

ClickUp vs Jira: Features, Pricing, and Which One Fits Your Team

ClickUp vs Jira compared for 2026: pricing, agile and developer features, integrations, AI, and a clear pick for software teams versus mixed teams.



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Should you choose Jira or ClickUp?

Choose Jira if your team ships software and works in sprints, story points, and developer tools. Choose ClickUp if you want one flexible workspace for a mixed team that runs marketing, operations, client delivery, and light product work in the same place.

That is the short answer. The two tools look similar in a feature list, so most comparisons read like a tie. They are not built for the same job. Jira started in 2002 as an issue tracker for developers and grew into a deep agile platform. ClickUp launched in 2017 to replace a stack of separate tools with one workspace. The rest of this page shows where that difference shows up, with 2026 pricing, real team-cost math, and a recommendation you can act on.

Key takeaways

- Jira is purpose-built for software engineering: sprints, epics, story points, velocity, release planning, and 3,000+ developer apps.*
- ClickUp is an all-in-one work platform: 15+ views, docs, whiteboards, time tracking, dashboards, and built-in AI, with no add-ons required.*
- ClickUp is cheaper and simpler at every paid tier.*
Jira Standard plus Confluence runs about \$12.69 per user per month, above ClickUp Business at \$12.
- On G2, ClickUp rates 4.7 and Jira rates 4.3. The gap is really depth for developers versus breadth for everyone else.*

The Verdict

Pick the tool that matches the work your team actually does.

Choose ClickUp if	Choose Jira if
- Your team mixes marketing, operations, and client work - You want docs, views, and time tracking in one tool - You want people productive without heavy setup	- Your team ships software in sprints - You need story points, velocity, and release planning - You live in GitHub, Bitbucket, and CI/CD tools
Best for: agencies, professional services, operations, and marketing.	Best for: software engineering teams running Scrum or Kanban.

Most teams are not purely one or the other. A software company still has a marketing team and an operations function. The right question is which tool fits the majority of the work and which group can live with an integration or a second tool for the edge cases.

ClickUp vs Jira at a glance

The headline differences in one table. Details and sources follow in each section below.

	ClickUp	Jira
Best for	Mixed teams: agencies, ops, marketing, light product	Software engineering teams running Scrum or Kanban
Launched	2017, all-in-one work platform	2002, developer issue tracker
Free plan	Unlimited members, 60MB storage	Up to 10 users
Paid entry	\$7 / user / mo (Unlimited)	~\$7.53 / user / mo (Standard)
Mid tier	\$12 / user / mo (Business)	~\$14.54 / user / mo (Premium)
Views	15+ (List, Board, Gantt, Timeline, Calendar, Whiteboard, and more)	Board, Backlog, Timeline, Calendar, focused on Scrum and Kanban
Agile depth	Good for light agile	Deep: story points, velocity, burndown, releases
Docs and whiteboards	Built in	Confluence, sold separately
Time tracking	Built in	Apps or add-ons
Built-in AI	ClickUp Brain (+\$9 / user / mo)	Rovo, woven into paid tiers
Integrations	1,000+ native	3,000+ via Atlassian Marketplace
Ease of use (Capterra)	75% positive	58% positive
Rating (G2)	4.7 / 5	4.3 / 5

Sources: ClickUp and Atlassian pricing pages, plus G2 and Capterra, verified July 2026. Both vendors change plans and prices without notice, so confirm current figures before you budget.

Where each one comes from

The origin of each tool explains almost every difference that follows.

Jira was built by Atlassian in 2002 as a bug and issue tracker for software teams. Sprints, epics, issues, story points, and releases are first-class objects, not features bolted on later. Everything in Jira assumes a development workflow, which is why it is the default for engineering and why it

takes more setup for anyone who is not writing code.

ClickUp launched in 2017 with the goal of replacing several separate tools with one workspace. Tasks, docs, whiteboards, goals, time tracking, dashboards, and chat live under one roof. That breadth is the point. A marketing team, an operations team, and a product team can all work in the same tool without buying a document app, a time tracker, and a whiteboard app on the side.

Neither origin is a weakness. It is a fit question. Jira goes deep on one job. ClickUp goes wide across many.

Pricing compared

Both tools have a free plan and three paid tiers. Prices below are per user, per month, billed annually.

Tier	ClickUp	Jira
Free	\$0, unlimited members, 60MB storage	\$0, up to 10 users
Entry paid	\$7 (Unlimited)	~\$7.53 (Standard)
Mid	\$12 (Business)	~\$14.54 (Premium)
Top	Enterprise, custom	Enterprise, ~\$17.50, quoted by seat count, annual only

Source: clickup.com/pricing and atlassian.com/software/jira/pricing, verified July 2026. Jira's per-user rate steps down as seat counts pass 100, 250, and 500. ClickUp prices are flat per tier.

