HubSpot

Marketing Hub + Sales Hub Total Cost of Ownership

2023 Report

About this Report

The results described in this report are based on survey data collected by HubSpot in May and June 2023 from 110 customers who owned Marketing Hub and Sales Hub and the publicly available product pricing information on hubspot.com in June 2023. The values are expressed in US Dollars (USD).

All survey results are provided for information purposes only and are "as is", with no guarantee of completeness, accuracy, timeliness, or results obtained from the use of this information, and without warranty of any kind. Please keep in mind that results for individual businesses, including yours, may differ based on your own markets, customer base, industry, geography, stage, and/or other factors.

The following product icons are used throughout this report:

Marketing Hub

Sales Hub

Research Overview

Why

To understand the total cost of ownership of HubSpot's Marketing Hub and Sales Hub across an ownership life-cycle of 2 years.

The research set out to create a TCO model which:

1. Uncovers both the "obvious" costs and the so-called "hidden" costs of ownership.
2. Includes avoided costs with HubSpot versus competitors' offerings.
3. Estimates the cash flow for each cost component in the model for the average customer.

How

For cost items in which the price was published on HubSpot's website, we used the value listed as of June 2023.

To estimate remaining cost items, we conducted an online survey of HubSpot customers who owned both Marketing Hub and Sales Hub. Customers received invitations to participate from HubSpot and a $35 gift card for their participation.

When

Survey data was collected between May and June 2023.

Marketing Hub Starter + Sales Hub Starter

Total Cost of Ownership

Marketing Hub Starter

Sales Hub Starter

Acquisition Costs

Typically limited to the upfront cost of the software.

57% of customers did not have any other acquisition costs in Year 1 increasing to 90% in Year 2.

Operating Costs

There are usually no additional costs to operate the software.

56% of customers had no operating costs in Year 1 increasing to 81% in Year 2.

Personnel Costs

There are typically no personnel costs associated with managing the software.

82% of customers leveraged only their current staff to manage the software.

Starter

Starter

2 Year Total Cost of Ownership

		Median cost	
Cost Area	**Cost Component**	**Year 1**	**Year 2**
Acquisition	Software upfront/subscription cost*	$480	$480
	Implementation/onboarding cost	$0	$0
	Integration cost	$0	$0
	Data migration cost	$0	$0
	External system interface cost	$0	$0
	Other acquisition costs	$0	$0
Operating	Cost of additional paid users and/or contacts	$0	$0
	Training cost	$0	$0
	Software maintenance cost	$0	$0
	Customer support cost	$0	$0
	Other operating costs	$0	$0
Personnel	Number of full-time personnel	0	0
	Total personnel cost	$0	$0
Total		**$480**	**$480**

These insights are based on the self-reported data of customers who owned Marketing Hub Starter and Sales Hub Starter (n=51). *Price of Marketing Hub Starter with 1,000 contacts and Sales Hub Starter with 2 paid users

Starter

Starter

Year 1 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$480*	$480*	$1,080**	$1,080**	
	Implementation/onboarding cost	$0	$0	$950	$2,000	65%
	Integration cost	$0	$0	$280	$1,000	73%
	Data migration cost	$0	$0	$0	$1,000	80%
	External system interface cost	$0	$0	$139	$1,000	75%
	Other acquisition costs	$0	$0	$0	$0	82%
Operating	Cost of additional paid users/contacts	$0	$0	$46	$607	71%
	Training cost	$0	$0	$0	$1,675	84%
	Software maintenance cost	$0	$0	$0	$109	88%
	Customer support cost	$0	$0	$0	$0	96%
	Other operating costs	$0	$0	$0	$514	82%
Personnel	Number of full-time personnel	0	0	0	0	
	Total personnel cost	$0	$0	$0	$7,500	82%
Total		**$480**	**$480**	**$2,495**	**$16,485**	

These insights are based on the self-reported data of customers who owned Marketing Hub Starter and Sales Hub Starter (n=51). *Price of Marketing Hub Starter with 1,000 contacts and Sales Hub Starter with 2 paid users **Price with 2,000 contacts and 5 paid users

