migration complexity.

**Consultant judgment - not a sourced fact:** Start with a narrowly configured free or Starter pilot; avoid buying breadth before process clarity.

*Official source observed 2026-07-27: <https://www.hubspot.com/pricing/sales>*

## CRM-02 - Zoho CRM

**Pricing basis:** Free edition for up to three users; paid editions are priced per user with annual discounts.

**Data review:** Review field permissions, workflow actions, connected suite data, retention, and export.

**Switching risk:** Custom modules, workflows, and suite dependencies raise exit effort.

**Consultant judgment - not a sourced fact:** Good value trial if one owner can keep configuration disciplined.

*Official source observed 2026-07-27: <https://www.zoho.com/crm/zohocrm-pricing.html>*

## CRM-03 - Pipedrive

**Pricing basis:** Lite advertised at \$14 per seat/month billed annually; add-ons are company-level costs.

**Data review:** Review email sync, enrichment, activity history, permissions, and export.

**Switching risk:** Pipeline stages migrate easily; automations, add-ons, and activity history need planning.

**Consultant judgment - not a sourced fact:** Focused alternative when a full customer platform would be excessive.

*Official source observed 2026-07-27: <https://www.pipedrive.com/en/pricing>*

# Scheduling

## SCH-01 - Calendly

**Pricing basis:** Free and paid seat-based plans; exact plan price and legacy-plan treatment should be checked in the account.

**Data review:** Review calendar visibility, invitee fields, routing data, retention, and connected apps.

**Switching risk:** Links, routing forms, workflows, and downstream automations must be replaced.

**Consultant judgment - not a sourced fact:** Use for meetings; test carefully before adapting it to complex service fulfillment.

*Official source observed 2026-07-27: <https://calendly.com/pricing>*

## SCH-02 - Acuity Scheduling

**Pricing basis:** Starter \$16/month annually or \$20 monthly; Standard and Premium add calendars and features.

**Data review:** Review intake forms, appointment notes, payments, reminders, and retention.

**Switching risk:** Services, forms, packages, policies, client history, and reminders require migration.

**Consultant judgment - not a sourced fact:** Strong appointment-business trial candidate for the Marigold workflow.

*Official source observed 2026-07-27: <https://acuityscheduling.com/pricing>*

## SCH-03 - Square Appointments

**Pricing basis:** Square Free has no monthly software fee; Plus and Premium are per-location and payment processing is separate.

**Data review:** Review appointment, customer, message, payment, staff, and marketing data as separate scopes.

**Switching risk:** Bookings, customer directory, payments, contracts, loyalty, and messaging may be intertwined.

**Consultant judgment - not a sourced fact:** Compelling consolidated option when Square is already the approved backbone.

*Official source observed 2026-07-27: <https://squareup.com/us/en/appointments/pricing>*

# Support

## SUP-01 - Zendesk

**Pricing basis:** Support pricing starts at \$19 per agent/month billed annually; Suite, AI, workforce, and other add-ons increase cost.

**Data review:** Review ticket content, attachments, retention, AI use, roles, and channel consent.

**Switching risk:** Ticket history, macros, triggers, help-center content, and integrations are migration work.

**Consultant judgment - not a sourced fact:** Powerful benchmark, but often more platform than an early small-business pilot needs.

*Official source observed 2026-07-27: <https://www.zendesk.com/pricing/>*

## SUP-02 - Freshdesk

**Pricing basis:** Free trial and multiple agent-based tiers; confirm the current Freshdesk rather than Freshdesk Omni package.

**Data review:** Review tickets, contacts, attachments, AI sessions, channel data, and export.

**Switching risk:** Ticket history, automation rules, portal content, and channel configuration need migration.

**Consultant judgment - not a sourced fact:** Worth a scripted trial against Help Scout before choosing broader omnichannel features.

*Official source observed 2026-07-27: <https://www.freshworks.com/freshdesk/pricing/>*

## SUP-03 - Help Scout

**Pricing basis:** Free and paid plans exist; paid billing can be user-based or contact-based depending on the account.

**Data review:** Review mailbox access, conversation history, customer profiles, AI features, retention, and export.

**Switching risk:** Conversation history, saved replies, workflows, and docs must be moved.

**Consultant judgment - not a sourced fact:** Strong small-team usability benchmark if shared email is the main channel.

*Official source observed 2026-07-27: <https://www.helpscout.com/pricing/>*

# Email marketing

## EML-01 - Mailchimp

**Pricing basis:** Free under 250 contacts; paid pricing scales by plan, contacts, and send limits, with overages possible.