Two details change the real total.

Confluence is a separate purchase in the Jira world. Jira handles issues and boards. Documents, wikis, and knowledge bases live in Confluence, which is billed separately at about \$5.16 per user per month. ClickUp includes Docs in every paid plan. So the honest comparison for a team that needs both work tracking and documents is Jira Standard plus Confluence, about \$12.69 per user per month, against ClickUp Business at \$12 with docs already inside.

ClickUp Brain is an add-on. ClickUp's built-in AI is \$9 per user per month on top of your plan. Jira folds its Rovo AI into paid tiers instead of charging separately. If AI is central to your plan, price both with AI turned on, covered in the AI section below.

Real team-cost examples

Annual cost for common team sizes, using ClickUp Business and Jira Standard plus Confluence, the closest like-for-like pairing.

Team size	ClickUp Business	Jira Standard + Confluence
10 people	~\$1,440 / yr	~\$1,523 / yr
25 people	~\$3,600 / yr	~\$3,807 / yr
50 people	~\$7,200 / yr	~\$7,614 / yr

Estimates based on July 2026 list prices, billed annually, before any developer apps on Jira. Jira's per-user rate drops above 100 seats, so the gap narrows at larger scale.

ClickUp is the cheaper choice at every tier for a team that needs both work tracking and documents. The gap is modest at small sizes and it comes with more built in. Where Jira's cost climbs is the Marketplace apps that developer teams add for time tracking, test management, and advanced reporting, none of which show up in the sticker price.

A note on price as a decision factor

Price rarely decides this one. For an engineering team, Jira's agile depth is worth more than the difference on the invoice. For a mixed team, ClickUp's breadth removes three or four other subscriptions. Compare on fit first, then on total cost with the add-ons each team will actually buy.

Features head to head

Where the two tools genuinely diverge.

Agile and sprints

This is Jira's home ground. Story points, sprint planning, velocity tracking, burndown and burnup charts, sprint reports, backlog grooming, and release planning are all native and mature. Teams running formal Scrum or Kanban at scale get reporting that ClickUp does not match. Jira Query Language, or JQL, lets admins build precise filters and dashboards that power large engineering orgs.

ClickUp has real agile features too. The Sprints ClickApp adds sprint points, sprint automation, and velocity and burndown charts. For a small product team or a team running light agile, it is enough. For a 50-engineer org living in sprint ceremonies every day, Jira is the deeper tool.

Views and flexibility

ClickUp ships more than 15 ways to see the same work: List, Board, Calendar, Gantt, Timeline, Workload, Table, Mind Map, Whiteboard, Form, and others. Anyone can add a view without admin rights. Jira centers on the Board and Backlog, with Timeline and Calendar available, all tuned for development work. Jira's flexibility comes from admin-configured workflows, screens, and permission schemes, which are powerful and take training to set up.

Docs, whiteboards, and collaboration

ClickUp includes Docs, Whiteboards, and Chat next to the work. A team can write a spec, sketch an idea, and track the tasks that come out of it without leaving the tool. Jira relies on Confluence for documents and wikis, a separate product with its own price. For pure engineering teams already standardized on Confluence, that split is fine. For a mixed team, one tool with docs built in is simpler and cheaper.

Time tracking and reporting

ClickUp has native time tracking on paid plans, useful for agencies and professional services firms that bill hours. Jira handles time tracking through Marketplace apps like Tempo, which add cost. Both have dashboards. Jira's are deep for engineering metrics; ClickUp's are broad and cover work across departments.

AI: ClickUp Brain vs Jira Rovo

Both tools now have AI built in, with different models for how you pay.

ClickUp Brain is an add-on at \$9 per user per month, billed annually. It writes and summarizes, drafts updates, answers questions across your workspace, and automates steps inside tasks and docs. ClickUp also offers a larger Everything AI plan at \$28 per user per month for heavier use, including an AI notetaker and more credits. Brain is charged on every paid seat in the workspace, not only the people who use it.

Jira Rovo is Atlassian's AI for search, chat agents, and summarization. Rather than a separate line item, Rovo is now woven into paid Jira tiers, with fuller capability higher up the plans. For a team already on Premium, a meaningful amount of AI comes with the plan.

If AI is central to your rollout, price both with AI on. ClickUp's Brain add-on is transparent but additive. Jira's bundled Rovo can look cheaper on paper because it rides inside the tier you already pay for.

Integrations

Jira wins on raw count and developer depth. The Atlassian Marketplace has more than 3,000 apps, with deep native ties to Bitbucket, GitHub, Jenkins, and the rest of the CI/CD and DevOps stack. For an engineering team, that ecosystem is hard to beat.

ClickUp offers more than 1,000 native integrations, including Figma, GitHub, Sentry, Slack, and the common business tools, plus Make and Zapier for the long tail. For a mixed team, ClickUp covers the tools marketing, sales, and operations already use. For a team whose integration needs are almost entirely developer tooling, Jira's Marketplace is the stronger fit.

