

Scope Licenses
all prices in EUR

| | Team | Corporate | Custom |
|--|------|-----------|--------|
| Product Structure & Accounts | | | |
| Users * | 2 | 5 | 10 |
| Workspaces * | 2 | 3 | 5 |
| Projects * | 3 | 5 | 10 |
| * Add-on: EUR 55 per user, EUR 110 per workspace/project | | | |

| Search & Discovery | | | |
|--|----------|---------|-----------------|
| 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 | | | |
|--|---------|------------------|-----------|
| 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 | | | |
|--|------------|------------|------------|
| Recurring: Optimizing Searches/Discovery | on request | on request | on request |
| Recurring: Customer Success Calls | incl. | incl. | incl. |

EUR €570
EUR €930
call us

All prices per month based on yearly license and upfront payment

EUR €665

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

Services: Setup / Customization / Onboarding

all prices in EUR (one-time)

| | Team | Corporate | Custom |
|-------------------------------------|-------|-----------|--------|
| Initial Onboarding | | | |
| Setup / Account(s) | incl. | incl. | incl. |
| Initial Setup of Full Text Searches | 740 | 1'480 | 1'480 |

| Templates & Personalization | | | |
|---|-------|-------|-------|
| We use the MJML framework for all professional newsletter templates | | | |
| «Adaptation» – customize several elements based on 20+ Scope Templates ** | 740 | 1'480 | 1'480 |
| «Free Style» – new Newsletter Template based on graphical design *** | 2'640 | 2'640 | 2'640 |

| Integrations & API | | | |
|---|------------------|------------------|------------------|
| API Setup (one time) | | | |
| – Brevo (formerly Sendinblue) | 475 | 475 | 475 |
| – Mailchimp | 475 | 475 | 475 |
| – Mailjet | 475 | 475 | 475 |
| – mailXpert | 475 | 475 | 475 |
| – WordPress | 475 | 475 | 475 |
| – WebFlow | 475 | 475 | 475 |
| – Mautic | 475 | 475 | 475 |
| – HubSpot API (HubSpot license «Marketing Hub Professional» required) | 475 | 475 | 475 |
| – 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 EUR (hourly rates)

| | Team | Corporate | Custom |
|--|------|-----------|--------|
| Customer Support & Training | | | |
| General Support | 147 | 147 | 147 |
| Training | 147 | 147 | 147 |

| Tech/IT Services | | | |
|--|-----|-----|-----|
| Email Template: Text & Design Adaptations | 147 | 147 | 147 |
| 3rd party CRM/Newsletter providers: setup/config/support | 147 | 147 | 147 |
| Development: APIs, Custom Integrations | 168 | 168 | 168 |

| Consulting / Concept / Editorial | | | |
|---|-----|------------------|------------------|
| Consulting and conceptual work | 230 | 230 | 230 |
| Newsletter as a Service (1 per month) | 410 | ask for estimate | ask for estimate |
| Newsletter Editorial Services | 110 | ask for estimate | ask for estimate |
| (Pre)Curation (article pre-selection) | 110 | ask for estimate | ask for estimate |

Content / Digital Marketing Consulting – Packages

all prices in EUR (one-time)

| | |
|--|-------|
| Workshop Content Marketing & Sharing (1 day) | 1'900 |
| Workshop Newsletter Best Practices (½ day) | 1'270 |
| Workshop Curation Best Practices (estd. 2.5 hours) | 530 |
| Newsletter Assessment (PDF/walkthrough) | 530 |

* 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