HubSpot

Starter

Starter

Year 2 Total Cost of Ownership

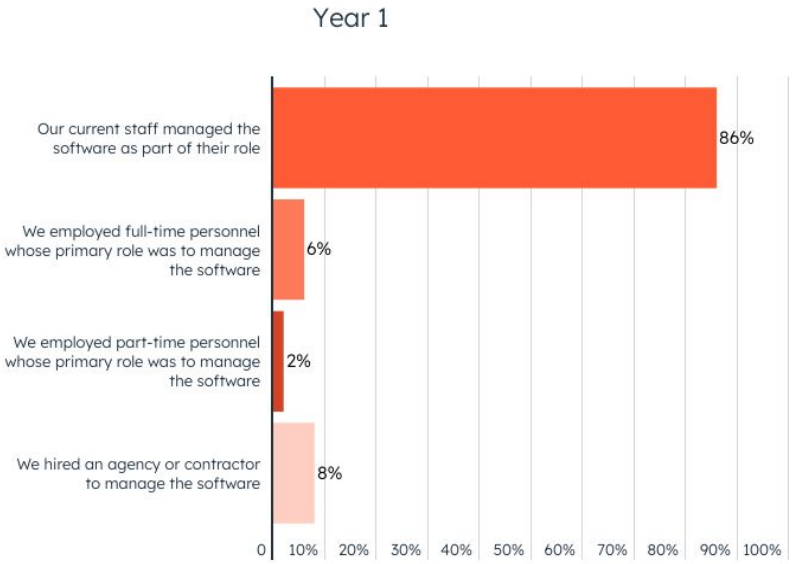
Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$480*	$480*	$1,080**	$1,080**	
	Implementation/onboarding cost	$0	$0	$0	$69	89%
	Integration cost	$0	$0	$0	$640	84%
	Data migration cost	$0	$0	$0	$0	92%
	External system interface cost	$0	$0	$0	$41	89%
	Other acquisition costs	$0	$0	$0	$20	89%
Operating	Cost of additional paid users/contacts	$0	$0	$9	$684	79%
	Training cost	$0	$0	$0	$300	89%
	Software maintenance cost	$0	$0	$0	$150	89%
	Customer support cost	$0	$0	$0	$0	97%
	Other operating costs	$0	$0	$0	$0	89%
Personnel	Number of full-time personnel	0	0	0	1	
	Total personnel cost	$0	$0	$5000	$37,890	68%
Total		**$480**	**$480**	**$6,089**	**$40,874**	

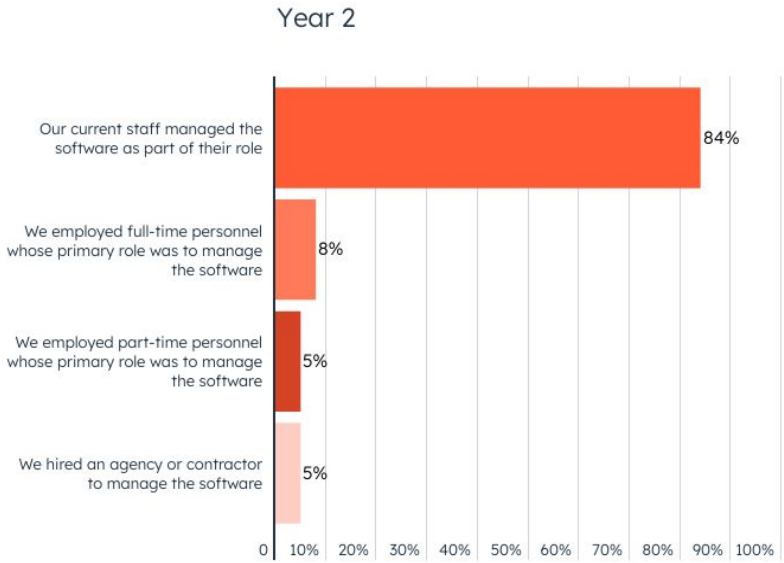
These insights are based on the self-reported data of customers who owned Marketing Hub Starter and Sales Hub Starter (n=51). *Price of Marketing Hub Starter with 1,000 contacts and Sales Hub Starter with 2 paid users **Price with 2,000 contacts and 5 paid users

Starter

Starter

Which of the following describe your company's approach to managing your HubSpot software? Select all that apply.





These insights are based on the self-reported data of customers with Marketing Hub Starter and Sales Hub Starter (n=51). Numbers represent the percent of customers who selected each answer choice.

Marketing Hub Starter + Sales Hub Professional

Total Cost of Ownership

Marketing Hub Starter

Sales Hub Professional

Acquisition Costs

Limited to the upfront cost of the software and cost of required, one-time Sales Hub onboarding.

67% of customers did not have any integration, data migration or external system interface costs in Year 1 increasing to 82% in Year 2.

Operating Costs

The only operating cost was adding additional users or contacts in Year 1.

73% customers did not have any software training, maintenance or customer support costs in Year 1, increasing to 91% in Year 2.

Personnel Costs

There are typically no personnel costs associated with the software.

80% of customers leveraged only their current staff to manage the software in Year 1 increasing to 82% in Year 2.

