

# Starter

# DRIVE REVENUE

List segmentation Forms Ad retargeting Email marketina

Mobile optimization Facebook Messenger integration

Landing pages Blog

Custom properties Multiple currencies Live chat

Payments Subdomain and country code top-level domain availability Multi-language content creation

Required fields

### **SAVE TIME & RESOURCES**

Form automation **Email automation** Ad management Shared inbox Team email Conversational bots

#### **MEASURE & OPTIMIZE**

Email health reporting Reporting dashboard SEO recommendations and optimizations Website traffic analytics

# Professional

## **DRIVE REVENUE**

- List segmentation
- Forms
- Ad retargeting
- Email marketing
- Mobile optimization
- Facebook Messenger integration
- Landing pages
- Blog
  - Custom properties
- Multiple currencies Live chat Payments
- Subdomain and country code toplevel domain availability
- Multi-language content creation Required fields

WhatsApp integration Target accounts home Video hosting and management (up to 250 videos) Company scoring Standard CRM interface configuration Content strategy Google Search Console integration Calls-to-action Dynamic personalization Social media Product library Salesforce integration Standard contact scoring
Transactional email (add-on)

#### **SAVE TIME & RESOURCES**

Dedicated IP (add-on)

- Form automation
- **Email automation**
- Ad management
- Shared inbox
- Team email

Conversational bots

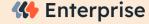
Custom views in shared inbox Duplicate management Collaboration tools Logged-in visitor identification ABM tools and automation Omni-channel marketing automation Teams Permission sets

Association labels Calculated properties

# **MEASURE & OPTIMIZE**

- Email health reporting Reporting dashboard
- SEO recommendations and optimizations
- Website traffic analytics

SEO analytics A/B testing Campaign reporting Filtered analytics view Custom reporting Marketing asset comparison reporting Contact create attribution



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Video hosting and management (up to 250 videos) Company scoring

- Standard CRM interface configuration Content strategy Google Search Console integration Calls-to-action
  Dynamic personalization
- Social media Product library Salesforce integration
- Standard contact scoring
  Transactional email (add-on) Dedicated IP (add-on)

Salesforce custom object sync Custom objects Custom behavioral events BETA Predictive lead scoring HubDB for marketing email

# **SAVE TIME & RESOURCES**

Form automation **Email automation** 

- Ad management
- Shared inbox Team email Conversational bots
- Custom views in shared inbox Duplicate management Collaboration tools Logged-in visitor identification
- ABM tools and automation
- Omni-channel marketing automation
- Teams
  - Permission sets
- Association labels Calculated properties

Organize teams Sinale sian-on Limit access to content Email send frequency cap Field-level permissions Admin notifications management Sandbox account Log in as another user Business units (add-on)

## **MEASURE & OPTIMIZE**

Email health reporting Reporting dashboard SEO recommendations and optimizations Website traffic analytics

SEO analytics A/B testing Campaign reporting

- Filtered analytics view Custom reporting
- Marketing asset comparison reporting Contact create attribution

Multi-touch deal create and revenue attribution reporting Customer journey analytics YouTube analytics integration Adaptive page testing



- Indicates additional tool functionality or limits as you upgrade from Marketing Hub Starter to Marketing Hub Professional
- ★ Indicates additional tool functionality or limits as you upgrade from Marketing Hub Professional to Marketing Hub Enterprise