



Feature Packaging

CMS Hub vs Content Hub Features:

With the launch of Content Hub there are some new features that existing, legacy CMS Hub customers will get access to, but other new features that are only available in Content Hub. Below we outline which features come in each product, so you can better inform your customers on whether they should upgrade to Content Hub or not.

New Features Legacy CMS Hub Customers Get Access To	New Features Legacy CMS Hub Customers <u>Don't</u> Get Access to
<p>Existing CMS Hub customers will retain all the functionality they previously had, in addition to the below new features:</p> <ul style="list-style-type: none"> ● Gated Content Library ● Gated Blogs ● Basic Blog Post Generator ● AI Website Builder ● AI Image Generation ● Blog Post Narration 	<p>Existing CMS Hub customers will NOT get access to the following new features unless they upgrade to Content Hub:</p> <ul style="list-style-type: none"> ● Content Remix ● Brand Voice ● Podcasts ● Content Embeds ● AI Content Translation ● Custom Blog Post Generator

Content Hub vs Marketing Hub Features:

With the launch of Content Hub, we've made packaging decisions to best align with the core use cases of each product line. This applies for only NEW customers who purchase after April 3. Existing customers will retain their functionality. We've moved **Blogs and Landing Pages** into Content Hub.

Content Hub Only	Shared Features	Marketing Hub Only
<ul style="list-style-type: none"> ● Blog ● Landing Pages ● Smart content for pages ● A/B testing <u>for pages</u> ● Adaptive testing ● Content approvals ● Permissions for blog, pages, forms, and CTAs ● Multi Language content creation 	<ul style="list-style-type: none"> ● Forms / Smart Forms ● CTAs / Smart CTAs ● SEO recommendations and analytics ● Google search console integration ● Content Strategy ● Video hosting and management ● Website Analytics 	<ul style="list-style-type: none"> ● Smart content for marketing email ● A/B testing <u>for marketing email</u> ● Permissions for email, forms, and CTAs ● Email approvals ● Free version of blog and landing pages