

Evaluating Market Leading CRM Platforms

The right CRM platform lays the foundation for your business' success. Today, there are many options on the market that provide robust capabilities for large sales teams to grow and evolve. Compare three of the most popular solutions below.

Salesforce

HubSpot

Microsoft

Overview

HubSpot

HubSpot is a cloud-based customer relationship management (CRM) platform that helps scaling businesses grow better with sales, service, marketing, and content management software. It provides a single source of truth that empowers your front office teams to deepen their relationships with customers and provide a best-in-class experience. HubSpot was built in-house on one code base, which means you get a unified experience that's easier for your team to adopt and use.

Microsoft

Microsoft Dynamics 365 unifies customer data to unlock business insights for marketing, sales, service, finance, HR, operations and commerce. Best suited for established enterprise businesses with options to purchase CRM functionality as standalone modules, or opt to license several apps together.

Salesforce

Salesforce is a cloud-based CRM platform with applications for sales, service, marketing and more that help bring customers and companies together. Salesforce was built together through acquisitions which means the experience and connections can be different depending on the products you're using. Because of that, Salesforce may present a steeper learning curve and require more admin resources or more budget to get systems working together.

Why choose HubSpot?

HubSpot is the recommended choice

Checking off a list of features won't tell you much about how a CRM platform helps your business succeed. A CRM platform should be more than the sum of its parts. Perhaps the best way to know if a solution lives up to the hype is to simply ask users what they think. We asked software purchase decision-makers using HubSpot, Salesforce, and Microsoft to rate their CRM on a number of different metrics.* Not only did more HubSpot users say they would personally recommend it to others, but they were also more likely to strongly agree that it was recommended by others in their industry and that HubSpot had better online reviews and customer testimonials.

Peer Recommendations

When asked if their CRM platform is recommended by others in their industry, more HubSpot users agree than users of either Salesforce or Microsoft:



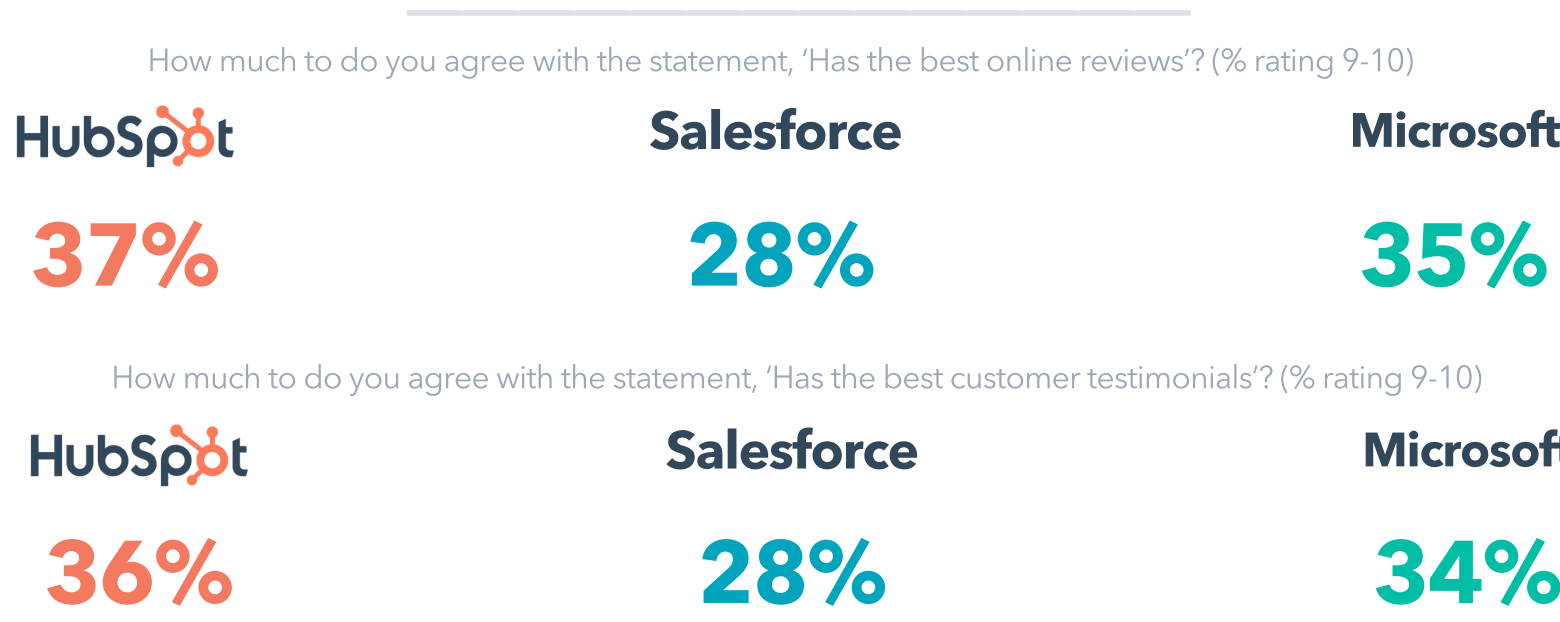
Net-Promoter Score

When asked if they would recommend their CRM to others, HubSpot received a higher Net-Promoter Score (NPS):



Reviews & Testimonials

When asked if their CRM platform has the best online reviews and customer testimonials, more HubSpot users strongly agree than those of Salesforce or Microsoft:

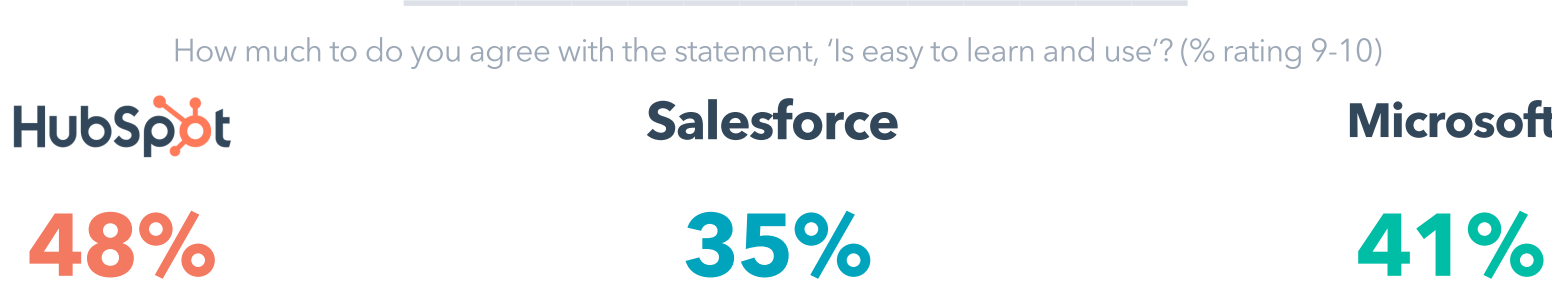


Empower your business

To truly leverage the power of your customer data, you'll need to drive adoption and customize your CRM to meet the specific needs of your business. But onboarding your Sales team can be frustrating and time-consuming. No one wants to spend months learning to use a new tool, and if you need an admin to make every operational change you might be left waiting in line instead of seizing new opportunities. HubSpot's usability, customization, and wealth of online resources make it easier to adopt, easier to adapt, and easier to align your whole team.

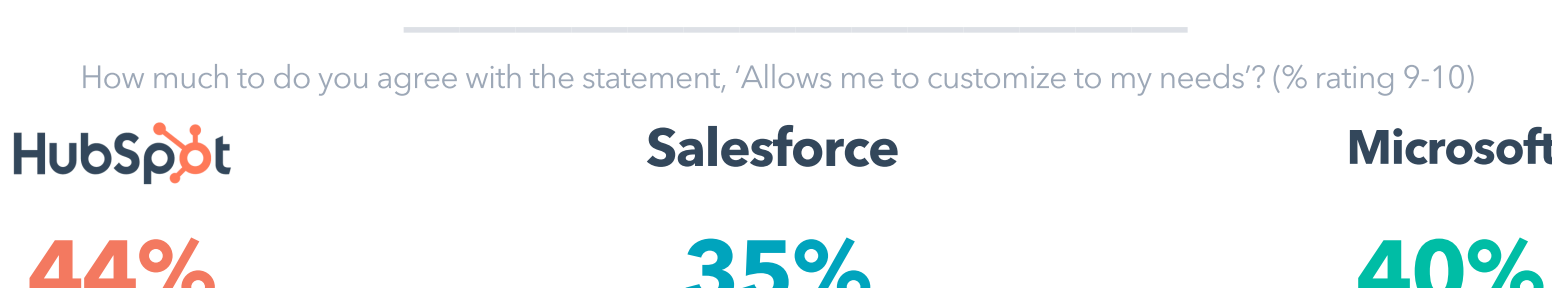
Easy to Learn (and Adopt)

When asked if their CRM platform is easy to learn and use, more HubSpot users agree than users of either Salesforce or Microsoft:



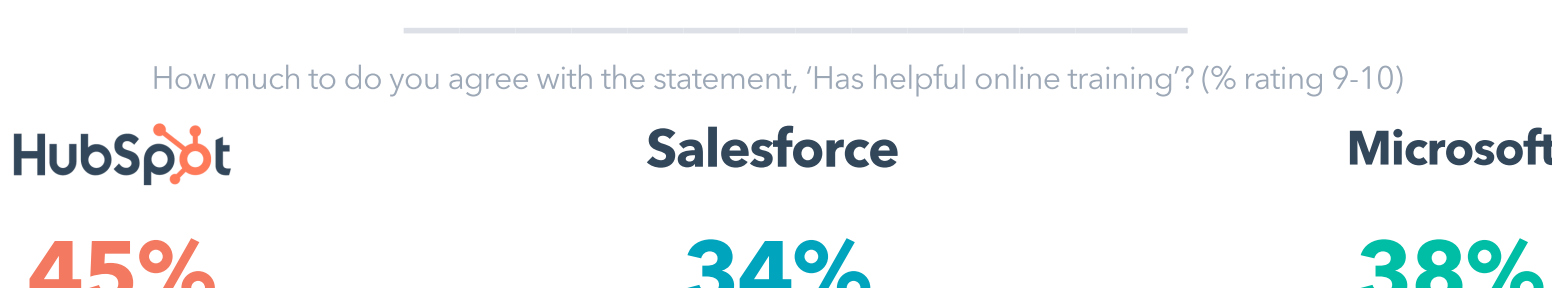
Customizable

When asked if their CRM platform lets them customize to their needs, more HubSpot users agree than users of either Salesforce or Microsoft:



Resources to Grow

When asked if their CRM platform has helpful online training, more HubSpot users agree than users of either Salesforce or Microsoft:



*This information is based on the results of a 3rd party survey paid for by HubSpot. A total of 2,014 qualified respondents completed the survey, including 1,424 in the US and 590 in Canada. To qualify for the survey, respondents were: Ages 18-65 | Software decision-makers | Currently use Sales/CRM, Marketing, Customer Service, CMS, and/or iPaaS software, including at least one of a specified set of brands.

Fieldwork was conducted December 10, 2020 - January 12, 2021. HubSpot sample = 219, Salesforce sample = 463, Microsoft Dynamics 365 sample = 292

Backed by thousands of satisfied customers

HubSpot received G2's top 100 Software Sellers and Best Software Awards for 2021