Starter

Professional

2 Year Total Cost of Ownership

		Median cost	
Cost Area	**Cost Component**	**Year 1**	**Year 2**
Acquisition	Software upfront/subscription cost*	$6,240	$6,240
	Implementation/onboarding cost*	$1000	$0
	Integration cost	$0	$0
	Data migration cost	$0	$0
	External system interface cost	$0	$0
	Other acquisition costs	$0	$0
Operating	Cost of additional paid users and/or contacts	$152	$0
	Training cost	$0	$0
	Software maintenance cost	$0	$0
	Customer support cost	$0	$0
	Other operating costs	$0	$0
Personnel	Number of full-time personnel	0	0
	Total personnel cost	$0	$0
Total		**$7,392**	**$6,240**

These insights are based on the self-reported data of customers who owned Marketing Hub Starter and Sales Hub Professional (n=15). *Price of Marketing Hub Starter with 1,000 contacts and Sales Hub Professional with 5 paid users

Starter

Professional

Year 1 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$6,240*	$6,240*	$8,880**	$8,880**	
	Implementation/onboarding cost	$1,000*	$1,000*	$1,000**	$1,000**	73%
	Integration cost	$0	$0	$0	$1,900	87%
	Data migration cost	$0	$0	$0	$600	93%
	External system interface cost	$0	$0	$0	$0	93%
	Other acquisition costs	$0	$0	$0	$0	100%
Operating	Cost of additional paid users/contacts	$0	$152	$152	$1,360	27%
	Training cost	$0	$0	$0	$600	87%
	Software maintenance cost	$0	$0	$0	$300	87%
	Customer support cost	$0	$0	$0	$912	87%
	Other operating costs	$0	$0	$0	$0	100%
Personnel	Number of full-time personnel	0	0	0	0	
	Total personnel cost	$0	$0	$0	$9,040	80%
Total		**$7,392**	**$7,240**	**$10,032**	**$24,592**	

These insights are based on the self-reported data of customers who owned Marketing Hub Starter and Sales Hub Professional (n=15). *Price of Marketing Hub Starter with 1,000 contacts and Sales Hub Professional with 5 paid users **Price with 2,000 contacts and 7 paid users

HubSpot

Starter

Professional

Year 2 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$6,240*	$6,240*	$8,880**	$8,880**	
	Implementation/onboarding cost	$0	$0	$0	$2,000	82%
	Integration cost	$0	$0	$	$1,000	82%
	Data migration cost	$0	$0	$	$0	100%
	External system interface cost	$0	$0	$	$0	100%
	Other acquisition costs	$0	$0	$0	$0	100%
Operating	Cost of additional paid users/contacts	$0	$0	$0	$137	82%
	Training cost	$0	$0	$0	$0	91%
	Software maintenance cost	$0	$0	$0	$0	91%
	Customer support cost	$0	$0	$0	$0	100%
	Other operating costs	$0	$0	$0	$0	100%
Personnel	Number of full-time personnel	0	0	0	0	
	Total personnel cost	$0	$0	$0	$5,000	82%
Total		**$6,240**	**$6,240**	**$8,880**	**$17,017**	

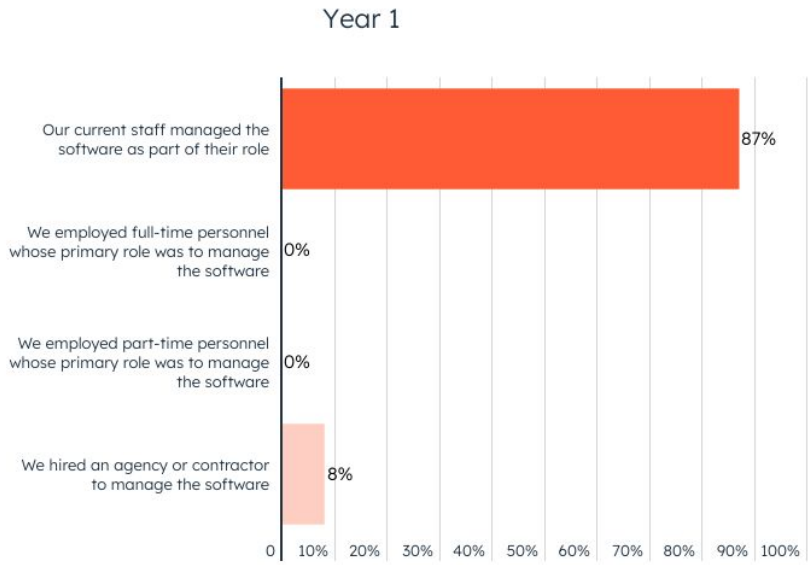
These insights are based on the self-reported data of customers who owned Marketing Hub Starter and Sales Hub Professional (n=15). *Price of Marketing Hub Starter with 1,000 contacts and Sales Hub Professional with 5 paid users **Price with 2,000 contacts and 7 paid users

