Social Connector

Usage & Billing Guide for Subscribers

Everything you need to know about how usage charges work on your account

Understanding Your Billing

Your Social Connector account includes access to a powerful suite of tools — phone calls, SMS, email, AI features, and more. Most of these tools are completely free to use as part of your subscription. However, some features are usage-based, meaning you are only charged when you actually use them — never for anything you haven't touched.

This guide explains each usage-based feature, what it does, how likely you are to encounter a charge, and exactly what that charge looks like.

🎉 Good News — Most Subscribers Never Pay Extra

Every standard Social Connector subscription includes $5.00 in monthly wallet credits — on us. These credits are automatically loaded into your billing wallet each month and cover usage charges like texts, calls, and emails.

For most subscribers, $5 is more than enough. Here's why:

- A typical text message costs about $0.012 — $5 covers roughly 400 texts
- Emails are **less** than $0.001 each — $5 covers over 7,000 emails
- If you're not running automated “special” sequences or large campaigns, you may use $0 in extra charges each month

⚠️ *Credits do not roll over. Each month's $5 is fresh — unused credits from the previous month do not carry forward. If your usage exceeds $5 in a given month, your card on file will be charged for the difference.*

Quick Tips for Managing Your Usage

The features most likely to generate regular charges are:

- SMS text messages — if you use automated follow-up sequences
- Email sending — if you run large campaigns (but at less than $0.001 each, the cost is minimal)

How to keep your usage in check:

- Review your wallet balance and transaction history at Settings > Billing > Wallet & Transactions.
- If you see charges you don't recognize, check your automation workflows — they may be triggering more often than expected.
- AI features like Conversation AI and Voice AI are disabled by default. You'll only see those charges if you turn them on.
- Before sending to a large contact list, consider whether email verification is needed — it prevents bigger deliverability problems later.

How the Billing Wallet Works

For usage-based features, your account uses a prepaid billing wallet. Here's how it works:

Your Wallet is a prepaid credit balance tied to your account. Think of it like a stored-value card for usage charges.

1. You add a credit card to your account under Settings > Billing.
2. When you use a billable feature (like sending an SMS or making a call), the cost is deducted from your wallet balance.
3. When your wallet balance drops below a set threshold, your card is automatically charged to reload the wallet.
4. You only ever pay for what you actually use — no monthly buckets, no surprise overage fees.

You can view your wallet balance and full transaction history anytime under Settings > Billing > Wallet & Transactions.

Important things to know about your wallet:

- Your wallet is only charged when you actively use billable features. If you don't use them, you won't see any charges.
- Charges are fractions of a cent in most cases — the wallet system exists because these micro-transactions are too small to bill individually.
- You will not automatically receive an email receipt for wallet reloads. Log into your account and check Settings > Billing > Wallet & Transactions to review activity.
- Your wallet must have a card on file before billable features will work. If your card fails, outbound messaging may be paused until it is resolved.

Usage-Based Features & Rates

The features below are pay-as-you-go. Charges come from your wallet only when you use them.

📞 Phone Calls & Text Messages

Your account includes a local phone number you can use to call, text, and receive messages — all within the platform. This replaces the need for a separate phone system.

Making Calls	Outbound phone calls placed from your Social Connector number to any US/Canada number. **Usage Likelihood:** Moderate — common if you use the CRM to call leads or clients directly. **Your Rate:** **$0.021 per minute**
Receiving Calls	Inbound calls coming into your Social Connector number. **Usage Likelihood:** Low to Moderate — depends on how actively you share your number. **Your Rate:** **$0.0128 per minute**

Text Messages (SMS/ MMS)	Sending or receiving SMS text messages through your account. One standard message = one segment. Longer messages may count as 2–3 segments. **Usage Likelihood:** High — if you use automated follow-up texts, this is your most common charge. **Your Rate: $0.0124 per segment** ℹ️ *A 'segment' is one standard SMS message (up to 160 characters). Longer messages split into multiple segments.*

📧 Email Sending

Your account can send emails directly without needing a separate email service provider. Emails are sent through the platform's built-in system, which includes deliverability monitoring and compliance tools.

