

Is Kartra Expensive? Full Cost and Features Explained (2026 Guide)

If you have been asking whether Kartra is expensive, the honest answer is: it depends on what you are comparing it to. Kartra pricing starts at \$59 per month and goes up to \$549 per month, which sounds steep for a solo business owner at first glance.

But once you see what is packed into each plan - email marketing, sales funnels, membership sites, video hosting, affiliate management, and a built-in CRM - the conversation shifts from "is it expensive?" to "what am I actually replacing?"

This guide breaks down every Kartra plan, what you get for your money, which features matter most, and how it stacks up against platforms like Kajabi and ClickFunnels. By the end, you will know exactly whether Kartra fits your budget and your business goals.

What Is Kartra and Who Is It Built For?

[Kartra](#) is an all-in-one online business platform launched to the public in 2018, founded by digital marketing veterans Andy Jenkins and Mike Filsaime.

It brings together tools that most online business owners typically pay for separately - landing pages, email automation, sales funnels, checkout systems, membership portals, video hosting, helpdesk, and affiliate program management - under one single dashboard.

It is built for:

- **Course creators and coaches** who want to sell digital products without stitching together five different tools
- **Solopreneurs and small business owners** running marketing campaigns and growing an email list
- **Agencies and freelancers** managing client accounts and multiple brand funnels
- **E-commerce operators** selling digital or physical products with automation in place

One user who switched to Kartra from a stack of Mailchimp, ClickFunnels, Teachable, and Zendesk reported saving over [\\$200 per month in tool subscriptions](#) while getting better results from a fully connected system.

That context matters when you look at the Kartra price tag.

Kartra Pricing Plans: Full Breakdown for 2026

Kartra offers four monthly pricing plans ranging from \$59 to \$549 per month, depending on your contact list size and feature needs. All plans include page builders, funnels, checkouts, Kartra AI, and advanced analytics.

Here is what each plan costs and covers:

Kartra Pricing Overview Table

Plan	Monthly Price	Annual Price (per month)	Contacts	Custom Domains
Essentials	\$59/mo	\$52/mo	500	\$1
Starter	\$119/mo	\$99/mo	2,500	1
Growth	\$229/mo	\$189/mo	12,500	3
Professional	\$549/mo	\$429/mo	25,000	5

You can save up to 22% off the monthly cost if you opt for an annual plan instead. There are also certain times of year when you might be able to score a special Kartra deal to save even more.

Kartra Essentials Plan - \$59/Month

The Essentials Plan is Kartra's newest and most affordable entry-level plan, designed for solopreneurs, small business owners, and digital marketers who are just getting started with funnel building, email marketing, and online selling.

The Essentials plan is Kartra's answer to cheaper competitors. At just \$59/month, it lowers the barrier to entry significantly, with access to core funnel features, the page builder, and checkout.

You can reduce your overall cost further when you use the [\\$89 off Kartra discount code on the essential Plan](#), making it a more budget-friendly option for new creators, freelancers, and small business owners

One important thing to note: if you are on the Essentials plan, a 5% transaction fee applies to all sales made through Kartra's checkout system.

There are no transaction fees on Starter, Growth, or Professional plans. If you are actively selling, that 5% adds up quickly - which is worth factoring in before choosing this plan.

Best for: Brand-new creators, freelancers testing a product idea, or anyone who wants to try Kartra's funnel builder without a major upfront commitment.

Kartra Starter Plan - \$119/Month

The [Starter plan](#) costs \$119 per month and provides the essential tools needed to build an online presence and take a business to the next level through online marketing. This plan allows managing up to 2,500 leads, sending unlimited emails and SMS per month, connecting one custom domain, and adding five team members.

Key features of the Kartra Starter pricing plan include unlimited pages, forms, funnels, and products, built-in email marketing tools with automation, unlimited video hosting and bandwidth, funnel mapping and advanced analytics, appointment scheduling, and membership site creation.

The Starter plan is ideal for businesses that are actually operating - it increases lead capacity and removes page limits, though the one custom domain limit can become a bottleneck if you want to run a personal brand funnel and a separate product site simultaneously.

Best for: Coaches, consultants, course creators, and small business owners who want to build and sell without hitting constant limits.

Kartra Growth Plan - \$229/Month

The [Growth plan](#) is where Kartra earns its reputation as a true all-in-one platform.

Kartra's Growth plan, priced between \$189 to \$229 monthly, scales your reach with up to 12,500 contacts and unrestricted email sends.

It lifts bandwidth caps and offers up to 3 custom domains, plus features like advanced helpdesk ticketing. This plan removes transaction fees, which is a major advantage for businesses with high sales volumes.

At \$229/month, the Growth plan removes the annoying caps on bandwidth and emails. The Kartra Agency feature alone makes this worth it for freelancers - you can build funnels for clients and manage their accounts without logging in and out constantly.

This plan also unlocks webinar hosting and survey features, which are not available on the Starter plan - important for coaches running live launches or discovery calls.

Best for: Growing businesses, agencies managing client accounts, and high-volume course launches.