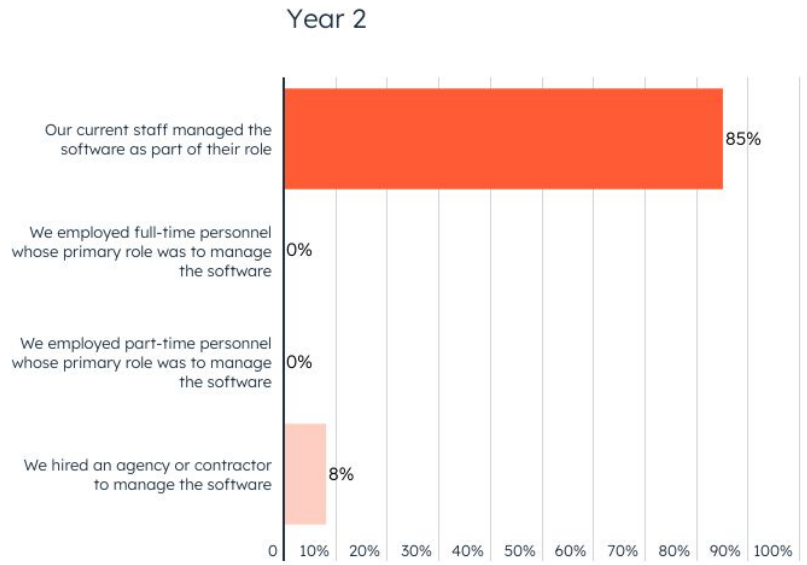
HubSpot

Starter

Professional

Which of the following describe your company's approach to managing your HubSpot software? Select all that apply.





These insights are based on the self-reported data of customers with Marketing Hub Starter and Sales Hub Professional (n=15). Numbers represent the percent of customers who selected each answer choice.

Marketing Hub Professional + Sales Hub Starter

Total Cost of Ownership

Marketing Hub Professional

Sales Hub Starter

Acquisition Costs

Limited to the upfront cost of the software and cost of required, one-time Sales Hub onboarding.

60% of customers did not have any integration, data migration or external system interface costs in Year 1 increasing to 71% in Year 2.

Operating Costs

The only cost associated with operating the software was adding additional users or contacts in Year 2.

60% customers did not have any software training, maintenance or customer support costs in Year 1, increasing to 100% in Year 2.

Personnel Costs

There are typically no personnel costs associated with the software.

70% of customers leveraged only their current staff to manage the software in Year 1 increasing to 71% in Year 2.

Professional

Starter

2 Year Total Cost of Ownership

		Median cost	
Cost Area	**Cost Component**	**Year 1**	**Year 2**
Acquisition	Software upfront/subscription cost*	$10,920	$10,920
	Implementation/onboarding cost*	$3,000	$0
	Integration cost	$0	$0
	Data migration cost	$0	$0
	External system interface cost	$0	$0
	Other acquisition costs	$0	$0
Operating	Cost of additional paid users and/or contacts	$0	$200
	Training cost	$0	$0
	Software maintenance cost	$0	$0
	Customer support cost	$0	$0
	Other operating costs	$0	$0
Personnel	Number of full-time personnel	0	0
	Total personnel cost	$0	$0
Total		**$13,920**	**$11,120**

These insights are based on the self-reported data of customers who owned Marketing Hub Professional and Sales Hub Starter (n=10). *Price of Marketing Hub Professional with 2,000 contacts and Sales Hub Starter with 2 paid users

Professional

Starter

Year 1 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$10,920*	$10,920*	$14,160**	$14,160**	
	Implementation/onboarding cost	$3,000*	$3,000*	$3,000**	$3,000**	
	Integration cost	$0	$0	$0	$4,100	80%
	Data migration cost	$0	$0	$0	$4,584	70%
	External system interface cost	$0	$0	$0	$4,100	60%
	Other acquisition costs	$0	$0	$0	$300	90%
Operating	Cost of additional paid users/contacts	$0	$0	$0	$1,550	60%
	Training cost	$0	$0	$0	$492	90%
	Software maintenance cost	$0	$0	$0	$3,276	70%
	Customer support cost	$0	$0	$0	$600	89%
	Other operating costs	$0	$0	$0	$0	90%
Personnel	Number of full-time personnel	0	0	0	1	
	Total personnel cost	$0	$0	$0	$30,068	70%
Total		**$13,920**	**$13,920**	**$17,160**	**$66,230**	

These insights are based on the self-reported data of customers who owned Marketing Hub Professional and Sales Hub Starter (n=). *Price of Marketing Hub Professional with 2,000 contacts and Sales Hub Starter with 2 paid users **Price with 7,000 contacts and 4 paid users

