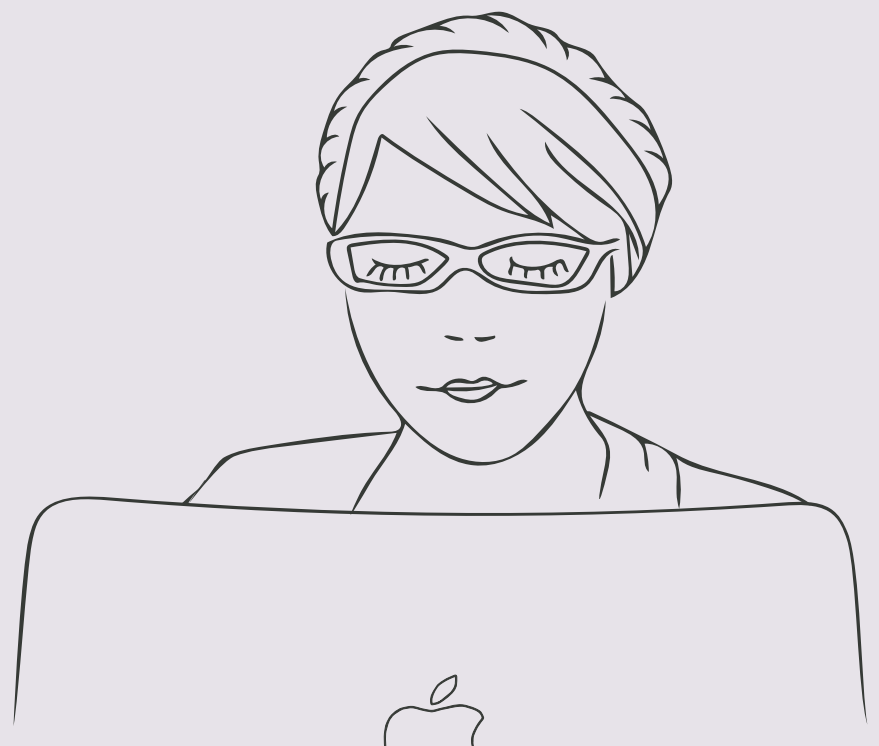


HubSpot

FIND YOUR GROWTH SUITE



INBOUND FACT
Inbound leads cost **60% less** than outbound

MARKETING

FREE STARTER PROFESSIONAL ENTERPRISE

Feature	FREE	STARTER	PROFESSIONAL	ENTERPRISE
EMAIL INTEGRATION	✓	✓	✓	✓
COMPANY RECORDS	✓	✓	✓	✓
TASKS	✓	✓	✓	✓
CALLING	✓	✓	✓	✓
FORMS	✓	✓	✓	✓
FACEBOOK/INSTAGRAM ADS	✓	✓	✓	✓
CONTACT ACTIVITY	✓	✓	✓	✓
QUALIFICATION BOTS	✓	✓	✓	✓
LISTS	✓	✓	✓	✓
EMAIL MARKETING	✓	✓	✓	✓
MOBILE OPTIMIZATION	✓	✓	✓	✓
PHONE SUPPORT	✓	✓	✓	✓
BLOGGING TOOLS	✓	✓	✓	✓
SEO/CONTENT STRATEGY	✓	✓	✓	✓
SOCIAL MEDIA	✓	✓	✓	✓
LANDING PAGES & CTAS	✓	✓	✓	✓
A/B TESTING	✓	✓	✓	✓
SMART CONTENT	✓	✓	✓	✓
GOAL-BASED NURTURING	✓	✓	✓	✓
ATTRIBUTION REPORTING	✓	✓	✓	✓
MARKETING AUTOMATION	✓	✓	✓	✓
VIDEO HOSTING	✓	✓	✓	✓
SALESFORCE INTEGRATION	✓	✓	✓	✓
REVENUE & EVENT REPORTING	✓	✓	✓	✓
CUSTOM EVENT TRIGGERS	✓	✓	✓	✓
CONTACTS REPORTING	✓	✓	✓	✓
COMPANY REPORTING	✓	✓	✓	✓
EVENT-BASED SEGMENTATION	✓	✓	✓	✓
CONTENT PARTITIONING	✓	✓	✓	✓
FACEBOOK MESSANGER	✓	✓	✓	✓
EMAIL SEND FREQUENCY CAP	✓	✓	✓	✓



