

Microsoft Dynamics 365

vs

HubSpot

Microsoft Dynamics 365

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.

[Source](#)

CATEGORY

Microsoft Dynamics 365 is a cloud-based line of enterprise resource planning and CRM software applications.

[Source](#)

HubSpot

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.

[Source](#)

CATEGORY

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

[Source](#)

Academy & Training



Training courses



Live webinars



User community



Live chats



Podcasts

[Source](#)



Training courses



Live webinars



User community



Live chats



Podcasts



Free certifications

[Source](#)

Dynamics 365 for Sales

HubSpot Sales Hub

| | | |
|-----------------------------------|---|---|
| Customer data management | ✓ | ✓ |
| Opportunity and funnel management | ✓ | ✓ |
| Partner relationship management | ✓ | ✓ |
| Task management | ✓ | ✓ |
| Sales performance management | ✓ | ✓ |
| Quote and order management | ✓ | ✓ |
| Reporting and analytics | ✓ | ✓ |
| Conversational intelligence | ✓ | ✓ |
| Contract management | ✓ | ✗ |
| Outbound calling software | ✗ | ✓ |
| Team email | ✗ | ✓ |
| Conversations inbox | ✗ | ✓ |
| HubSpot video | ✗ | ✓ |

Dynamics 365 for Service

HubSpot Service Hub

| | | |
|---------------------------|---|---|
| Ticket routing | ✓ | ✓ |
| Self-service portals | ✓ | ✓ |
| Knowledge base management | ✓ | ✓ |
| Service intelligence | ✓ | ✓ |
| Incident routing | ✓ | ✓ |
| Customer feedback surveys | ✗ | ✓ |

Dynamics 365 for Marketing

HubSpot Marketing Hub

| | | |
|---|---|---|
| Customer journey management | ✓ | ✓ |
| Landing pages | ✓ | ✓ |
| Email marketing | ✓ | ✓ |
| Multi-channel campaign management | ✓ | ✓ |
| Lead management | ✓ | ✓ |
| Custom reporting | ✓ | ✓ |
| Multi-language content | ✓ | ✓ |
| Event planning and management | ✓ | ✗ |
| Multi-touch revenue attribution | ✗ | ✓ |
| Campaign management (collaborating tools using calendar, tasks, and commenting) | ✗ | ✓ |
| Event-based segmentation | ✗ | ✓ |

[Learn more about Microsoft Dynamics 365 vs HubSpot](#)

Crafted not Cobbled



HubSpot CRM Platform is built in-house. All hubs are built on a unified code base, so everyone in your organization – Marketing, Sales, Customer Service, Content Management and Operations – can access the [same system of record](#).

This allows for teams to align around a single source of truth and create a more delightful experience for your customers. Every interaction is automatically and seamlessly, so your whole team can track performance. Plus, HubSpot provides a framework that is easy to buy and easy to use, so you can incorporate additional features when you need them.

Microsoft Dynamics 365 offers adjacent products like marketing, sales, customer service, field service, commerce and HR. Microsoft Dynamics 365 also benefits from seamless integration with other Microsoft products, such as Office 365 and Outlook, which supports user adoption for companies using those specific systems. Although Microsoft Dynamics 365 can be customized, organizations may find the customization process challenging to master if they don't have resident developer expertise to spare.

HubSpot is consistently ranked the most user-friendly CRM and B2B software ([source](#)), with rep adoption often cited as a key benefit among HubSpot users. As a result of higher rep adoption and usage, customers making the switch to HubSpot often see an improvement in their data quality. In a third party survey, sponsored by HubSpot, Microsoft Dynamics 365 Sales users were generally less likely to be satisfied and less likely to recommend their CRM than users of HubSpot Sales Hub. Results showed that 46% of HubSpot users responded that they were highly satisfied, compared to 43% for Microsoft Dynamics 365, and HubSpot achieved an NPS of 31 compared to Microsoft Dynamics 365's score of 27.*

HubSpot offers a range of products and packages for businesses of all sizes, from our Starter tier and free tools to custom Enterprise options which enable organizations of all sizes to keep growing and scaling. Microsoft Dynamics 365 has two tiers for most products and the ability to mix and match between different applications.

*This information is based on the results of a 3rd party survey sponsored by HubSpot conducted January 2021. A total of 2,014 qualified respondents completed the survey. HubSpot sample = 386. Microsoft sample = 515. To qualify for the survey, respondents were: Ages 18-65 | Software decision-makers | Currently use Sales/CRM, Marketing, Customer Service, CMS, and/or PaaS software.

Value with Support



HubSpot has dedicated itself to customer success, from internal support to hundreds of free [Academy](#) certifications and courses, and a community that has your back. Comparable support is available for Microsoft Dynamics 365 subscription, with access to free and paid certifications and trainings. With Dynamics, if you want professional technical support, there is an additional \$9 per user per month ([source](#)).

With HubSpot, customers have the freedom to organize and administer their CRM without the need to hire a dedicated admin. On G2, HubSpot ranks higher than Microsoft Dynamics 365 across the board ([source](#)).

Microsoft Dynamics implementation and maintenance requires experienced and well-trained administrators. Most Microsoft Dynamics customers need to bring in a consulting agency ([source](#)), hire one or more full-time administrators while HubSpot's user-friendly and straightforward design makes automation intuitive for businesses with various levels of skills.