Professional

Starter

Year 2 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$10,920*	$10,920*	$14,160**	$14,160**	
	Implementation/onboarding cost	$0	$0	$0	$0	100%
	Integration cost	$0	$0	$0	$0	100%
	Data migration cost	$0	$0	$0	$1,968	86%
	External system interface cost	$0	$0	$0	$400	86%
	Other acquisition costs	$0	$0	$0	$0	100%
Operating	Cost of additional paid users/contacts	$0	$200	$200	$4,200	43%
	Training cost	$0	$0	$0	$0	100%
	Software maintenance cost	$0	$0	$0	$0	100%
	Customer support cost	$0	$0	$0	$0	100%
	Other operating costs	$0	$0	$0	$0	100%
Personnel	Number of full-time personnel	0	0	0	1	
	Total personnel cost	$0	$0	$0	$9,840	82%
Total		**$10,920**	**$11,120**	**$14,360**	**$30,568**	

These insights are based on the self-reported data of customers who owned Marketing Hub Professional and Sales Hub Starter (n=). *Price of Marketing Hub Professional with 2,000 contacts and Sales Hub Starter with 2 paid users **Price with 7,000 contacts and 4 paid users

Professional

Starter

Which of the following describe your company's approach to managing your HubSpot software? Select all that apply.

These insights are based on the self-reported data of customers with Marketing Hub Professional and Sales Hub Starter (n=10). Numbers represent the percent of customers who selected each answer choice.

Marketing Hub Professional + Sales Hub Professional

Total Cost of Ownership

Marketing Hub Professional

Sales Hub Professional

Acquisition Costs

Limited to the upfront cost of the software and cost of required, one-time onboarding.

65% of customers did not have any integration, data migration or external system interface costs in Year 1 increasing to 83% in Year 2.

Operating Costs

There are usually no additional costs to operate the software.

79% customers did not have any software training, maintenance or customer support costs in Year 1 and 73% in Year 2. Only 36% of customers spent money on adding users/contacts in Year 1 dropping to 30% in Year 2.

Personnel Costs

There are typically no personnel costs associated with the software.

71% of customers leveraged only their current staff to manage the software in Year 1 and 67% in Year 2.

Professional

Professional

2 Year Total Cost of Ownership

		Median cost	
Cost Area	**Cost Component**	**Year 1**	**Year 2**
Acquisition	Software upfront/subscription cost*	$19,080	$19,080
	Implementation/onboarding cost*	$4,000	$0
	Integration cost	$0	$0
	Data migration cost	$0	$0
	External system interface cost	$0	$0
	Other acquisition costs	$0	$0
Operating	Cost of additional paid users and/or contacts	$0	$0
	Training cost	$0	$0
	Software maintenance cost	$0	$0
	Customer support cost	$0	$0
	Other operating costs	$0	$0
Personnel	Number of full-time personnel	0	0
	Total personnel cost	$0	$0
Total		**$23,080**	**$19,080**

These insights are based on the self-reported data of customers who owned Marketing Hub Professional and Sales Hub Professional (n=28). *Price of Marketing Hub Professional with 2,000 contacts and Sales Hub Professional with 5 paid users

Professional

Professional

Year 1 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$19,080*	$19,080*	$22,080*	$22,080*	
	Implementation/onboarding cost	$4,000*	$4,000*	$4,000*	$4,000*	
	Integration cost	$0	$0	$125	$3,035	75%
	Data migration cost	$0	$0	$235	$2,225	71%
	External system interface cost	$0	$0	$0	$861	86%
	Other acquisition costs	$0	$0	$0	$551	86%
Operating	Cost of additional paid users/contacts	$0	$0	$1,000	$2,531	64%
	Training cost	$0	$0	$0	$7,034	86%
	Software maintenance cost	$0	$0	$0	$1,513	86%
	Customer support cost	$0	$0	$0	$0	93%
	Other operating costs	$0	$0	$0	$0	86%
Personnel	Number of full-time personnel	0	0	0	1	
	Total personnel cost	$0	$0	$1,363	$62,100	86%
Total		**$23,080**	**$23,080**	**$28,803**	**$105,930**	

These insights are based on the self-reported data of customers who owned Marketing Hub Professional and Sales Hub Professional (n=28). *Price of Marketing Hub Professional with 2,000 contacts and Sales Hub Professional with 5 paid users **Price with 7,000 contacts and 7 paid seats

HubSpot

Professional

Professional

Year 2 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$19,080*	$19,080*	$22,080*	$22,080*	
	Implementation/onboarding cost	$0	$0	$0	$872	87%
	Integration cost	$0	$0	$0	$523	87%
	Data migration cost	$0	$0	$0	$0	96%
	External system interface cost	$0	$0	$0	$0	96%
	Other acquisition costs	$0	$0	$0	$490	88%
Operating	Cost of additional paid users/contacts	$0	$0	$275	$1,938	70%
	Training cost	$0	$0	$0	$4,200	87%
	Software maintenance cost	$0	$0	$0	$800	87%
	Customer support cost	$0	$0	$0	$1,350	86%
	Other operating costs	$0	$0	$0	$0	88%
Personnel	Number of full-time personnel	0	0	1	1	
	Total personnel cost	$0	$0	$8,600	$50,040	67%
Total		**$19,080**	**$19,080**	**$30,955**	**$82,293**	

