

Thryv 5.0 Feature Matrix

Effective February 21, 2023

Package Level	Unlimited	Professional	Plus
Service:			
Software Onboarding, Coaching and Training	Included	Included	Included
24/7 Support and Tools	Included	Included	Included
Software Features:			
Users	10	5	2
CRM	Unlimited	Unlimited	Unlimited
Inbox	Included	Included	Included
TeamChat	Included	Included	Included
Scheduling & Appointments	Unlimited	Unlimited	Unlimited
Payments	Unlimited	Unlimited	Unlimited
Online Listings Management	Included	Included	Included
Google Business Profile	Included	Included	Included
Reserve with Google	Available	Available	Available
2-Way Text	Unlimited	Unlimited	Unlimited
Document Storage	Unlimited	50 GB	20 GB
Signatures	5 signatures p/mo.	5 signatures p/mo.	5 signatures p/mo.
Domain Based Gmail Std	1	1	1
Clients:			
Customizable CRM	Included	Included	Included
Project, Task and Job Tracking	Included	Included	Included
Contact Tags & Filters	Included	Included	Included
Data Enrichment	Included	Included	Included
Sales & Payments:			
Estimates & Invoices	Unlimited	Unlimited	Unlimited
Online Payments	Included	Included	Included
Automated Billing	Included	Included	Included
Coupons	Included	Included	Included
Mobile QuickPay	Included	Included	Included
Payment Processing: ThryvPay, Square, Stripe AND/OR PayPal	Available	Available	Available
ThryvPay Payment Processing			
Automated Bank Transfers, Credit Card, Apple Pay, Google Pay	Included	Included	Included
ThryvPay Mobile Card Reader	Available	Available	Available
Scheduled Payments	Included	Included	Included
Convenience Fees and Tipping	Included	Included	Included
Real-Time Reporting & Dispute Assistance	Included	Included	Included
ThryvPay Financing powered by Wisetack	Available	Available	Available
Mobile Tap-to-Pay	Available	Available	Available

Reputation Management:			
Review Monitoring	Included	Included	Included
Review Generation	Included	Included	Included
Review Response Networks: Google, Facebook, Yelp	Included	Included	Included
Competitor Watch	Included	Included	Included
Review Acknowledgement Service	Included	Included	---
Marketing Automation:			
Announcements	Unlimited Messages	10,000 p/mo. (\$0.01 each overage)	5,000 p/mo. (\$0.01 each overage)
Automated Campaigns			
Customized Auto Campaigns			---
Marketing Libraries	Included	Included	Included
Multi-Channel, Personalization & Action Oriented	Included	Included	Included
In-Depth Analytics	Included	Included	Included
Customer Communication:			
Centralized Inbox	Included	Included	Included
Real-Time Messaging	Included	Included	Included
Webchat, Facebook Messenger, Instagram Messenger & Google's Business Messages	Included	Included	Included
Follow-up Reminders	Included	Included	Included
2-Way SMS Text from Business Number	Included	Included	Included
Read Receipts	Included	Included	Included
Scheduling & Appointments:			
Calendar & Online Scheduling	Unlimited	Unlimited	Unlimited
Appointment Booking Payments	Available	Available	Available
Packages for Services	Unlimited	Unlimited	Unlimited
Flexible Services	Unlimited	Unlimited	Unlimited
Events and Classes	Unlimited	Unlimited	Unlimited
Automatic Follow-ups	Included	Included	Included
Calendar Syncing	Included	Included	Included
Appointment RSVP Confirmations	Included	Included	Included
Online Presence:			
Client Portal	Included	Included	Included
Secure Customer Portal Login	Included	Included	Included
Editable Widgets	Included	Included	Included
40+ Publishing Networks	Included	Included	Included
Google Business Profile Optimization	Included	---	---
Email Signatures	Included	Included	---
Professional Designed Website * One-Time Design Fee Applies	Included	Included	---
Document Storage & Sharing			
Request & Share Documents	Unlimited	50 GB	20 GB
Private Links to Customers	Included	Included	Included

Integrations:			
App Market	Available	Available	Available
Zapier Integration (Over 1,500 Integrations)	Available	Available	Available
Social:			
Profile Management	Facebook, Twitter, Instagram, LinkedIn, GMB	Facebook, Twitter, Instagram, LinkedIn, GMB	Facebook, Twitter, Instagram, LinkedIn, GMB
Content Posting & Cloning	Included	Included	Included
Content Library	Included	Included	Included
Social Conversations	Included	Included	Included
Network Insights	Included	Included	Included
Social Presence Mgt - FB, Twitter, Google Posts	12 posts p/mo	12 posts p/mo	---
Social Boosting - FB Only	Includes \$50 p/mo	---	---
Video:			
1 - 30 Sec Auto Generated Video	Included	Included	---
3 - 60 Sec Custom On-Site Videos	Included	---	---
2 - 15 Sec Video Ads + 10K Gtd Impressions	Included	---	---
4 - 15 Sec Facebook Video Ads	Included	---	---
1 - Email Motion Gif	Included	---	---
1 - 15 Sec Background Website Video	Included	---	---
1 - Animated Business Logo	Included	---	---
Available Enhancement Add-Ons:			
Additional Users	Available for add'l monthly charge	Available for add'l monthly charge	Available for add'l monthly charge
Marketing Center	Available for add'l monthly charge	Available for add'l monthly charge	Available for add'l monthly charge
Additional Signatures	Available for add'l monthly charge	Available for add'l monthly charge	Available for add'l monthly charge
Thryv Leads - Includes GMB Optimization	By proposal only - monthly	By proposal only - monthly	By proposal only - monthly
HIPAA Secure	Available for add'l monthly charge	Available for add'l monthly charge	Available for add'l monthly charge
Domain Based Gmail (per user)	Available for add'l monthly charge	Available for add'l monthly charge	Available for add'l monthly charge
Social: Add'l FB Boosting (increments)	Available for add'l monthly charge	---	---
Add'l Video Ad Impressions - 25K (increments)	Available for add'l monthly charge	---	---
Photo Package - 30 Professional Photos	Available for add'l one-time charge	Available for add'l one-time charge	---
Professionally Designed Website	Included	Included	Available for add'l monthly charge and one-time design fee
Enhanced Accessibility Site Full Managed Service + Toolkit	Available for add'l monthly charge	Available for add'l monthly charge	Available for add'l monthly charge
Search Engine Optimization (SEO) *only with purchase of Professional Website	By Proposal Only - monthly (SEO with MBG Available)	By Proposal Only - monthly (SEO with MBG Available)	By Proposal Only - monthly
5 Pages Additional Copywriting (increments) *only with purchase of Professional Website	Available for add'l one-time charge	Available for add'l one-time charge	Available for add'l one-time charge
Business Logo	Available for add'l one-time charge	Available for add'l one-time charge	Available for add'l one-time charge