

Compare Reporting Tools

Powerful marketing automation is only part of the solution when it comes to crafting a best-in-class customer experience. To be truly successful, you need insight into what's working and what's not so you can adjust your strategy, effectively set goals, and identify strong coaching opportunities for your team.

Determining which solution has the reporting tools to help power your business can be difficult - below we break down how HubSpot compares to some popular alternatives.

HubSpot

HubSpot's CRM platform brings all of your data together in one central place to help you easily answer key business questions and empower your whole team by giving them access to the data they need to do their jobs, without waiting for help from an analyst or spending hours a day merging data in spreadsheets.

Marketo

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync - either manually configured or using a standard package from your vendor.

Pardot

Pardot lacks the same native reporting functionality as HubSpot, and most users will end up relying on a connected reporting tool - like Sales Cloud. Salesforce offers several paid add-ons which can be purchased to provide additional functionality. Even with these add-ons, though, you will still be reliant on the regular syncing of data between Pardot and other databases, no matter what CRM you use.

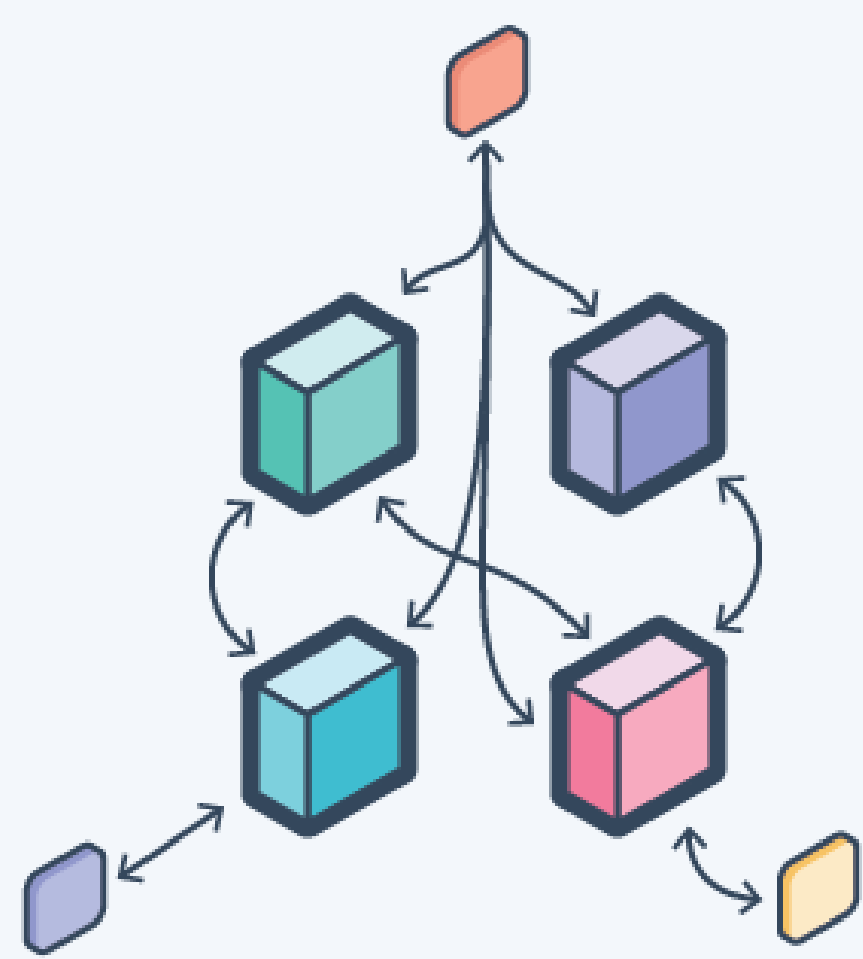
ActiveCampaign

ActiveCampaign also offers out-of-the-box reporting and a custom report builder. However, you'll still need to address the underlying data issues. You will also need to consider how your various sources of data are syncing, their timing, accuracy, etc. ActiveCampaign does not have key features like native web traffic analytics and sales forecasting.

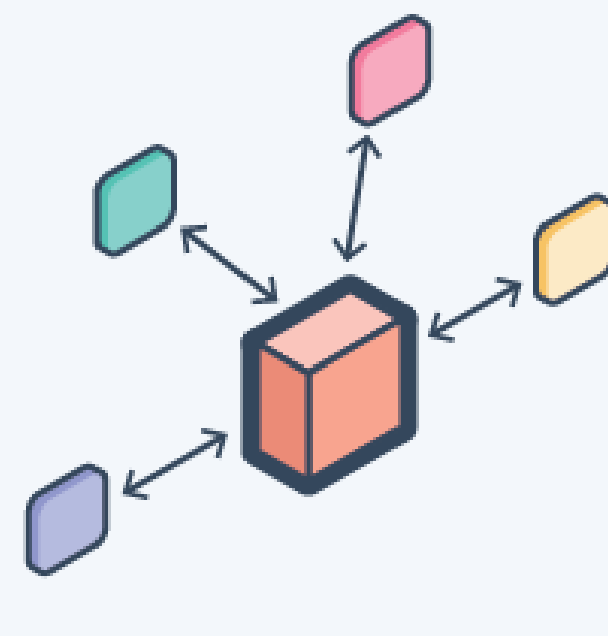
A central home for all your marketing, sales, and service data

Unlike these alternatives - Pardot, Marketo, and ActiveCampaign - HubSpot gives you the option to expand your toolkit without sacrificing the connectivity of your data. While our Hubs for Marketing, Sales, Service, and Content Management can each work on their own - they become even more powerful when combined because they all draw from a single source of truth.

This deep connection is supported by an intuitive interface that allows you to leverage a powerful system without needing to endlessly configure, re-configure, and call in your technical support. With a robust data foundation, you can have confidence in your reporting. This intuitive user experience allows your organization to democratize access to data and empowers more users to generate the reports they need in-house, rather than relying on specialists. Instead, those specialists (BI analysts, Operations, etc.) can focus on more challenging strategic efforts to help grow your business.



API connected data and disparate interfaces
Marketo, Pardot, ActiveCampaign



Natively connected data and interface
HubSpot

"We switched over from Salesforce & Pardot a few months ago. So far, one of the main benefits we're seeing is having sales and marketing streamlined in one platform. We're able to better report on our marketing efforts and enjoy the ease-of-use of HubSpot."

G2 Review ([source](#))
Mid-Market User (51-1000 emp.) Apr 2019

"HubSpot is by far the easiest, most intuitive CRM platform for marketers that I have used. It's lightyears ahead of Pardot and Marketo. If you're working on demand/lead generating, this platform is essential for running campaigns at scale and tracking your success."

G2 Review ([source](#))
Mid-Market User (51-1000 emp.) Oct 2020

"A month after migrating our site onto HubSpot's platform, I still find something new and useful everyday. I especially enjoy the lead notification capabilities, how they integrate with Slack, and the ability to report from nearly any angle you can think of. Definitely provides metric-based content strategy and inbound activity guidance on a consistent basis."

G2 Review ([source](#))
Small Business User (>50 emp.) Dec 2020

"I like that HubSpot is an all-in-one marketing environment. I can manage the website, CRM, email marketing and all other efforts in one single place. This allows me to have a single location for all my data reporting and have a single source of truth, instead of four different places."

G2 Review ([source](#))
Small Business Manager (>50 emp.) Dec 2020