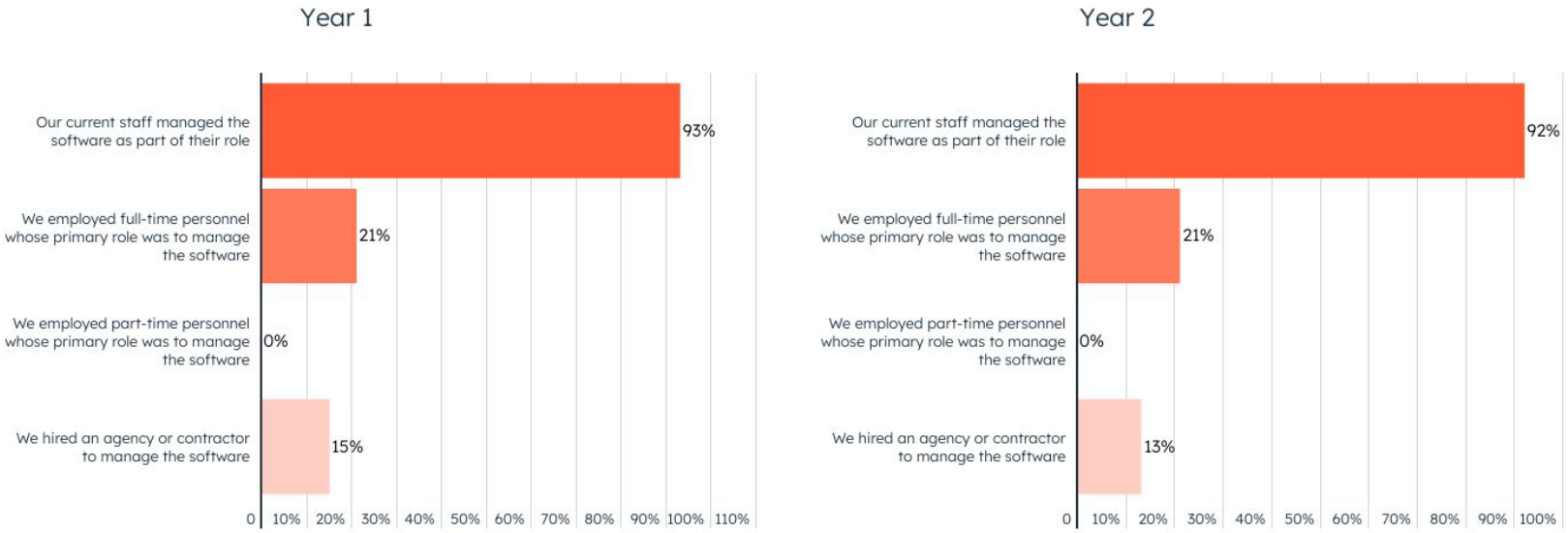
These insights are based on the self-reported data of customers who owned Marketing Hub Professional and Sales Hub Professional (n=28). *Price of Marketing Hub Professional with 2,000 contacts and Sales Hub Professional with 5 paid users **Price with 7,000 contacts and 7 paid seats

HubSpot

Professional

Professional

Which of the following describe your company's approach to managing your HubSpot software? Select all that apply.



These insights are based on the self-reported data of customers with Marketing Hub Professional and Sales Hub Professional (n=28). Numbers represent the percent of customers who selected each answer choice.

Marketing Hub Enterprise + Sales Hub Enterprise

Total Cost of Ownership

Marketing Hub Enterprise

Sales Hub Enterprise

Acquisition Costs

Limited to the upfront cost of the software and cost of required, one-time onboarding.

64% of customers did not have any integration, data migration or external system interface costs in Year 1 increasing to 86% in Year 2.

Operating Costs

There are usually no additional costs to operate the software.

79% customers did not have any software training, maintenance or customer support costs in Year 1 and 86% in Year 2. Only 41% of customers spent money on adding users/contacts in Year 1 dropping to 32% in Year 2.

Personnel Costs

There are typically no personnel costs associated with the software.

71% of customers leveraged only their current staff to manage the software in Year 1 and 66% in Year 2.

