

# Compare HubSpot, Mailchimp, and ActiveCampaign

There are many platforms on the market promising to help businesses perfect the customer experience. But many of them offer incomplete solutions, requiring you to cobble together a tech stack of various point solutions that are hard to manage and even harder to secure. HubSpot, ActiveCampaign, and Mailchimp all offer tools designed to align teams around the customer. However, they aren't all built quite the same.

## HubSpot

### ABOUT

HubSpot offers a full stack of products for customer relationship management that can be configured as a completely integrated platform, the foundation of a custom tech stack, or as individual applications to plug into your existing systems. Whether you've got a small team of two or a sophisticated force of thousands, HubSpot offers packaging options that grow with your business.

### CATEGORY

HubSpot is a cloud-based CRM platform with marketing, sales, content management, customer service and operations software

## ActiveCampaign

### ABOUT

ActiveCampaign offers email marketing, marketing automation, and CRM tools that can be integrated with other applications to manage customer experiences.

ActiveCampaign's application is offered in four tiers depending on the features your business needs.

Source

### CATEGORY

ActiveCampaign is a Customer Experience Automation platform with email marketing, marketing automation, and customer relationship management features

Source

## Mailchimp

### ABOUT

Mailchimp's marketing platform and websites include a number of tools for reaching and engaging audiences. Mailchimp has free tools available for marketing and websites, and also offers transactional email. Mailchimp's main product is available in three tiers, including additional features and higher limits as your business grows.

Source

### CATEGORY

Mailchimp is an all-in-one marketing platform for small businesses, and offers tools for email marketing, commerce, and website building

Source

## Features

	HubSpot	ActiveCampaign	Mailchimp
CRM	Single CRM database for sales, service, marketing, and operations <b>FREE</b>	Single database-driven application for your teams	Marketing CRM <b>FREE</b>
Forms	✓ <b>FREE</b>	✓	✓ <b>FREE</b>
Email Marketing	✓ <b>FREE</b>	✓	✓ <b>FREE</b>
Ad Management	✓ <b>FREE</b>	✗	✗
Live Chat	✓ <b>FREE</b>	ADD ON	✗
Meeting Scheduler	✓ <b>FREE</b>	✗	✓ <b>FREE</b>
Service Ticketing	✓ <b>FREE</b>	✗	✗
Historical Data Sync	✓ <b>FREE</b>	✓	✗
Default Field Mapping	✓ <b>FREE</b>	✗	✗
Contact Management	✓ <b>FREE</b>	✓	✗
Calling	✓ <b>FREE</b>	ADD ON	✗
Sales Automation	✓ <b>STARTER</b>	✓	✗

### Try for free or upgrade to HubSpot Starter for additional features

Increased limits	Conversation routing	Task queues
Sales automation	Remove HubSpot branding	Calling SDK
Premium hosting (CMS)	Global Content Delivery	

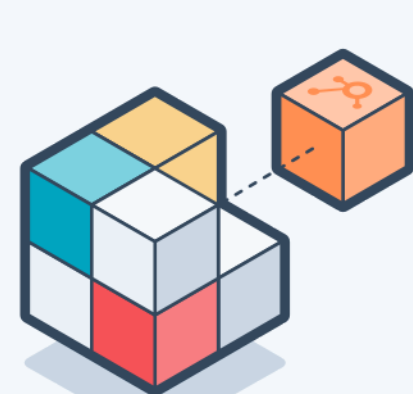
## Integrations

HubSpot	ActiveCampaign	Mailchimp
900+	800+ VIA ZAPIER	300+
Source	Source	Source

## Academy & Training

Free HubSpot Academy interactive courses	Free ActiveCampaign University interactive course	Guides, tutorials, and introductory content
Live webinars	Live webinars	Live webinars
User community	User community	Source
Thousands of certifications		
Live chats		
Source		

## CRM Platform



"HubSpot is powerful. Having all the sales and marketing tools in one place is awesome for our sales team. But the biggest thing is that it's a very powerful suite of tools that is easy for our sales reps to take advantage of. I can customize the CRM to force compliance of our sales process too."

- G2 review from Mike Wille, CRO at Localfluence, Marketing & Advertising, SMB (11-50 emp.)

Businesses that consider CRM to be the heart of their business create better outcomes for their customers and themselves\*. HubSpot offers a complete CRM platform built on a single, unified code-base. ActiveCampaign and Mailchimp offer a variety of tools, but neither are a complete CRM. As your business grows or market conditions change, you might want to consider additional functionality and start adding more specialized applications to your tech stack. This results in a cobbled CRM system that makes it harder to align teams, more frustrating to adopt, and difficult to adapt. Instead of cobbling disparate applications, HubSpot is crafted for growth. With HubSpot's free tools, your business can begin testing out functionality and adopting the premium tiers that you need over time.

\*Source: These insights come from a HubSpot-sponsored survey of 1,841 CRM users at companies with 51-5000 employees located in the US, Canada, Germany, UK, Australia, France, and Japan.

HubSpot offers more than just a CRM platform. HubSpot customers have the support of a world-class Customer Success team and global partner ecosystem. In addition to helping your business onboard and implement the tools, HubSpot has multiple options for in-house professional services and Solutions Partners with years of experience and proven qualifications. For a self-paced option, HubSpot Academy helps users build their knowledge with courses on hundreds of topics and obtain industry-recognized certifications. Neither ActiveCampaign nor Mailchimp has a community of the same size or diversity, and they do not offer the same depth of educational and training resources.

## Tools for Growth



Trusted by businesses of all sizes

