

ClickUp Pricing 2026: Plans, Costs, and What You Actually Pay

ClickUp pricing broken down: every plan, monthly vs annual, the Brain AI add-on, real team-cost examples, discounts, and where teams overspend.



L5 Team

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Last verified July 2026.

ClickUp has four plans, and the tier you pick is one part of the picture. Seats, the **ClickUp Brain AI add-on**, and whether you pay monthly or annually also shape your total cost.

Here are the four plans, priced per user per month when billed annually:

- **Free Forever** at \$0
- **Unlimited** at \$7 per user
- **Business** at \$12 per user
- **Enterprise** at custom pricing

This page breaks down every plan, what changes between them, the real cost for a team of 10, 25, or 50, the discounts worth asking about, and the add-ons that affect your total.

ClickUp pricing at a glance

Prices below are per user, per month, billed annually. Monthly-billed rates are higher and are covered further down.

Plan	Price (annual)	Storage	Automations / mo	Best for
Free Forever	\$0	60MB	100	Individuals and small teams evaluating the tool
Unlimited	\$7 / user	Unlimited	1,000	Small teams past the free plan's limits
Business	\$12 / user	Unlimited	5,000	Growing teams needing dashboards and automation depth
Enterprise	Custom	Unlimited	250,000	Orgs needing SSO, HIPAA, audit logs, a success manager

Source: ClickUp pricing page, verified July 2026. ClickUp changes plans and prices without notice, so confirm current figures before you budget.

What each plan actually includes

Free Forever (\$0)

CLICKUP PLAN Free Forever \$0 WHO IT'S FOR Individuals and small teams evaluating ClickUp	WHAT'S INCLUDED ✓ Unlimited tasks and members ✓ Docs, whiteboards, kanban ✓ One form and calendar view LIMITS 60MB storage · 100 automations/mo
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Unlimited tasks and unlimited members, plus core task management, collaborative docs, whiteboards, kanban boards, calendar view, and one form. The real ceiling is storage, capped at 60MB for the whole workspace, and automations, capped at 100 per month. It is enough to test whether ClickUp fits before anyone pays.

Unlimited (\$7 per user, annual)

CLICKUP PLAN Unlimited \$7 /user/mo billed annually WHO IT'S FOR Small teams past the free plan's limits	WHAT'S INCLUDED ✓ Unlimited storage ✓ Gantt charts and integrations ✓ Time tracking, goals, guests AUTOMATIONS 1,000 per month
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Removes the storage cap and raises automations to 1,000 per month. Adds unlimited spaces and folders, Gantt charts, unlimited integrations, native time tracking, goals and portfolios, and guest permissions. This is the tier most small teams land on once the free plan's storage or automation limits start to bite.

Business (\$12 per user, annual)

CLICKUP PLAN

Business

\$12 /user/mo
billed annually

WHO IT'S FOR
Growing teams that need reporting and automation

WHAT'S INCLUDED

- ✓ Unlimited dashboards
- ✓ Timeline and workload views
- ✓ Sprint reporting, Google SSO

AUTOMATIONS
5,000 per month

ClickUp's most popular paid tier. Adds unlimited dashboards, timeline and workload views, 5,000 automations per month, advanced time tracking, sprint reporting, custom exporting, and Google SSO. This is the tier for teams running reporting for leadership and automation-heavy workflows across departments.

Enterprise (custom pricing)

Everything in Business, plus SAML SSO, SCIM provisioning, unlimited custom roles, an audit log, 250,000 automations per month, custom branding, HIPAA and MSA availability, data residency, guided onboarding, and a dedicated customer success manager. Pricing is negotiated with ClickUp's sales team, so there is no public per-seat rate.

ClickUp Brain and AI pricing

ClickUp's AI is available as two add-ons, priced per member per month on top of your plan.

AI add-on	Annual	Monthly	Included AI Super Credits / mo
ClickUp Brain	\$9 / user	\$18 / user	1,500
Everything AI	\$28 / user	\$68 / user	5,000

Brain covers the AI assistant, AI writing, and enterprise search. Everything AI adds an AI notetaker, image generation, AI fields, and heavier automation, and draws on a larger pool of AI Super Credits. Extra credits cost \$10 for 10,000 and apply to features like Super Agents, AI fields, and image generation.

Monthly vs annual: what you actually save

ClickUp advertises the annual rate. The month-to-month rate is meaningfully higher.

Plan	Billed annually (per user / mo)	Billed monthly (per user / mo)	Annual saving
Unlimited	\$7	\$10	About 30%
Business	\$12	\$19	About 37%

On a 20-person Business team, annual billing costs \$2,880 a year versus \$4,560 month to month. That is \$1,680 saved for committing to a year. If you are confident in the tool, annual billing is the single biggest lever on the base price.

Real team-cost examples

All figures below use the annual per-seat rate, multiplied out to a yearly total. AI is shown as Brain on every seat, which is how ClickUp bills it.

Team size	Business plan / year	Business + Brain / year
10 users	\$1,440	\$2,520
25 users	\$3,600	\$6,300
50 users	\$7,200	\$12,600

Two things stand out. Adding Brain applies to every seat, so it scales with team size. And the per-year total tracks headcount cleanly, which makes it easy to forecast as you grow.

What shapes your total cost

Three things move a ClickUp bill more than the plan tier does.

- **Seats**

Pricing is per user, so cost scales with the size of your team.

- **AI add-ons**

Brain and Everything AI are priced per member, so they scale with seat count alongside your plan.

- **Guests and storage**

Guest access for clients or contractors and storage beyond the free plan sit outside the base seat price, so factor them in.

Discounts worth asking about

A few programs can lower the price for teams that qualify.

- **Annual billing**

The one discount available to everyone, worth about 30% to 37% off the monthly rate.

- **Nonprofits**

Registered 501(c)(3) organizations can apply for discounted paid plans. Contact ClickUp sales and cite your status.

- **Education**

Students and educators can apply to ClickUp's education program for a discount after verifying their status.

- **Startups**

Qualifying early-stage startups can apply to ClickUp's startup program, which offers discounts and workspace credits.

Quick answers

How much does ClickUp cost per user?

Billed annually, Unlimited is \$7 per user per month and Business is \$12. Free is \$0 and Enterprise is custom. Billed monthly, Unlimited is \$10 and Business is \$19.

Does ClickUp have a free plan?

Yes. Free Forever is \$0 with unlimited members and tasks. Its main limits are 60MB of storage and 100 automations per month.

How much is ClickUp Brain, the AI?

ClickUp Brain is \$9 per member per month billed annually, or \$18 billed monthly, on top of your plan.

Is ClickUp cheaper if you pay annually?

Yes. Annual billing saves about 30% on Unlimited and about 37% on Business compared with month-to-month.

Does ClickUp charge per user or per workspace?

Per user, per month. Total cost scales directly with the number of paid seats.

What does ClickUp cost for a team of 25?

On the Business plan billed annually, about \$3,600 a year. Adding ClickUp Brain on every seat brings it to about \$6,300 a year.

Getting the most from whichever plan you pick

The cost question is really an implementation question. A workspace built around your team's real workflow gets more from every seat than one assembled ad hoc. L5 builds and then operates ClickUp on an ongoing basis, so the workspace keeps pace with what your team needs.