Enterprise

Enterprise

2 Year Total Cost of Ownership

		Median cost	
Cost Area	**Cost Component**	**Year 1**	**Year 2**
Acquisition	Software upfront/subscription cost*	$57,600	$57,600
	Implementation/onboarding cost*	$9,000	$0
	Integration cost	$0	$0
	Data migration cost	$0	$0
	External system interface cost	$0	$0
	Other acquisition costs	$0	$0
Operating	Cost of additional paid users and/or contacts	$0	$0
	Training cost	$0	$0
	Software maintenance cost	$0	$0
	Customer support cost	$0	$0
	Other operating costs	$0	$0
Personnel	Number of full-time personnel	0	0
	Total personnel cost	$0	$0
Total		**$66,600**	**$57,600**

These insights are based on the self-reported data of customers who owned Marketing Hub Professional or Enterprise and Sales Hub Professional or Enterprise (n=34).
*Price of Marketing Hub Enterprise with 10,000 contacts and Sales Hub Enterprise with 10 paid users

HubSpot

Enterprise

Enterprise

Year 1 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$57,600*	$57,600*	$61,680**	$61,680**	
	Implementation/onboarding cost	$9,000*	$9,000*	$9,000	$9,000	
	Integration cost	$0	$0	$0	$4,415	76%
	Data migration cost	$0	$0	$0	$2,007	76%
	External system interface cost	$0	$0	$0	$469	86%
	Other acquisition costs	$0	$0	$0	$350	88%
Operating	Cost of additional paid users/contacts	$0	$0	$1,150	$4,164	59%
	Training cost	$0	$0	$0	$3,924	86%
	Software maintenance cost	$0	$0	$0	$872	86%
	Customer support cost	$0	$0	$0	$0	93%
	Other operating costs	$0	$0	$0	$0	88%
Personnel	Number of full-time personnel	0	0	0	2	
	Total personnel cost	$0	$0	$1,363	$55,500	74%
Total		**$66,600**	**$66,600**	**$73,193**	**$142,381**	

These insights are based on the self-reported data of customers who owned Marketing Hub Professional or Enterprise and Sales Hub Professional or Enterprise (n=34).
*Price of Marketing Hub Enterprise with 10,000 contacts and Sales Hub Enterprise with 10 paid users **Price with 20,000 contacts and 12 users

Enterprise

Enterprise

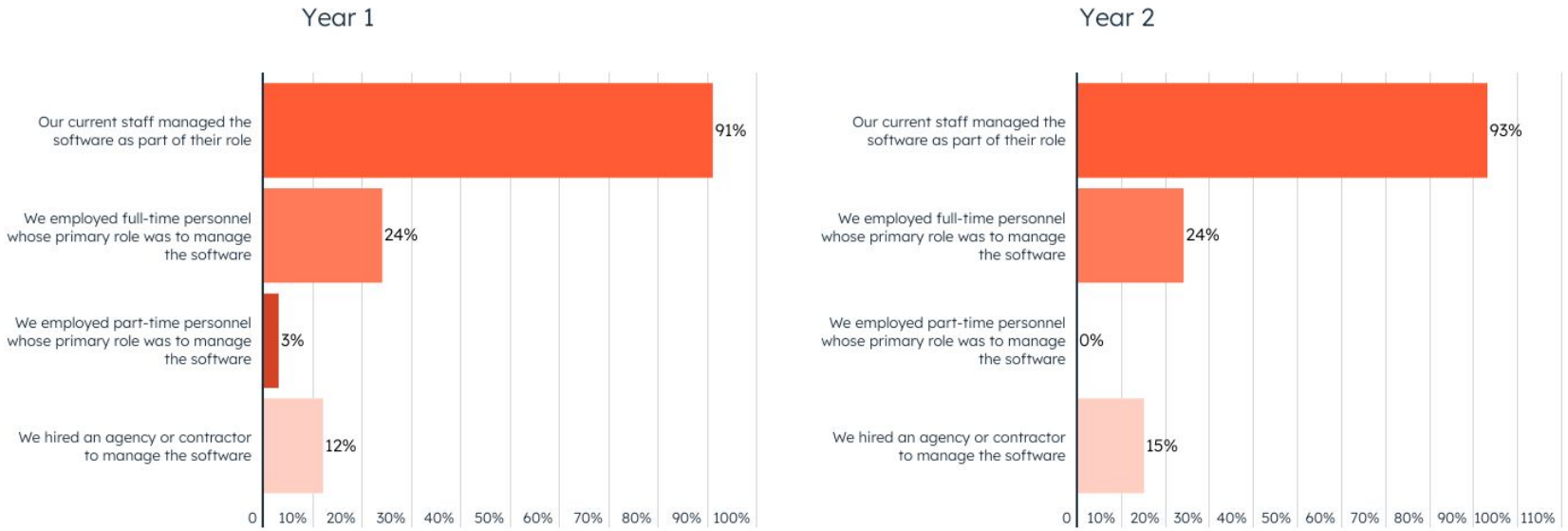
Year 2 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$57,600*	$57,600*	$61,680**	$61,680**	
	Implementation/onboarding cost	$0	$0	$0	$607	86%
	Integration cost	$0	$0	$0	$196	89%
	Data migration cost	$0	$0	$0	$0	96%
	External system interface cost	$0	$0	$0	$0	96%
	Other acquisition costs	$0	$0	$0	$760	86%
Operating	Cost of additional paid users/contacts	$0	$0	$413	$2,054	68%
	Training cost	$0	$0	$0	$1,800	89%
	Software maintenance cost	$0	$0	$0	$300	89%
	Customer support cost	$0	$0	$0	$600	89%
	Other operating costs	$0	$0	$0	$0	86%
Personnel	Number of full-time personnel	0	0	1	1	
	Total personnel cost	$0	$0	$7,000	$52,000	66%
Total		**$57,600**	**$57,600**	**$69,093**	**$119,997**	

