Plans and features

Prices in USD, checked 5 November 2026. Current prices: www.captifi.io/pricing

One venue is included on every plan. Each additional venue is $35/mo on any plan from Essentials up. Every plan ships with the CaptiFi WiFi kit against a $99 refundable deposit. Every plan starts with a 30-day free trial and has no contract. Your plan allowance is spent only on new guests: however often your regulars come back, the price does not change.

Lite

$24.99/mo, or $240 billed yearly

Lite, $24.99 a month: guest capture and CSV export for one site, 500 new guests a month, on your own WiFi or on the CaptiFi device. It has CaptiFi branding on the splash page and email support. If you choose the device, its refundable $99 deposit is taken when you order it.

www.captifi.io/trial?plan=lite

Essentials

Up to 1,000 new guests/mo

$59 /mo, billed yearly

$708 billed yearly, or $69/mo month-to-month.

Branded guest WiFi with contact capture, review requests and a monthly email allowance.

- Branded splash page
- GDPR contact capture
- Weekly insights card for each venue
- CSV export
- Paid WiFi and WiFi vouchers
- Automated review requests
- Email marketing (1,000 emails)
- WiFi kit included ($99 refundable deposit)

Extra venue: +$35/mo

Most Popular

Growth

Up to 5,000 new guests/mo

$99 /mo, billed yearly

$1,188 billed yearly, or $129/mo month-to-month.

Marketing on top of the WiFi: reviews, campaigns, SMS and every integration.

- **Everything in Essentials**
- Event promos
- VIP segmentation
- Advanced analytics
- Priority support
- Email marketing (2,000 emails)
- API access and webhooks
- Rewards and loyalty
- Ten guest WiFi games
- Event ticketing
- Reservation check-in
- Table bookings with deposits
- Weekly and monthly PDF reports

Extra venue: +$35/mo

Pro

Up to 15,000 new guests/mo

$169 /mo, billed yearly

$2,028 billed yearly, or $219/mo month-to-month.

Groups and chains: every venue under one login with group reporting.

- **Everything in Growth**
- Multi-site dashboard
- Group analytics
- Remove CaptiFi branding
- API access and webhooks
- Mail Plus (5,000 emails)
- Automation workflows (visual builder)

Extra venue: +$35/mo

Enterprise

Unlimited guests

Custom

Tailored pricing for 50+ locations, white-label and SLA requirements.

For large operations, hotel groups, white-label solutions

- **Everything in Pro**
- White-labelling
- Dedicated account manager
- Single sign-on (on request)
- Dedicated server
- Reseller options
- SLA

Contact us for a quote

Hardware

A CaptiFi-configured access point or gateway is included with every plan. We charge $99 to your card as a refundable deposit and refund it when the kit comes back if you cancel. Already on UniFi, TP-Link Omada, Cisco Meraki, Aruba, MikroTik, Ruckus or Fortinet? CaptiFi connects to those too.

Integrations

Every integration in the directory at captifi.io/integrations is included on Growth and above at no extra cost. A 30-day free trial started on Growth or Pro includes every integration, so pick Growth to try them.

Billing

Pay monthly or yearly; both prices are shown on each plan. No plan payment is taken until your 30 days end, and you can change or cancel your plan before then.

