

Pipedrive Review

Pricing, pros, cons and practical fit

Sales CRM focused on pipelines, leads, contacts, and deal management.

QUICK FACTS

At a glance

Starting price	\$14/seat/mo billed annually
Free plan	No
Free trial	Yes
Difficulty	Easy
Last verified	Oct 2026
Best for	Agency, Marketing Team, Small Business

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Simple and visual sales pipeline management.

MAIN LIMITATION

Marketing automation is less comprehensive than all-in-one marketing suites.

WISETECHLIST VERDICT

Should you use Pipedrive?

Pipedrive is a strong CRM for small sales teams that want a clear visual pipeline without a huge amount of setup. Businesses seeking a full marketing suite may need additional tools.

USE CASES

What can you use Pipedrive for?

- Sales pipeline
- Lead management
- Deal tracking
- Sales reporting
- Contact management

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Very visual sales pipeline
- Easy to learn
- Strong deal tracking
- Useful sales reporting
- Good mobile support

WHAT TO CONSIDER

- Limited marketing features compared with all-in-one suites
- Add-ons can increase cost
- Less suitable for complex enterprise processes

PRACTICAL FIT

How Pipedrive fits a small business workflow

WHAT IT IS

Pipedrive is a sales-focused CRM designed around visual pipelines, leads, contacts, deals, activities, and sales reporting. Its interface is built to make the sales process easy to see and manage, which makes it particularly approachable for small teams that want structure without adopting a large all-in-one marketing platform.

WHERE IT FITS

Pipedrive fits well when a small business needs a clear process for moving leads from first contact to closed deal. Sales teams can use the pipeline as their daily workspace, track follow-ups, manage activities, review deal progress, and keep customer information organized without a complicated implementation.

WHEN IT MAY NOT FIT

Pipedrive may not be the right choice if you want one platform to handle advanced marketing automation, content, customer service, and CRM together. Businesses with complex enterprise workflows or highly customized data models may also need a more extensive CRM platform.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Pipedrive if your main goal is managing leads and deals through a simple, visual sales pipeline.

SKIP IF

Skip Pipedrive if you need an all-in-one marketing automation platform or highly complex enterprise CRM workflows.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/pipedrive/>