Ease of use and setup

ClickUp is easier to start. A new user can create a Space, add tasks, build a Board, and set up an automation the same day, without admin training. Capterra reviewers rate ClickUp 75% positive on ease of use against Jira's 58%.

Jira is powerful once configured and heavier to configure. Workflows, screens, permission schemes, and JQL unlock real depth, and they are why large engineering orgs standardize on it. The ramp is real, especially for non-technical users, which is part of why Jira sits deep in engineering and rarely spreads to marketing or operations on its own.

The pattern holds across review sites. On G2, ClickUp rates 4.7 and Jira rates 4.3. Read that as breadth and speed of adoption for ClickUp, and depth for developers on Jira, rather than one tool being better at everything.

Who should choose which

A direct recommendation by team type.

Choose Jira if your core is software engineering, you run formal Scrum or Kanban, you need story points and velocity and release planning, and your team lives in GitHub, Bitbucket, and CI/CD tools. Large engineering orgs that need strict governance, permissions, and audit logs also land on Jira.

Choose ClickUp if your work spans marketing, operations, client delivery, and light product, you want docs and time tracking and dashboards in one tool, and you want people productive without a long setup. Agencies, professional services firms, and internal teams at growing companies are the strongest fit.

Running both is common. Plenty of companies keep engineering on Jira and run everyone else on ClickUp, connected with an integration so work stays visible across the two. That is a valid answer, not a failure to decide.

Moving from Jira to ClickUp

If a mixed team has outgrown Jira, or a business function was only on Jira because engineering was, moving to ClickUp is a well-worn path.

ClickUp has a native Jira importer. It pulls your data from Jira and maps it into ClickUp: projects become Spaces, issues become tasks with descriptions and attachments, and you can map statuses, custom fields, and users during the import. On-premises Jira instances are supported, with a 50GB file-size limit per import. The importer turns on Nested Subtasks automatically so your hierarchy carries over.

The mechanics are the easy part. The work that decides whether a migration succeeds is the design: how Spaces and folders map to your teams, which custom fields survive, what automations replace the ones you had, and how the workspace is set up so people actually adopt it. That is the difference between a data dump and a workspace teams want to use.

ClickUp vs Jira FAQ

Is Jira better than ClickUp?

For software engineering, yes. Jira's sprints, story points, velocity, and release planning are deeper than ClickUp's, and its developer integrations are unmatched. For mixed teams that need docs, time tracking, and many views in one tool, ClickUp is the better fit. The right answer depends on the work, not on which tool has more features overall.

Can ClickUp replace Jira for software development?

For small or light-agile product teams, often yes. ClickUp has sprints, story points, and burndown charts through its Sprints ClickApp. For large engineering orgs running formal Scrum with heavy DevOps tooling, Jira's depth and integrations are hard to replace.

Is ClickUp cheaper than Jira?

At the tiers most teams buy, yes. ClickUp Business is \$12 per user per month with docs included. Jira Standard plus Confluence, the like-for-like pairing, runs about \$12.69. Jira's cost also climbs with the Marketplace apps developer teams tend to add.

Can you migrate from Jira to ClickUp?

Yes. ClickUp has a native Jira importer that maps projects to Spaces, imports issues with descriptions and attachments, and lets you map statuses, custom fields, and users. It supports on-premises Jira and allows imports up to 50GB per file.

Does ClickUp have sprints and agile features?

Yes. ClickUp's Sprints ClickApp adds sprint points, sprint automation, and velocity and burndown charts. It covers light and mid agile well. Jira remains deeper for teams running formal agile at scale.

Which is easier to use, ClickUp or Jira?

ClickUp. New users can build boards, add custom fields, and set up automations without admin training. Capterra rates ClickUp 75% positive on ease of use against Jira's 58%. Jira is more powerful once configured and takes more setup.

Is ClickUp or Jira better for startups and small teams?

ClickUp suits most startups and small mixed teams: low cost, fast setup, and one tool for everything. A startup that is purely an engineering team building software may still prefer Jira for its agile depth.

Do ClickUp and Jira integrate with each other?

Yes. You can connect the two so engineering stays in Jira while the rest of the company works in ClickUp, keeping tasks and status visible across both. Many companies run this hybrid on purpose.

Getting the most from whichever tool you pick

The tool is one decision. The bigger one is how the workspace is built and kept current as the team changes. A workspace designed around real workflows gets more from every seat than one assembled ad hoc, whether that is Jira for engineering or ClickUp across the business. L5 builds

and then operates ClickUp on an ongoing basis, so the setup keeps pace with what your team needs. See **ClickUp pricing for 2026** and **our full ClickUp review** for the detail behind this comparison.