



Business Units vs. Domains

With the introduction of business units and added features to HubSpot domains, you can now manage your family of brands with ease, build custom branded experiences, and effectively report on performance at the parent company or individual brand level.

What is a Business Unit?

An add-on that gives you the ability to create multiple brands in a shared HubSpot portal across multiple tools.

Introducing Business Units

Say goodbye to muddy swimlanes and welcome a better way to delineate brands within HubSpot.



Common Use Cases

If your company has multiple brands you would like to individually manage under one parent account

or

If your company needs separate permissions or email subscription preferences for each of your brands

What is a Domain?

The address of your website. Every business unit is associated with a business domain inside of HubSpot.

Updated Domain Capabilities

Give sub-brands the opportunity to reach new audiences while giving parent companies one single source of truth.



Common Use Cases

If your company just needs to host a separate website on HubSpot

or

If your business has more than one website hosted on HubSpot, but does not mind all marketing communication coming from one parent company

Business Units

A brand new feature added to confidently, safely, and easily **run multiple brands** in a single HubSpot account.

Control and configure the identities of your multiple brands in HubSpot and how your teams work across them.

What's Included?

- Additional Domain
- Email subscription preferences
- Tools for configuring a brand
- Tools to organize accounts
- Increased limits of workflows and lists

\$1000

Subscription Needed:

Marketing Hub Enterprise

Domain Capabilities

A limit increase that gives you the ability to host content on an additional domain.

By using a capacity pack, you can now host an **additional website** on HubSpot for a small fee.

What's Included?

The ability to host more than one website, or domain, or HubSpot.

Please note: this is exclusively limited to content hosting on a www. and associated subdomains. It does not include any separation in other tools (no multiple preference center for email, etc).

\$100

Subscription Needed:

CMS Enterprise*
Marketing Hub Enterprise

*Note: CMS Enterprise plans already include 10 domains

Multiple Accounts or Portals

If your company is looking for absolute separation across different brands, there is the option to purchase multiple accounts or portals. With multiple portals, you will receive an entirely separate instance of HubSpot for each individual brand. Prices vary for this option depending on the number of portals your company needs.

Common Use Cases



If your company has multiple independently owned brands that do not share the same parent company

or

If your company has legal restrictions in place that prohibit sharing data from the same CRM

If your brands or companies need to receive separate bills

or

If your company needs to host its data in a different region. For a list of HubSpot's data hosting centers, click [here](#).



Qualifications Checklist

Not sure which option is best suited to manage and organize your brands?

Consider these questions when choosing between business units, domains, and multiple accounts/portals.

Questions	One HubSpot w/ Business Units	One HubSpot w/ Domains	Multiple Accounts/Portals
Do you need to host content on multiple domains?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Do you need to send emails relevant to each separate domain?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Are the business units or brands you work on under the same ownership?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do your prospects or customers overlap across brands or business units?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do you cross-sell or upsell contacts across your business units?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you share marketing campaigns, assets, or templates across brands or business units?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do your business units have shared products or services?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly compare campaign performance across your brands?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do the same marketers work across your brands?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do the same web developers work across your brands?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are you working across multiple markets (e.g. EMEA, LATAM)?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do you have more than 10 brands or business units?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Do your business units want to host their data in different global regions?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Do you have multiple independently owned companies/franchises?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Do you want to receive separate bills?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Are there legal boundaries b/n the business units that shouldn't be breached?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