Email	Outbound emails sent from your account via automations, campaigns, or manual sends. **Usage Likelihood:** High — if you run email campaigns or automated follow-up sequences, this will accrue with volume. The cost is very low per email. **Your Rate: $0.0009 per email** ℹ️ *For context: $10 in your wallet covers over 11,000 emails. Most users will spend very little on email.*

✅ Email Verification

Before sending to a large list, you can run it through email verification to remove invalid, fake, or inactive addresses. This protects your deliverability and ensures your emails actually reach people.

Email Verification	Checks each email address for validity before sending. Helps prevent bounces and keeps your sender reputation strong. **Usage Likelihood:** Low to Moderate — most relevant when importing a new list or sending to contacts you haven't emailed recently. **Your Rate: $0.0033 per email verified** ℹ️ *You only need to verify lists occasionally — not every time you send. Most users will rarely see this charge.*

⚙️ Workflow Premium Features

Workflows are your automation engine — they run sequences of actions based on triggers (like a new

lead filling out a form). Most workflow actions are free. However, certain advanced actions are considered 'premium' and carry a small per-execution fee.

Workflow Premium Actions	Advanced automation steps such as AI-powered actions, certain data formatting tools, or other premium-tier workflow nodes. Standard actions like sending emails, updating contacts, or waiting are free. **Usage Likelihood:** Low — most basic workflows do not use premium actions. You would need to intentionally use specific advanced nodes to incur this charge. **Your Rate: $0.013 per execution** ℹ️ *A single workflow 'run' that uses a premium action triggers one execution charge. If your workflow doesn't include premium nodes, this charge never applies.*

🤖 Content AI

Content AI lets you generate written content and images directly inside your account — for social posts, emails, website copy, and more — using built-in AI tools.

Content AI — Text	AI-generated written content (captions, emails, blog posts, etc.). **Usage Likelihood:** Low to Moderate — only applies when you actively use the AI writing tools inside the platform. **Your Rate: $0.135 per 1,000 words generated**
Content AI — Images	AI-generated images created from text prompts inside the platform. **Usage Likelihood:** Low — only applies when you specifically request AI image generation. **Your Rate: $0.09 per image generated**

💬 Conversation & Voice AI

These are AI-powered features that handle conversations automatically — either through chat messages or phone calls. This is where the platform's AI chatbot and voice assistant capabilities live.

Conversation AI (Chat)	AI responds to inbound messages in your conversations — qualifying leads, answering questions, or routing contacts — without you having to manually reply. **Usage Likelihood:** Low to Moderate — only applies if you have Conversation AI enabled on a channel. Disabled by default. **Your Rate: $0.03 per AI message sent/received**

Voice AI (Phone)	AI handles inbound or outbound phone calls on your behalf — speaking naturally with callers, gathering information, or routing calls. **Usage Likelihood:** Low — a more advanced feature most users don't activate right away. **Your Rate:** **$0.195 per minute of voice call** ℹ️ *Rates shown are based on OpenAI GPT-4.1 at approximately 6,500 tokens per interaction. Actual rates may vary based on the AI model selected.*

⭐ Reviews AI

Automatically respond to Google or Facebook reviews using AI. This saves time and keeps your online presence active without having to manually reply to each review.

Reviews AI	AI generates and posts a response to a customer review on your connected review platform. **Usage Likelihood:** Low — only applies if you have Reviews AI enabled and are actively receiving reviews. **Your Rate:** **$0.015 per review response**

🧠 Agent Studio

Agent Studio is an advanced AI workspace for building custom AI agents — tools that can carry on extended conversations, complete tasks, and interact with your data intelligently.

