

linkutm Pricing & Plans

UTM link management, branded links, QR codes, and campaign analytics. Transparent pricing from \$0 to \$79/month, plus a custom Enterprise tier.

Free

\$0/mo

The most generous free plan on the market.

- 25 links / month
 - 25 QR codes / month
 - 1K tracked clicks / month
 - 1 user
 - 3 UTM templates
 - 30 days analytics retention
 - UTM Builder
 - API access
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Personal

\$9/mo (\$7/mo billed yearly)

Built for solo creators who love smart tools.

- 250 links / month
 - 250 QR codes / month
 - 10K tracked clicks / month
 - 1 user
 - 1 custom domain
 - 10 UTM templates
 - 1 year analytics retention
 - UTM rules (naming enforcement)
 - CSV data export
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Growth (Most Popular)

\$29/mo (\$23/mo billed yearly)

Scale your campaigns with full power.

- 1,500 links / month
 - 1,500 QR codes / month
 - 50K tracked clicks / month
 - 3 team members
 - 3 custom domains
 - 25 UTM templates
 - 3 years analytics retention
 - GA4 integration
 - Custom UTM parameters, tags & folders
 - Custom QR codes, link cloaking, password protection
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Agency

\$79/mo (\$63/mo billed yearly)

Manage multiple brands effortlessly.

- 3,500 links / month
 - 3,500 QR codes / month
 - 100K tracked clicks / month
 - 5 team members
 - 10 custom domains
 - 50 UTM templates
 - 5 years analytics retention
 - Link scheduling
 - Dynamic variables (coming soon)
 - Deep links (coming soon)
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Enterprise

Custom pricing

For teams managing millions of links.

- Unlimited links, QR codes, and clicks
 - Unlimited team members
 - Custom domains
 - Unlimited UTM templates
 - Custom analytics retention
 - SSO
 - Dedicated account manager
 - White label (coming soon)
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Full Feature Comparison

Feature	Free	Personal	Growth	Agency	Enterprise
Price / mo	\$0	\$9	\$29	\$79	Custom
Users	1	1	3	5	Custom
Links / mo	25	250	1,500	3,500	Unlimited
QR Codes / mo	25	250	1,500	3,500	Unlimited
Clicks / mo	1K	10K	50K	100K	Unlimited
UTM Templates	3	10	25	50	Unlimited
Analytics Retention	30 Days	1 Year	3 Years	5 Years	Custom
Custom Domains	0	1	3	10	Custom
UTM Builder	Yes	Yes	Yes	Yes	Yes
UTM Rules	-	Yes	Yes	Yes	Yes

Feature	Free	Personal	Growth	Agency	Enterprise
GA4 Integration	-	-	Yes	Yes	Yes
API Access	Yes	Yes	Yes	Yes	Yes
Link Scheduling	-	-	-	Yes	Yes
Dynamic Variables	-	-	-	Soon	Soon
SSO	-	-	-	-	Yes
Dedicated Support	-	-	-	-	Yes

Note: Startups Program applicants receive the Growth plan free for 12 months (a \$348 value). See linkutm.com/startups for eligibility.

Source: linkutm.com/pricing · Compiled for partner and directory submissions