**Data review:** Require consent source, suppression handling, retention, audience ownership, and export.

**Switching risk:** Templates, automations, tags, audiences, consent evidence, and reporting history require mapping.

**Consultant judgment - not a sourced fact:** Use only with clean consent and lifecycle rules; price is not the only decision factor.

*Official source observed 2026-07-27: <https://mailchimp.com/pricing/marketing/>*

## EML-02 - Brevo

**Pricing basis:** Free plan includes 300 daily emails; Starter from \$9/month and Standard from \$18/month, scaling by sends and contacts.

**Data review:** Separate marketing consent, transactional purpose, contact data, channel consent, and suppression.

**Switching risk:** Templates, automations, transactional setup, reputation, and suppression data are material.

**Consultant judgment - not a sourced fact:** Good value benchmark when email volume matters more than a large marketing suite.

*Official source observed 2026-07-27: <https://help.brevo.com/hc/en-us/articles/208589409-About-Brevo-s-pricing-plans>*

## EML-03 - Constant Contact

**Pricing basis:** Lite from \$12/month; Standard from \$35 and Premium from \$80, with contact tiers and send allowances.

**Data review:** Require consent, suppression, user access, retention, reporting, and export controls.

**Switching risk:** Templates, contact segments, automation, event data, and consent evidence require migration.

**Consultant judgment - not a sourced fact:** Support-led alternative; compare total contact-tier cost against simpler tools.

*Official source observed 2026-07-27: <https://www.constantcontact.com/pricing>*

# Automation

## AUT-01 - Zapier

**Pricing basis:** Free includes 100 tasks/month; Professional from \$19.99/month and Team from \$69/month on the observed page.

**Data review:** Inventory every connection, credential owner, field mapping, retention, logs, and action authority.

**Switching risk:** Many small workflows and shared connections create hidden exit work.

**Consultant judgment - not a sourced fact:** Fastest common pilot path, but only with naming, ownership, failure alerts, and spend caps.

*Official source observed 2026-07-27: <https://zapier.com/pricing>*

## AUT-02 - Make

**Pricing basis:** Free includes 1,000 credits/month; Core \$12/month for 10,000 credits on the observed page.

**Data review:** Review region, connections, payloads, logs, incomplete executions, credentials, and deletion.

**Switching risk:** Scenario logic, custom functions, data stores, and error paths can be substantial.

**Consultant judgment - not a sourced fact:** Use when visual control and branching justify more operational complexity.

*Official source observed 2026-07-27: <https://www.make.com/en/pricing>*

## AUT-03 - n8n

**Pricing basis:** Cloud Starter ?20/month annually for 2,500 workflow executions; self-hosted Community Edition is available.

**Data review:** Decide hosting, secrets, logs, retention, backups, access, updates, and incident ownership.

**Switching risk:** Custom code, credentials, data tables, and hosting architecture increase lock-in.

**Consultant judgment - not a sourced fact:** Not a default small-business choice unless the owner can support the technical burden.

*Official source observed 2026-07-27: <https://n8n.io/pricing/>*

# Knowledge base

## KB-01 - Notion

**Pricing basis:** Free and paid workspace plans; pricing is workspace-level and plan availability may vary.

**Data review:** Review workspace sharing, guests, public links, AI access, exports, backups, and retention.

**Switching risk:** Databases, relations, embeds, permissions, and page structure do not map perfectly elsewhere.

**Consultant judgment - not a sourced fact:** Strong starting point if verification dates and page ownership are mandatory.

*Official source observed 2026-07-27: <https://www.notion.com/pricing>*

## KB-02 - Slite

**Pricing basis:** Basic \$10/user/month and Pro \$20/user/month billed yearly; Enterprise is custom.

**Data review:** Review connected sources, answer grounding, public sharing, permissions, exports, and retention.

**Switching risk:** Doc structure, verification metadata, connected sources, and AI-answer behavior require replacement.

**Consultant judgment - not a sourced fact:** A strong governance-oriented trial when knowledge freshness is the main problem.

*Official source observed 2026-07-27: <https://slite.com/pricing>*

## KB-03 - Helpjuice

**Pricing basis:** Knowledge Base advertised at \$249/month; AI tiers at \$449 and \$799/month.

**Data review:** Review public/private content, authors, versions, search logs, AI answers, retention, and export.

**Switching risk:** Articles, URLs, themes, search behavior, analytics, and AI configuration need migration.

**Consultant judgment - not a sourced fact:** Useful benchmark for formal knowledge operations, rarely the smallest first step.

*Official source observed 2026-07-27: <https://helpjuice.com/pricing>*



# Forms

## FRM-01 - Typeform

**Pricing basis:** Free plan; Basic \$25/month annually, Plus \$50, and Business \$83 on the observed page.

**Data review:** Review fields, hidden values, uploads, respondent consent, retention, and destination systems.

**Switching risk:** Logic, variables, themes, links, and downstream mappings must be rebuilt.

**Consultant judgment - not a sourced fact:** Test against simpler multi-field forms; presentation should not obscure data minimization.