Feature comparison

Feature	Essentials	Growth	Pro	Enterprise
New guests per month	1,000	5,000	15,000	Unlimited
Branded splash page	✓	✓	✓	✓
GDPR contact capture	✓	✓	✓	✓
Weekly insights card for each venue	✓	✓	✓	✓
CSV export	✓	✓	✓	✓
Paid WiFi and WiFi vouchers	✓	✓	✓	✓
Automated review requests	✓	✓	✓	✓
Email marketing (1,000 emails)	✓	-	-	-
WiFi kit included ($99 refundable deposit)	✓	✓	✓	✓
Event promos	-	✓	✓	✓
VIP segmentation	-	✓	✓	✓
Advanced analytics	-	✓	✓	✓
Priority support	-	✓	✓	✓
Email marketing (2,000 emails)	-	✓	-	-
250 free SMS a month included	-	✓	✓	✓
API access and webhooks	-	✓	✓	✓
Rewards and loyalty	-	✓	✓	✓
Ten guest WiFi games	-	✓	✓	✓
Event ticketing	-	✓	✓	✓
Reservation check-in	-	✓	✓	✓
Table bookings with deposits	-	✓	✓	✓
Weekly and monthly PDF reports	-	✓	✓	✓
Multi-site dashboard	-	-	✓	✓
Group analytics	-	-	✓	✓
Remove CaptiFi branding	-	-	✓	✓
Mail Plus (5,000 emails)	-	-	✓	✓
Automation workflows (visual builder)	-	-	✓	✓
White-labelling	-	-	-	✓
Dedicated account manager	-	-	-	✓
Single sign-on (on request)	-	-	-	✓
Dedicated server	-	-	-	✓
Reseller options	-	-	-	✓
SLA	-	-	-	✓

Questions venues ask

How much does CaptiFi cost?

Lite is $24.99 a month ($240 a year): guest capture and CSV export for one site, 500 new guests a month, on your own WiFi or on the CaptiFi device. Essentials starts at $59/month on annual billing ($69 month-to-month), and plans scale to $169/month on annual billing ($219 month-to-month) for the Pro plan, with custom Enterprise pricing above that. Every plan includes WiFi hardware (refundable deposit), every plan starts with a 30-day free trial, and every integration is included from the Growth plan up. Prices are shown in your local currency where available.

Is there a free trial?

Yes. Every plan includes a 30-day free trial. You'll need to add a payment method to start it, and you can cancel any time during the trial with nothing charged for your plan. On Essentials and above the card also covers the refundable hardware deposit, taken when the kit is ordered. On Lite the deposit is taken only if you choose the device.

Is hardware included?

Yes, on every plan: a CaptiFi-configured access point or gateway. We take a refundable deposit ($99) when you order the kit; if you cancel, return the hardware and the deposit is refunded.

Are integrations included?

Integrations are included on the Growth plan and above. Every integration in our integrations directory comes with those plans at no extra cost, and there are no per-integration fees. A 30-day free trial started on Growth or Pro includes every integration, so pick Growth when you start your trial if you want to try them.

How does SMS marketing pricing work?

SMS marketing is included on the Growth plan and above, with 250 free texts a month. After those, each text is a paid text, added up and charged once a month to the card on your account, and you set a monthly limit so a campaign can never run up more than you planned. There is no monthly SMS fee, one text covers one standard text segment, and every text carries an automatic opt-out footer.

Do automation emails count towards my email allowance?

Yes. Emails sent by automations and by repeating campaigns count towards the monthly email allowance on your plan, the same as a one-off campaign. If the allowance is spent, those emails wait and go out when it renews.

Do imported contacts count against my guest allowance?

No. Contacts you upload from a CSV or Excel file are kept apart from the guests your WiFi collects. They never count against your plan's monthly new-guest allowance and never appear in footfall figures, because they never visited. They are fully marketable and count in campaign audiences and towards your monthly email allowance like any other contact.

Do you offer multi-location pricing?

Yes. There's a per-additional-location fee on any plan from Essentials up, so a group doesn't need Pro just to add venues. Hotel groups and franchise operators usually choose Pro anyway, for the multi-venue dashboard, group analytics and up to 15,000 new guests a month across their venues. Contact us for a tailored Enterprise quote on 50+ locations.

Start a free trial

www.captifi.io/trial

30 days, hardware shipped on every plan, no plan payment until your 30 days end.

Talk it through

meet.captifi.io/reece/15min

A 15-minute call to pick the right plan for your venues.

Live prices

www.captifi.io/pricing

Always current, in your currency where available.