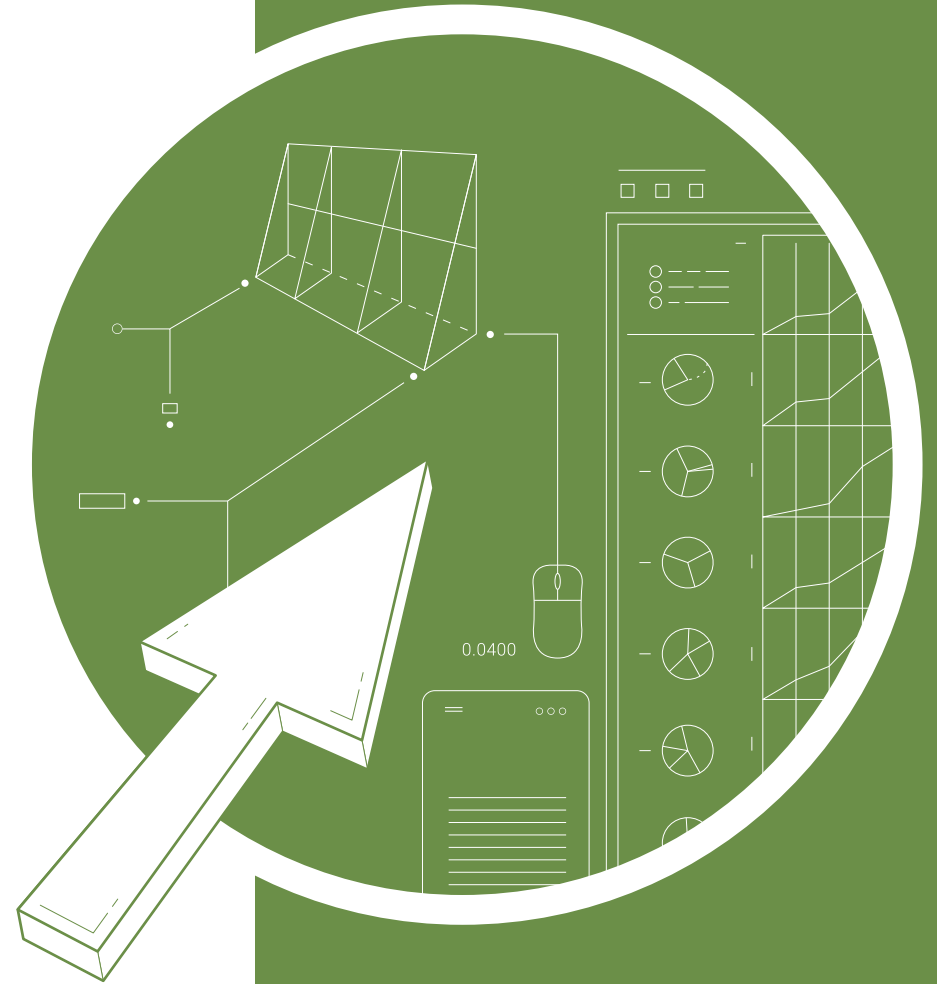


Lynx

Features



	Lite	Premium	Enterprise
Setup Fee	£500	£1,000	£2,000
Monthly Fee	£250	£500	£1,000
Employee User Limit	25	50	∞
Summary Report Data Storage	180 days	365 days	1,100 days
Detail Report Data Storage	90 days	180 days	365 days
System Logs Storage	60 days	180 days	365 days

*The above listed prices, limits, and storage capacities apply to the entire Phonexa platform, regardless of which components used.

Cost Per Click (per 1000)	£0.3	£0.25	£0.2
Cost Per Impression (per 1000)	£0.004	£0.003	£0.002
Cost Per Acquisition (per 1000)	£0.40	£0.35	£0.25

	Lite	Premium	Enterprise
Active Offer Count Limit	50	100	∞
Automation Rules Limit (Global)	100	250	5000
Automation Rules Limit (Per Advertiser)	20	50	100
Active Advertisers	50	100	∞
Total Size of Offer Creatives	200 MB	1,000 MB	10 GB
Partner APIs	✓	✓	✓
Website Unsubscribe Management	✗	✓	✓

Systemwide addons	Lite	Premium	Enterprise
Access Management	✓	✓	✓
Advanced Security Settings	✓	✓	✓
Account Notes	✓	✓	✓
Email Notifications	✓	✓	✓
Domain White Labeling	✗	£200 / month	✓
Image Storage	✗	500 MB	10 GB
Scheduled Reports	✗	50	100
Domain Public Labeling	✗	✓	✓
Mobile App	✗	✓	✓
Dashboard Customization	✗	✓	✓
Control Panel Themes	✗	✓	✓
Forms & Banners	✗	✓	✓

Systemwide addons	Lite	Premium	Enterprise
Note Groups	×	✓	✓
Export	×	✓	✓
Website Pages	×	✓	✓
Contact Us	×	✓	✓
API Access to Reports	×	×	✓
Team Widget	×	×	✓
Legal Documents Management	×	×	✓
Watchmail	×	×	✓
Feed CMS	×	×	✓
Multiple Users Account	×	×	✓
Alternative Domains	×	×	✓

Phonexa External Add-Ons

Lite

Premium

Enterprise

Tracking: Google Sheets

£0.0005 / Per Unit

£0.0005 / Per Unit

£0.0005 / Per Unit

Tracking: Ping Url

£0.0005 / Per Unit

£0.0005 / Per Unit

£0.0005 / Per Unit

Tracking: Send Slack Message

£0.0005 / Per Unit

£0.0005 / Per Unit

£0.0005 / Per Unit

Tracking: SMTP ESP

£0.0005 / Per Unit

£0.0005 / Per Unit

£0.0005 / Per Unit

Tracking: Twillio

£0.0005 / Per Unit

£0.0005 / Per Unit

£0.0005 / Per Unit

Phonexa Internal Add-Ons

Lite

Premium

Enterprise

Tracking: E-Delivery Suppression List(s)

£0.0005 / Per Ping

£0.0005 / Per Ping

£0.0005 / Per Ping