*Official source observed 2026-07-27: <https://www.typeform.com/pricing>*

## FRM-02 - Jotform

**Pricing basis:** Free Starter with limits; Bronze \$34/month billed annually and higher tiers expand forms, submissions, storage, and features.

**Data review:** Review every field, upload, signature, payment, retention, role, and destination.

**Switching risk:** Form logic, PDFs, approval flows, submissions, and payment connections require migration.

**Consultant judgment - not a sourced fact:** Powerful generalist; narrow the allowed feature set before implementation.

*Official source observed 2026-07-27: <https://www.jotform.com/teams/pricing/>*

## FRM-03 - Tally

**Pricing basis:** Free with unlimited forms and submissions under fair use; Pro \$24/month on the observed pricing page.

**Data review:** Review EU storage, uploads, notifications, integrations, retention, and consent.

**Switching risk:** Logic, embeds, custom domains, notifications, and integrations require recreation.

**Consultant judgment - not a sourced fact:** Excellent simple-form benchmark when fair-use and data-location fit are acceptable.

*Official source observed 2026-07-27: <https://tally.so/pricing>*

# Analytics

## ANA-01 - Google Analytics

**Pricing basis:** Standard GA4 is provided without charge; Analytics 360 is a paid enterprise offering.

**Data review:** Define consent, collection, retention, user identifiers, advertising features, access, and deletion.

**Switching risk:** Event taxonomy, audiences, reports, tags, and historical comparability are costly to replace.

**Consultant judgment - not a sourced fact:** Do not add by default; use only when a real measurement question justifies the data and maintenance.

*Official source observed 2026-07-27: <https://marketingplatform.google.com/about/analytics/>*

## ANA-02 - Plausible

**Pricing basis:** Paid pageview-based plans with a 30-day trial; Starter, Growth, Business, and custom Enterprise tiers.

**Data review:** Review event names, proxying, retention, team access, custom properties, and consent requirements.

**Switching risk:** Historical data, goals, event taxonomy, and shared dashboards require planning.

**Consultant judgment - not a sourced fact:** Strong default shortlist when simple decision-useful analytics is enough.

*Official source observed 2026-07-27: <https://plausible.io/docs/subscription-plans>*

## ANA-03 - Fathom Analytics

**Pricing basis:** Starts at \$15/month and scales by average monthly pageviews; 7-day trial.

**Data review:** Review event design, data location, access, retention, exports, and legal claims for the deployment context.

**Switching risk:** Historical data and event definitions need export and remapping.

**Consultant judgment - not a sourced fact:** Simple paid alternative when ease of use matters more than a broad marketing stack.

*Official source observed 2026-07-27: <https://usefathom.com/pricing>*

# AI assistant

## AI-01 - ChatGPT Business

**Pricing basis:** \$20/user/month annually or \$25 monthly in most countries; minimum two standard seats.

**Data review:** Define allowed data, connectors, retention, sharing, exports, admins, model use, and human approval.

**Switching risk:** Prompts, custom agents, connectors, shared context, and team habits are not fully portable.

**Consultant judgment - not a sourced fact:** Use with an explicit allowed-use policy and no autonomous external commitments.

*Official source observed 2026-07-27: <https://help.openai.com/en/articles/8792828-what-is-chatgpt-business>*

## AI-02 - Microsoft 365 Copilot Business

**Pricing basis:** Advertised around \$21/user/month on annual billing for eligible Microsoft 365 business customers; base license requirements apply.

**Data review:** Audit SharePoint, OneDrive, Teams, mail, permissions, retention, plugins, and oversharing before rollout.

**Switching risk:** Workflows, prompts, agents, Microsoft permissions, and user habits are ecosystem-dependent.

**Consultant judgment - not a sourced fact:** Do not license broadly before a permissions audit and three measured use cases.

*Official source observed 2026-07-27: <https://www.microsoft.com/en-us/microsoft-365-copilot/pricing>*

## AI-03 - Google Workspace with Gemini

**Pricing basis:** Workspace Starter \$7/user/month annually and Standard \$14; Gemini access is included with capabilities varying by tier.

**Data review:** Audit Drive sharing, external access, retention, admins, app scopes, prompts, and human review.

**Switching risk:** Docs, prompts, automations, sharing rules, and user habits are tightly linked to Workspace.

**Consultant judgment - not a sourced fact:** Strong consolidated option when the team already operates in Workspace and permissions are clean.

*Official source observed 2026-07-27: <https://workspace.google.com/pricing.html>*