Kartra Professional Plan - \$549/Month

The [Professional plan](#) is Kartra's top-tier offering - it includes everything in Growth plus higher limits, advanced analytics, and premium support. It supports up to 25,000 contacts and 5 custom domains.

The Professional plan is strictly for scaling volume. There are not many new features here compared to Growth - you are primarily paying for more capacity.

Unless you are running multiple brands, managing a large agency, or regularly emailing 15,000+ subscribers, you likely will not need this plan right away.

Best for: Large teams, advanced marketers, and businesses running high-volume operations across multiple brands.

What Features Does Kartra Include?

This is where Kartra's value proposition gets interesting. The platform does not just offer landing pages - it replaces an entire stack of separate tools. Here is what you get across plans:

Email Marketing and Automation

Kartra provides an advanced yet easy-to-use email system. Businesses can send personalized messages, automate follow-ups, and track engagement with detailed reports.

It includes personalization and tagging features that allow businesses to send targeted emails based on customer behavior, high deliverability rates, email broadcasts for one-time messages like promotions and announcements, and detailed analytics that track open rates, click-through rates, and conversions.

Compared to a standalone email marketing tool like Mailchimp or ConvertKit - which can cost \$30-\$100/month on their own - having this built in is a meaningful saving.

Sales Funnel Builder

Kartra's sales funnel builder helps you design everything from simple product launches to complex multi-step funnels, guiding potential customers step-by-step toward a purchase decision.

You also get done-for-you campaign templates - so you do not have to build from scratch every time. Kartra gives you ready-to-use templates for everything - pages, funnels, and automations - which saves significant setup time.

Membership Sites and Online Courses

Kartra lets you create membership sites to deliver digital products, courses, or exclusive content securely to your audience, with drip content, gated access, and subscription management.

This replaces tools like Teachable or Thinkific, which charge separately and require integration with your funnel and email systems.

Affiliate Program Management

Kartra makes it easy to set up and manage an [affiliate program](#), helping you scale your business through referrals.

Built-in affiliate management is usually a premium add-on elsewhere. On Kartra, it is included from the Growth plan up.

Landing Page Builder

Kartra offers an intuitive page builder that makes it easy for anyone to create high-converting landing pages and full websites. Whether you need a sales page, a lead capture page, or a membership site, Kartra has customizable templates to fit any need.

Video Hosting

Kartra includes native video hosting, meaning you do not need to pay for a Wistia or Vimeo account to host your course videos or sales page videos. Video is tied to your bandwidth limit on lower plans, so keep that in mind if you run video-heavy content.

Kartra AI

Kartra AI is a personalized AI copywriting assistant that helps craft landing pages, emails, and more with brand-aligned messaging, with 100 uses per month on the Starter plan.

Behavioral Adaptive Marketing

Kartra includes Behavioral Adaptive Marketing, which some competitors lack. This allows businesses to personalize user experiences based on engagement behavior.

Split Testing (A/B Testing)

Kartra allows you to test up to 4 different versions of your pages and emails, including both subject lines and content, to find what actually works.

Hidden Costs to Know About Before You Sign Up

Kartra is fairly transparent about pricing, but there are a few things worth knowing upfront so you are not caught off-guard later.

Transaction fees: A 5% transaction fee applies to the Essentials plan only. Starter, Growth, and Professional plans have no transaction fees.

Payment processor fees: Kartra integrates with major payment gateways like Stripe, PayPal, Braintree, and Authorize.net. These platforms typically charge around 2.9% + \$0.30 per transaction - billed directly by the processor, not Kartra.

Bandwidth overage: On the Essentials and lower Starter configurations, hitting your bandwidth cap during a high-traffic product launch can trigger overage charges or a forced upgrade prompt. Clean your contact list regularly and monitor bandwidth during campaigns.

No native mobile app: Kartra has no native mobile app, making on-the-go management less convenient compared to tools like HubSpot or Kajabi that offer mobile dashboards.

How to Save Money on Kartra: Trial, Annual Plans, and Discounts

There are a few legitimate ways to pay less for Kartra without sacrificing access.

Annual billing discount: Paying annually instead of monthly saves up to 22%. On the Growth plan, that works out to \$189/month instead of \$229/month - a saving of \$480 per year.

14-day free trial: Kartra lets you try any plan risk-free for 14 days with just a \$1 authorization, giving full access to the features of your chosen plan.

All plans are also backed by a [30-day money-back guarantee](#) - cancel anytime within the first month for a full refund.

Kartra coupon code: Before you commit to a paid plan, search for a current **Kartra coupon code**. Promotional codes surface periodically - especially during product launches, Black Friday, and seasonal promotions - and can take a meaningful percentage off your first payment or first few months.

Annual plan + refund safety net: Since all plans come with a 30-day money-back guarantee, you can sign up for the annual plan, test it out, and still request a full refund if it is not the right fit. This means you can access the lower annual price without being locked in if things do not work out.

Is Kartra Worth the Price? Honest Value Analysis

The honest way to answer this is to compare what you would pay if you bought the same tools separately.

Bought piecemeal in the free market, all 14 Kartra features would cost \$48,400 a year. That is an extreme comparison, but the point stands.

