Scope®

Scope Licenses

all prices in CHF

Product Structure & Accounts	Team	Corporate	Custom
Users *	2	5	10
Workspaces *	2	3	5
Projects *	3	5	10
* Add-on: CHF 50 per user, CHF 100 per workspace/project			

Search & Discovery	Team	Corporate	Custom
Number of Full Text Searches *	20	30	to be specified
Update Frequency Full Text Searches *	24 hours	6 hours	up to 2 hours
native RSS Feeds from own site or third-party Websites *	20	30	50
RSS Feeds via Twitter, Newsletters, non-RSS-Websites *	5	10	20

Output & Publish	Team	Corporate	Custom
Newsletter editor	incl.	incl.	incl.
Social Media Channels (Twitter, LinkedIn, Facebook)	5	unlimited	unlimited
RSS/API Output (publications, single articles)	incl.	incl.	incl.
API to Newsletter tools (Brevo, Mailchimp…), CRM systems (HubSpot, Salesforce…) or CMS systems (WebFlow, WordPress…)	incl.	incl.	incl.
Newsletters sent via 3rd party tool (client's subscription)	100'000	300'000	1'000'000
– ask us for a recommendation			
Custom API connector or ad-server automation	n/a	ask for estimate	

Customer Success / Optimizing	Team	Corporate	Custom
Recurring: Optimizing Searches/Discovery	on request	on request	on request
Recurring: Customer Success Calls	incl.	incl.	incl.

	Team	Corporate	Custom
	CHF 540	**CHF 880**	**call us**

All prices per month based on yearly license and upfront payment

	Team
	CHF 630

All prices per month / Pay as you go via Credit Card

Services: Setup / Customization / Onboarding

all prices in CHF (one-time)

	Team	Corporate	Custom
Initial Onboarding			
Setup / Account(s)	incl.	incl.	incl.
Initial Setup of Full Text Searches	700	1'400	1'400
Templates & Personalization			
We use the MJML framework for all professional newsletter templates			
«Adaptation» – customize several elements based on 20+ Scope Templates **	700	1'400	1'400
«Free Style» – new Newsletter Template based on graphical design ***	2'500	2'500	2'500
Integrations & API			
API Setup (one time)			
– Brevo (formerly Sendinblue)	450	450	450
– Mailchimp	450	450	450
– Mailjet	450	450	450
– mailXpert	450	450	450
– WordPress	450	450	450
– WebFlow	450	450	450
– Mautic	450	450	450
– HubSpot API (HubSpot license «Marketing Hub Professional» required)	450	450	450
– Salesforce Pardot/Marketing Cloud	ask for estimate	ask for estimate	ask for estimate
Other Custom Integrations	n/a	ask for estimate	ask for estimate
Other Technical / Admin Services			
Expenses for managing Client Subscription with 3rd party service	– 5% surcharge, minimum per month: 20 –		

Services: Support / IT / Editorial / Consulting

all prices in CHF (hourly rates)

	Team	Corporate	Custom
Customer Support & Training			
General Support	140	140	140
Training	140	140	140
Tech/IT Services			
Email Template: Text & Design Adaptations	140	140	140
3rd party CRM/Newsletter providers: setup/config/support	140	140	140
Development: APIs, Custom Integrations	160	160	160
Consulting / Concept / Editorial			
Consulting and conceptual work	220	220	220
Newsletter as a Service (1 per month)	390	ask for estimate	ask for estimate
Newsletter Editorial Services	100	ask for estimate	ask for estimate
(Pre)Curation (article pre-selection)	100	ask for estimate	ask for estimate

Content / Digital Marketing Consulting – Packages

all prices in CHF (one-time)

Workshop Content Marketing & Sharing (1 day)	1'800
Workshop Newsletter Best Practices (½ day)	1'200
Workshop Curation Best Practices (estd. 2.5 hours)	500
Newsletter Assessment (PDF/walkthrough)	500

* Additional Features or Extensions available as Add-ons

** Based on one of 20+ Templates with customization (logo, header/footer, colors, CTA buttons, graphical subtitles, other structural elements), MJML template, fully responsive, one iteration

*** Fully free design from scratch, based on design draft, or exact rendering of existing, non-standard newsletter template, MJML template, fully responsive, up to three iterations