



LeadCloser CRM Usage Pricing

A simple explainer for platform usage costs, messaging, email, AI tools, domains, and optional advanced features.

Quick summary

Your monthly LeadCloser CRM subscription covers access to the platform, CRM tools, automations, calendars, pipelines, setup support, and ongoing system access. Some tools have small usage-based costs that only apply when those features are used.

In simple terms: your monthly plan gives you access to the CRM. Usage billing only applies when certain tools are actively used, such as texting, calling, email sending, AI usage, workflow executions, or domain purchases.

Most small businesses have very low monthly usage costs unless they are sending high-volume messages, using AI tools heavily, running AI voice calls, or using advanced automation features at scale.

Common Messaging, Phone, and Email Usage

Feature	Client Usage Rate	Helpful Example
Outbound calls	\$0.028 per minute	\$10 gives roughly 355 outbound call minutes.
Incoming calls	\$0.017 per minute	\$10 gives roughly 590 incoming call minutes.
Text messages	\$0.0166 per segment	\$10 gives roughly 600 text segments. Longer texts may use multiple segments.
Email sending	\$0.0014 per email	\$10 gives roughly 7,145 emails.
Email verification	\$0.005 per verification	\$10 gives roughly 2,000 email verifications.
WhatsApp	\$0.148 per usage	\$10 gives roughly 70 WhatsApp usages.

AI Usage

Feature	Client Usage Rate	Helpful Example
Conversation AI	\$0.04 per AI message	\$10 gives roughly 250 AI conversation messages.
Voice AI	\$0.26 per voice call minute	\$10 gives roughly 40 minutes of AI voice calls.
Content AI writing	\$0.18 per 1,000 words	\$10 gives roughly 55,555 AI-generated words.
Content AI images	\$0.12 per image	\$10 gives roughly 85 AI-generated images.
Reviews AI	\$0.02 per review response	\$10 gives roughly 500 AI-generated review responses.

Advanced Automation and AI Tools

Feature	Client Usage Rate	Helpful Example
Workflow premium features	\$0.02 per execution	\$10 gives roughly 500 premium workflow executions.
External AI models - input	\$1.20 per 750,000 words	\$10 gives roughly 6,250,000 input words.
External AI models - output	\$4.80 per 750,000 words	\$10 gives roughly 1,562,500 output words.
Agent Studio	\$0.50 per 750,000 words	\$10 gives roughly 15,000,000 words.
Ask AI	\$4.22 per 1,000,000 tokens	\$10 gives roughly 2.37 million tokens.
AI Studio	\$4.22 per 1,000,000 tokens	\$10 gives roughly 2.37 million tokens.

Other Optional Usage

Feature	Client Usage Rate	Helpful Example
Funnel AI	\$1.98 per Funnel AI use	\$10 gives roughly 5 Funnel AI generations.
Domain purchase	\$15 per domain	Domain purchases through the platform are billed when purchased.

Important Notes

- Usage charges are separate from your monthly LeadCloser CRM subscription and only apply when these tools are used.
- Text message pricing is based on message segments. Longer messages, emojis, links, or special characters may increase segment count.
- Phone, SMS, WhatsApp, AI, and email rates may vary by region, carrier, provider changes, and usage volume.
- A2P/SMS registration and compliance requirements may apply before text messaging can be activated.
- For most small businesses, usage billing stays minimal unless the account is using high-volume messaging, AI calling, large email campaigns, or heavy automation volume.