Agent Studio	Powers custom AI agents you build inside the platform. Charged based on the volume of words (tokens) processed by the agent. **Usage Likelihood:** Low — this is an advanced feature. Unless you've built and activated custom AI agents, this charge will not appear. **Your Rate:** **$0.30 per 750,000 words processed** ℹ️ *Charges are based on AI tokens (not exact words). Word counts shown are estimates. Actual charges vary by AI model used.*

Optional Add-On Subscriptions

The following are optional features you can subscribe to for a flat monthly fee. These are separate from your wallet — they are billed to your card on file as a recurring monthly subscription, not usage-based.

💚 WhatsApp

Adds WhatsApp messaging to your account, allowing you to communicate with contacts directly through WhatsApp inside your Social Connector inbox.

WhatsApp	Connect a WhatsApp Business number to your account and send/receive messages. Receiving inbound messages and replying via free-form text is completely free. Charges apply to outbound template messages. **Usage Likelihood:** Optional — best for users whose leads or clients prefer WhatsApp communication. **Your Rate: $15/month subscription + usage charges for outbound template messages** ℹ️ *Inbound messages and free-form replies in the conversation window are free. Only WhatsApp template-based outbound messages incur additional pass-through charges.*

✨ AI Employee

AI Employee is a bundle of HighLevel's AI tools — including Conversation AI, Voice AI, Reviews AI, and more — delivered as a unified subscription for clients who want AI across the board.

AI Employee	An all-in-one AI subscription that activates a suite of AI capabilities on your account, including automated chat responses, voice AI, and review management. **Usage Likelihood:** Optional — ideal for users who want AI handling communications on their behalf. **Your Rate: $115/month**

⚡ Workflow Pro

Unlocks expanded workflow capabilities with higher automation limits and premium workflow features for power users.

Workflow Pro	Expands your workflow automation power with higher limits and premium features. **Usage Likelihood:** Optional — relevant for advanced users building complex automations. **Your Rate:** **Starter: $13/month | Growth: $31/month | Scale: $63/month** ℹ️ *Choose the tier that fits your automation needs. You can upgrade or downgrade at any time.*

🌐 WordPress Hosting

Host a WordPress website directly through your Social Connector account — no separate hosting provider needed.

WordPress Hosting	Managed WordPress hosting integrated into your account. Includes hosting for one website on the Standard Plan. **Usage Likelihood:** Optional — useful if you want to build and manage a website without a separate hosting service. **Your Rate:** **$14.99/month (Standard Plan)**

📱 Branded Client Portal App

Give your clients or contacts access to a branded mobile app experience where they can interact with your content, community, or services.

Branded Client Portal App	A white-labeled mobile app for your clients or community — branded with your logo and identity. Sub-accounts can purchase and customize the app via the client portal's app settings. **Usage Likelihood:** Optional — great for coaches, course creators, or community builders who want to deliver a premium app experience. **Your Rate:** **$97/month**

📮 Dedicated IP (Email)

A dedicated IP address is used for high-volume email sending. Rather than sharing a sending IP with other users, your emails are sent from an IP exclusively assigned to you — which can improve deliverability for large senders.

Dedicated IP	A dedicated outbound email sending IP, exclusively assigned to your account. Best for users sending tens of thousands of emails per month who want maximum deliverability control. **Usage Likelihood:** Low — most users don't need this. Only relevant if you're doing high-volume email campaigns and are running into deliverability issues. **Your Rate:** **$88.50/month per IP**

📊 Ad Manager

Manage and run paid advertising campaigns (Facebook/Google Ads) directly from within your Social Connector account without needing a separate ads management tool.

Ad Manager	Create, manage, and track paid ad campaigns from inside your account. Connects to your Facebook or Google Ads account. **Usage Likelihood:** Optional — best for users actively running paid advertising. **Your Rate:** **$10/month** ℹ️ *Your ad spend on Facebook/Google is billed separately by those platforms and is not included in this subscription fee.*

Questions about your billing? Contact us and we'll walk you through it.