

Free Tools*

Including, but not limited to:

- 1:1 email
- Ad management
- Ad retargeting
- App Marketplace integrations
- Calling SDK
- Canned snippets
- Companies
- Company insights
- Contact management
- Contact website activity
- Content assistant
- Conversational bots
- Custom user permissions
- Customizable quotes
- Deal pipeline
- Deals
- Documents
- Email automation
- Email health reporting
- Email marketing
- Email reply tracking
- Email templates
- Email tracking & notifications
- Facebook Messenger integration
- Form automation
- Forms
- Gmail, Outlook & Microsoft Exchange integrations
- HubSpot CRM mobile app
- Landing pages
- List segmentation
- Live chat
- Marketing events object
- Meeting scheduling
- Mobile inbox
- Product library
- Prospects
- Reporting dashboard
- Shared inbox
- Slack integration
- Tasks & activities
- Team email
- Ticketing
- User management

* Portals with Free Tools can have up to five free users. Accessing free tools at paid tiers requires a Core Seat.

Paid tier features are accessible through a paid Core Seat unless otherwise indicated

Professional

Includes everything in Free tools, 3 Core Seats, plus:

CREATE CONTENT

- ★ Content remix [Beta]
- Personalization (SMART Content)
- AI Blog
- Landing pages
- ★ Podcasts [Beta]
- Website pages
- Content assistant
- AI image generator [Beta]
- Content library
- Post narration
- Content translations
- ★ Custom Portals
- Themes, templates, and modules

MANAGE CONTENT

- Brand voice [Beta]
- Dynamic content (HubDB)
- ★ Memberships [Beta]
- Member blogs (with blog teasers)
- Content embed
- Content staging
- Multilingual management
- ★ Video & audio hosting
- Fast, safe, secure hosting
- File manager
- Cookie Management

UNIFY TEAMS

- ★ Ad management
- ★ Association labels
- ★ Shared inbox & team email
- Collaboration tools
- ★ Hierarchical teams & permissions

1:1 TECHNICAL SUPPORT

- Email, in-app chat, and phone support.
- Website, Blog Migrations (Starting at \$500)

GENERATE LEADS

- Live chat
- Conversational bots
- Forms
- Required fields
- Payments
- ★ Social media
- Product library
- Google Search Console integration
- Calls-to-action
- ★ Company scoring
- ★ Standard contact scoring

AUTOMATE MARKETING

- Facebook Messenger
- ★ Email marketing
- ★ Ad retargeting
- Form automation
- Email automation
- Custom & calculated properties
- List segmentation
- WhatsApp
- SMS
- ★ Omni-channel automation
- ABM tools and automation
- Salesforce integration
- Duplicate management

MEASURE AND OPTIMIZE

- A/B and adaptive testing
- SEO recommendations
- Mobile optimization
- Content & website analytics
- Campaign reporting
- ★ Custom reporting
- Contact attribution

MARKETPLACES

- App Marketplace
- Template Marketplace

Enterprise

Includes everything in Professional, 5 Core Seats, plus:

CREATE CONTENT

- Serverless functions

MANAGE CONTENT

- Multisites (10 domains included)
- Content approvals
- Permissioning for content
- Activity logging for content
- Single-sign on
- Custom events
- Custom objects
- Reverse proxy support

AUTOMATE MARKETING

- HubDB for marketing email
- Salesforce custom object sync
- Custom objects
- Custom events
- Custom events visualizer

UNIFY TEAMS

- Single sign-on
- Sandbox account
- Log in as another user
- Admin notifications management
- Organize teams
- Business units (add-on)

MEASURE & OPTIMIZE

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



Indicates additional functionality or limits as you upgrade from Marketing+ Professional to Marketing+ Enterprise