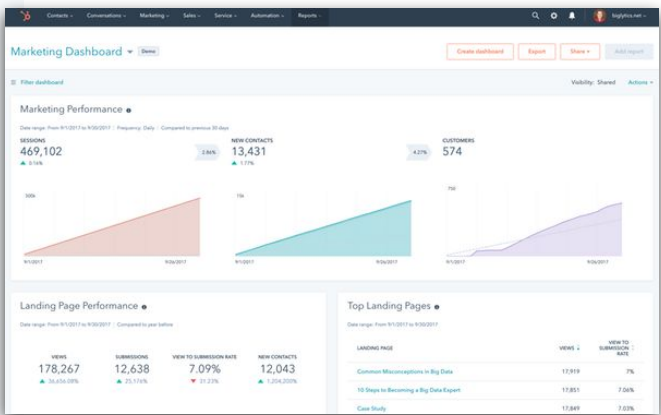




What is Marketing Hub Enterprise?



Marketing Hub Enterprise gives sophisticated marketing teams more control, greater flexibility, and deeper integrations - all without making life more complicated for you, your team, or your customers. HubSpot's unique combination of power and ease-of-use makes it delightfully efficient to accomplish incredibly complex marketing as you scale.

Why Choose Marketing Hub Enterprise?

Marketing Hub Enterprise helps you push the boundaries and build value in new ways:

- 1 Tailor HubSpot to the most advanced use cases**
Marketing Hub Enterprise gives you the flexibility to mold HubSpot to any team's advanced needs with tools like single sign-on, advanced team hierarchies, custom teams, and more.
- 2 Scale marketing across borders, brands, and any other dimension**
with features like multi-language content, multiple currencies, and location-based analytics. Plus, partition the database, content, workflows, lists, subscriptions and reporting across different business segments using teams.
- 3 Build sophisticated reports**
Create custom event funnels, report on the data, build advanced revenue attribution reports, and more. Plus, access all the data in every system with seven new APIs.
- 4 Advanced marketing features that support scale**
Automate your optimization with machine learning. Create a better buyer experience by programming custom bots. Control content by restricting it to certain audiences. Run experiments with email using multivariate testing. Target the most valuable contacts using predictive lead scoring.

Key Features in Marketing Hub Enterprise

Get all the features of Marketing Hub Professional, plus more advanced functionality and flexibility to manage complex marketing, such as:

- **Advanced Management with Content Partitioning and Hierarchical Teams:**
With all-new content partitioning in HubSpot Teams, marketers can separate all their assets between teams, so every user can only access what's most relevant. Ideal for companies expanding into new product lines, territories, and teams. Content partitioning makes access control straightforward. No need for a 10x certified system admin to set your team up for success. Partition content, lists, subscriptions and dashboards.
- **Single Sign-On:**
Users can log into HubSpot with their Single Sign-On provider and take advantage of the security settings, access control, and policies that those providers offer, all while using a single set of credentials across applications for convenience.
- **Social Permissions:**
Maintain brand control by enabling draft-only permissions, and limiting who can publish content on your behalf.
- **Multi-Touch Attribution Reporting:**
With multi-touch revenue attribution, marketers get credit for driving business growth by tying revenue to every marketing action, and marketing execs make better strategic decisions rooted in business value instead of vanity metrics. Unlike most attribution solutions, HubSpot's attribution is built for real people, not data scientists. And it connects every customer interaction to revenue, automatically.
- **Adaptive Testing Using AI:**
With all-new Adaptive Testing, optimize your conversion paths using AI. Create up to five variations of a page; over time, HubSpot sends more traffic to better-performing versions, and ultimately picks the winner for you. Less busy work for you and better performance for your pages.
- **Calculated Properties:**
Calculation properties in HubSpot allow you to set up custom equations based on number properties. You can also automatically calculate the min, max, count, sum, or average value.
- **Expanded Limits**
Create up to 1,000 workflows, and 20 reports per dashboard - and share them across your entire team. These limits are set to ensure you never outgrow HubSpot as you scale.
- **Email Send Frequency Cap**
Set safeguards to avoid over-emailing your contacts in a given time period. Easily allow high-priority messages to override your safeguards. Maintain the health of your database and your brand by limiting who can send email, and when.
- **Custom Events**
Build custom funnel reports on granular interactions with your website or integrated web-based product. In addition, create event-based contact segments, and use them to personalize content, notify sales, and more.

Who is Marketing Hub Enterprise a Good Fit For?

Marketing Hub Enterprise is designed for companies with complex campaigns, systems, and teams. You need software that helps you connect the dots between your internal teams; multiple marketing campaigns, contacts, and content; and your customer's experience with all of it.

As companies scale, departments grow in size, scope, and location. These teams often work independently to be more productive, and while this separation is helpful for innovation, it creates disorganization for the internal teams that manage content, workflows, and campaigns. Even worse, that disorganization can manifest in a disjointed customer experience.

Instead of relying on people to keep it all straight, eliminate the option of human error and rely on tools that can keep up with your growing teams. Marketing Hub Enterprise can be set up to match your organization, and it lets you draw clear lines on different teams' access, activities, and results. Ideal customer size is in the 100 - 1,000 employee range with sophisticated marketing needs.

For more information, visit: <https://www.hubspot.com/products/enterprise-features>