



Category	Criteria	Weighting	Score (1-5)	Remarks / Info
Pricing	Free Trial?: Yes, for 14 days.	20%	4	
Pricing	Has free version?: Yes	30%	5	
Pricing	Pricing Tiers: 4 (1 free + 3 plans)	20%	3	
Pricing	Yearly or Monthy Plans: Both	10%	4	Yearly prices are slightly cheaper
Pricing	Users Allowed: 1 user and 3 channels with the free version.	20%	3	Unlimited user with higher plans. Each channel price is \$6 or \$12
Usability	Features: 5	30%	5	Publishing, Analytics, Automation, Engagement, Start Page, AI Asistant
Usability	Available in Android and iOS: No	10%	3	Is not available as an app with all the feature, but they do have an app for planning and scheduling
Usability	Integration: Yes	20%	4	OpenAI, Google Suite, Canva, Dropbox, Giphy, SocialBee, among others
Usability	User Interface: Easy	20%	5	
Usability	Training / Support Resources: Yes, for free	20%	3	
Privacy	GDPR Compliance: Yes	50%	4	
Privacy	Is the tool banned in the EU?: No	50%	5	



Category	Criteria	Weighting	Score (1-5)	Remarks / Info
Pricing	Free Trial?: Yes, for 30 days.	25%	5	For all of the plans.
Pricing	Has free version?: No	25%	5	Price range between \$249 and \$499 per month (also a custom built option possible)
Pricing	Pricing Tiers: 4 (3 fixed and 1 custom)	20%	3	

Pricing	Yearly or Monthly Plans: Both	10%	3	There is no difference in price, whether billed annually or monthly.
Pricing	Users Allowed: 1 user and 5 channels with the cheapest plan.	20%	3	Each additional user is \$199 per month.
Usability	Features: They vary according to the plan, and they have more available as they increase in price. They also have additional premium solutions that can be added to any plan	30%	5	Automation, Custom Workflows, , Engagement, Previews, Reports, Publishing, Analytics, Listening, Advocacy
Usability	Available as Mobile App: Yes	10%	3	
Usability	Integration: Yes	20%	5	Salesforce, Tableau, HubSpot, Zendesk, Canva, among others
Usability	User Interface: Easy	20%	5	
Usability	Training / Support Resources: Yes, for free	20%	3	
Privacy	GDPR Compliance: Yes	50%	4	
Privacy	Is the tool banned in the EU?: No	50%	5	



Category	Criteria	Weighting	Score (1-5)	Remarks / Info
Pricing	Free Trial?: Yes, for 30 days.	25%	5	
Pricing	Has free version?: No	25%	5	
Pricing	Pricing Tiers: 3 (2 plans and 1 enterprise customizable option)	20%	3	€99 per month (billed annually)
Pricing	Yearly or Monthly Plans: Yearly	10%	3	
Pricing	Users Allowed: 1 user and 10 channels with the cheapest plan.	20%	3	
Usability	Features: They vary according to the plan.	25%	5	Publishing, Engagement, Scheduled Posts, Simultaneous Posts, Listening, Analytics, Ad Management.
Usability	Available as Mobile App: Yes	10%		

Usability	Integration: Yes	25%	5	Over 200: Canva, Fedica, Google Business, Adobe Creative Cloud, among others.
Usability	User Interface: Easy	20%	5	
Usability	Training / Support Resources: Yes, for free	20%	3	
Privacy	GDPR Compliance: Yes	50%	4	
Privacy	Is the tool banned in the EU?: No	50%	5	



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Pricing	Free Trial?: Yes, for 30 days.	20%	5	
Pricing	Has free version?: No	20%	5	
Pricing	Pricing Tiers: 2	20%	4	€792 per month the cheapest option
Pricing	Yearly or Monthly Plans: Yearly	40%	4	Is from 12 months onwards, it can also be 18
Pricing	Users Allowed: 1 user and 10 channels with the cheapest plan.	20%	3	
Usability	Features: They vary according to the plan.	25%	5	Social media, SEO, Blog, Ads, Convert, Landing pages, Automation, Email, Forms, Reports, among others
Usability	Available as Mobile App: Yes	10%		
Usability	Integration: Yes	25%	5	Salesforce
Usability	User Interface: Easy	20%	5	
Usability	Training / Support Resources: Yes, for free	20%	3	
Privacy	GDPR Compliance: Yes	50%	4	
Privacy	Is the tool banned in the EU?: No	50%	5	