INBOUND FACT
Up to 80% of people ignore sponsored ads

SALES

FREE STARTER PROFESSIONAL ENTERPRISE

Feature	FREE	STARTER	PROFESSIONAL	ENTERPRISE
CONTACT MANAGEMENT	✓	✓	✓	✓
DEALS	✓	✓	✓	✓
DOCUMENTS	✓	✓	✓	✓
CANNED SNIPPETS	✓	✓	✓	✓
EMAIL TRACKING	✓	✓	✓	✓
EMAIL SCHEDULING	✓	✓	✓	✓
MEETING SCHEDULING	✓	✓	✓	✓
MEETING BOOKING BOTS	✓	✓	✓	✓
PROSPECTS	✓	✓	✓	✓
EMAIL SEQUENCES	✓	✓	✓	✓
CONVERSATION ROUTING	✓	✓	✓	✓
PHONE SUPPORT	✓	✓	✓	✓
MULTI-DEAL PIPELINES	✓	✓	✓	✓
MULTIPLE CURRENCIES	✓	✓	✓	✓
SALES AUTOMATION	✓	✓	✓	✓
PRODUCTS	✓	✓	✓	✓
QUOTES	✓	✓	✓	✓
TEAMS	✓	✓	✓	✓
SMART SEND TIMES	✓	✓	✓	✓
SMART NOTIFICATIONS	✓	✓	✓	✓
1:1 VIDEO CREATION	✓	✓	✓	✓
SALESFORCE INTEGRATION	✓	✓	✓	✓
PLAYBOOKS	✓	✓	✓	✓
CALL TRANSCRIPTION	✓	✓	✓	✓
CALCULATED PROPERTIES	✓	✓	✓	✓
E-SIGNATURE	✓	✓	✓	✓
PREDICTIVE LEAD SCORING	✓	✓	✓	✓
QUOTE APPROVALS	✓	✓	✓	✓
GOALS	✓	✓	✓	✓



INBOUND FACT
B2B companies that blog generate **67% more** leads per month

SERVICE

FREE STARTER PROFESSIONAL ENTERPRISE

Feature	FREE	STARTER	PROFESSIONAL	ENTERPRISE
LIVE CHAT	✓	✓	✓	✓
TEAM EMAIL	✓	✓	✓	✓
REPORTING DASHBOARD	✓	✓	✓	✓
CONVERSATIONS INBOX	✓	✓	✓	✓
TICKETING/TICKET BOT	✓	✓	✓	✓
EMAIL TICKETS	✓	✓	✓	✓
MEETING SCHEDULING	✓	✓	✓	✓
MEETING BOOKING BOT	✓	✓	✓	✓
EMAIL SEQUENCES	✓	✓	✓	✓
CONVERSATION ROUTING	✓	✓	✓	✓
PHONE SUPPORT	✓	✓	✓	✓
SUPPORT BOTS	✓	✓	✓	✓
CUSTOMER AUTOMATION	✓	✓	✓	✓
CUSTOM SUPPORT FORMS	✓	✓	✓	✓
MULTI-TICKET PIPELINES	✓	✓	✓	✓
CUSTOMER FREEDBACK	✓	✓	✓	✓
KNOWLEDGE BASE	✓	✓	✓	✓
TEAMS	✓	✓	✓	✓
1:1 VIDEO CREATION	✓	✓	✓	✓
SALESFORCE INTEGRATION	✓	✓	✓	✓
MULTIPLE CURRENCIES	✓	✓	✓	✓
PLAYBOOKS	✓	✓	✓	✓
CALCULATED PROPERTIES	✓	✓	✓	✓
SINGLE SIGN-ON	✓	✓	✓	✓
GOALS	✓	✓	✓	✓

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