Marketing Hub®

Free [1]

Including not limited to:

- 1:1 email
- Ad management
- Ad retargeting
- App Marketplace integrations
- Audience segmentation
- Calling SDK
- Canned snippets
- Companies
- Company insights
- Contact management
- Contact website activity
- Content assistant
- Conversational bots
- Custom user permissions
- Customizable quotes
- Deal pipeline
- Deals
- Documents
- Email automation
- Email health reporting
- Email marketing
- Landing pages
- Live chat
- Marketing events object
- Meeting scheduling
- Mobile inbox
- Product library
- Prospects
- Reporting dashboard
- Shared inbox
- Email reply tracking
- Email templates
- Email tracking & notifications
- Facebook Messenger integration
- Form automation
- Forms
- Gmail, Outlook & Microsoft Exchange integrations
- HubSpot CRM mobile app
- Slack integration
- Tasks & activities
- Team email
- Ticketing
- User management

Starter

Everything in Free plus:

GENERATE LEADS

- Live chat
- Conversational bots [2]
- Forms [2]
- Calls-to-action (CTAs) [2]
- Required fields
- Payments
- Multiple currencies [2] | [3]
- Subdomain and country code top-level domain availability [2]
- Multi-language content creation [2]

AUTOMATE MARKETING

- Facebook Messenger
- Email marketing [2] | [3]
- Ad retargeting [2] | [3]
- Form automation [2]
- Email automation [2]
- Custom properties
- CRM segments [2]

UNIFY TEAMS

- Shared inbox [2] | [3]
- Team email
- Ad management [2] | [3]

MEASURE & OPTIMIZE

- Messaging insights [Beta]
- Mobile optimization [2]
- SEO recommendations [2]
- Website traffic analytics [2]
- Reporting dashboard [2] | [3]

Professional

Everything in Starter plus:

GENERATE LEADS

- Social post agent [Beta]
- Social publishing & monitoring [3]
- Lead scoring
- Product library
- Video hosting and management (up to 50 videos)
- Google Search Console integration

AUTOMATE MARKETING

- AI email
  - Template upload [Beta]
  - Send time optimization - audience [Beta] [3]
  - Translation
- Smart content for marketing email
- Programmable email [Beta]
- AI segment suggestions [Beta]
- WhatsApp
- SMS
- Omni-channel marketing automation [3]
- ABM tools and automation [3]
- Target accounts home
- Salesforce integration
- Logged-in visitor identification
- Duplicate management
- Calculated properties
- Transactional email (add-on)
- Dedicated IP (add-on)

UNIFY TEAMS

- Marketing studio [Beta]
- Association labels [3]
- Custom views in shared inbox [3]
- Collaboration tools
- Permission sets

MEASURE & OPTIMIZE

- SEO analytics
- A/B testing
- Marketing asset comparison reporting
- Contact create attribution
- Filtered analytics view [3]
- Custom reporting [3]

Enterprise

Everything in Professional plus:

AUTOMATE MARKETING

- Email engagement optimization [Beta]
- Send time optimization - audience [Beta]
- Advanced personalization
- Segments explorer
- Lookalike segments
- HubDB for marketing email
- Salesforce custom object sync
- Custom objects
- Custom events
- Custom events visualizer
- Journey automation [Beta]

UNIFY TEAMS

- Single sign-on
- Sandbox account
- Log in as another user
- Admin notifications management
- Multi-account management
  - Data mirroring
  - Asset copying
- Organize teams
- Brands (add-on)

MEASURE & OPTIMIZE

- AI social inbox insights [Beta]
- Multi-touch revenue attribution
- Customer journey analytics

HubSpot