Even a conservative stack - an email marketing tool, a funnel builder, a course hosting platform, and a helpdesk - can run \$200–\$400 per month with no integration between them.

To match Kartra's features with Teachable, a funnel builder software would cost around \$79/month, and an email marketing tool around \$30/month - which means Teachable and Kartra pricing end up roughly the same, but with Kartra, you get everything in one place.

The real cost of multiple tools is not just money - it is the time spent managing integrations, troubleshooting sync errors, and logging into five dashboards instead of one.

Where Kartra earns its price:

- You are running email campaigns, a funnel, and a membership site simultaneously
- You sell digital products or online courses and want everything connected
- You manage client accounts as a freelancer or agency
- You want A/B testing and behavioral targeting without paying extra for them

Where Kartra may feel overpriced:

- You only need a simple landing page for organic traffic
- You have a tiny list under 500 contacts and send occasional newsletters
- Your business model does not involve digital products, funnels, or memberships

Kartra vs. Competitors: How Does the Pricing Stack Up?

Kartra vs. Kajabi

[Kajabi](#) remains a top choice for content-heavy businesses. However, its recent price increase to \$179/month for Kajabi Basic makes it one of the most expensive platforms in its class.

Kajabi excels at course design and community building, but has weaker native funnel and automation tools compared to Kartra.

If your main goal is selling courses with beautiful design and community features, Kajabi competes well. If you need serious marketing automation with affiliate management and behavioral targeting, Kartra has the edge.

Kartra vs. ClickFunnels

[ClickFunnels](#) is built specifically for funnel creation and is excellent at that one thing. Unlike Kajabi or ClickFunnels, Kartra provides everything under one login - you can run your entire business, including sales funnels, email marketing, checkout, memberships, and scheduling, without ever leaving the platform.

ClickFunnels requires third-party integrations for email marketing, membership hosting, and affiliate management - tools that Kartra includes natively. For a business that wants one subscription over many, Kartra wins on consolidation.

Kartra vs. Systeme.io

[Systeme.io](#) is a budget-friendly alternative starting at free. It covers basic funnels and email marketing but lacks Kartra's depth in automation, behavioral targeting, affiliate management, and analytics.

For very early-stage businesses on tight budgets, Systeme.io works fine. For businesses ready to scale, Kartra's feature depth justifies the higher price.

Who Should Choose Which Kartra Plan?

Business Stage	Recommended Plan	Monthly Cost
Testing an idea, no list yet	Essentials	\$59/mo
Small business, up to 2,500 contacts	Starter	\$99/mo (annual)
Growing business, active campaigns	Growth	\$189/mo (annual)
Agency or large-volume operation	Professional	\$429/mo (annual)

How to Get Started With Kartra for Less?

If you want to try Kartra before making a full commitment, start with the 14-day \$1 trial. This gives you complete access to the Starter plan features - enough to build a landing page, set up an email sequence, and test the checkout system with a real product.

Once you're ready to continue, applying a [Kartra coupon code](#) at checkout can help lower your first payment up to 22% and make the platform more affordable long-term.

Annual plan deals and promotional codes do appear - particularly around major sale periods - and applying one before your first payment can save you a solid chunk over the first 12 months.

The 30-day money-back guarantee also means you are not taking a major financial risk to test the platform at full capacity. Sign up, build your funnel, launch a campaign, and see whether the results justify the ongoing cost for your specific business.

Kartra Pros and Cons: Quick Summary

What works well:

- Truly all-in-one - one login replaces 5–6 separate tool subscriptions
- No transaction fees from Starter onward
- Strong email automation with behavioral tagging and segmentation
- Built-in affiliate management on Growth plan and above
- A/B testing for up to 4 pages and email variants
- 30-day money-back guarantee on all plans
- Kartra AI for copywriting assistance is built directly into the dashboard

What to watch out for:

- Steeper learning curve for beginners due to its extensive feature set
- Limited blog functionality compared to dedicated CMS platforms like WordPress
- 5% transaction fee on the entry-level Essentials plan
- Bandwidth limits on lower plans can be an issue for video-heavy launches
- No native mobile app

Final Verdict: Is Kartra Too Expensive?

Kartra is not cheap by any individual tool's standard. But judged as a full marketing platform that replaces email software, a funnel builder, a course hosting platform, a helpdesk, and an affiliate manager, it is priced competitively - especially on the Growth plan at \$189/month billed annually.

The Starter plan at \$99/month annually gives small businesses and solo creators a solid foundation with no transaction fees and unlimited emails.

The Growth plan is where Kartra becomes genuinely powerful for agencies and growing businesses running multi-step campaigns.

If you are currently paying \$30 for email software, \$79 for a funnel builder, and \$49 for a course platform - and fighting to keep them synced - switching to Kartra's Starter plan could actually save you money while giving you more control, better analytics, and a cleaner workflow.

The smartest move is to start the \$1 trial, build something real inside the platform, and judge for yourself whether the consolidation is worth it for your business model.

And before you lock in a plan, always check for a current Kartra coupon code or annual billing discount - savings at sign-up have a way of making the math work a lot more cleanly.