These insights are based on the self-reported data of customers who owned Marketing Hub Professional or Enterprise and Sales Hub Professional or Enterprise (n=34).
*Price of Marketing Hub Enterprise with 10,000 contacts and Sales Hub Enterprise with 10 paid users **Price with 20,000 contacts and 12 users

HubSpot

Which of the following describe your company's approach to managing your HubSpot software? Select all that apply.



These insights are based on the self-reported data of customers with Marketing Hub Professional or Enterprise and Sales Hub Professional or Enterprise (n=34). Numbers represent the percent of customers who selected each answer choice.

Appendix

Firmographics

	MHS+SHS	MHS+SHP	MHP+SHS	MHP+SHP	MHP/E+SHP/E
Company size (# employees)					
1	12%	0%	0%	4%	3%
2 to 5	33%	13%	10%	11%	9%
6 to 10	22%	0%	20%	14%	12%
11 to 25	24%	20%	30%	25%	15%
26 to 50	6%	20%	30%	14%	21%
51 to 100	2%	40%	0%	18%	6%
101 to 200	2%	0%	0%	7%	6%
201+	0%	7%	10%	7%	12%
Region					
Asia	0%	7%	0%	0%	0%
EMEA	31%	7%	30%	21%	29%
Northern Americas	63%	80%	40%	61%	56%
Oceania	6%	0%	20%	14%	12%
Latin America & the Caribbean	0%	7%	10%	0%	0%
Industry					
Construction	6%	20%	0%	4%	3%
Education & Health Services	6%	7%	0%	7%	6%
Financial activities	4%	20%	20%	7%	9%
Leisure & Hospitality	0%	0%	10%	0%	0%
Manufacturing	4%	0%	10%	4%	3%
Professional & Business Services	24%	0%	30%	14%	12%
Technology, Information & Media	47%	40%	30%	54%	53%
Trade, Transportation, & Utilities	4%	0%	0%	4%	3%
Other	0%	13%	0%	7%	12%

Demographics

	MHS+SHS	MHS+SHP	MHP+SHS	MHP+SHP	MHP/E+SHP/E
Organizational level					
C-level executive	69%	20%	30%	47%	38%
Vice President	6%	27%	10%	7%	6%
Director	6%	27%	30%	29%	29%
Manager	12%	27%	40%	14%	21%
Individual contributor	2%	0%	0%	0%	0%
Other	6%	0%	0%	0%	6%
Function/Department					
Customer support/customer service	0%	0%	0%	0%	0%
Finance	2%	0%	0%	4%	6%
Human resources	0%	0%	0%	0%	3%
IT	0%	13%	0%	4%	6%
Leadership/C-suite	61%	60%	30%	39%	32%
Marketing	10%	20%	40%	25%	21%
Operations	4%	0%	10%	11%	12%
Procurement	0%	0%	0%	0%	0%
Sales	22%	0%	10%	14%	15%
Software/Engineering	0%	0%	0%	0%	0%
Other	2%	0%	10%	0%	6%

TCO Overview

What is Total Cost of Ownership (TCO)?
Put simply, it is the sum of all costs and expenses related to buying, implementing, operating and managing your software solutions (either directly or indirectly).

Why is TCO an important factor to consider?
TCO is important because it determines your ROI. A TCO analysis can reveal that software actually costs a business upwards of 5-8x the original purchase price. Understanding how much your software is going to cost you over time helps you make better buying decisions when deciding which software provides the best possible ROI.

What factors into TCO?
The three major costs areas associated with purchasing and implementing software are:

- Acquisition costs
- Operating costs
- Personnel costs

Acquisition Costs

Cost Component	What it is
Software upfront/subscription cost	Cost of the software whether a one-time, monthly, or yearly recurring fee as well as the cost of user licenses.
Implementation/onboarding cost	Cost of setting up the new system for your business and onboarding users.
Integration cost	Cost to integrate external systems into HubSpot.
Data migration cost	Charges to migrate data into HubSpot.
External system interface cost	The cost to integrate HubSpot software into external systems so they talk to each other.
Other acquisition costs	Any additional acquisition costs not accounted for above.

Operating Costs

Cost Component	What it is
Cost of additional marketing contacts or paid users	The cost to add additional marketings contacts or paid seats after initial purchase.
Training cost	Cost of external consultants, contractors, or firms to train employees to use HubSpot software.
Software maintenance cost	Cost of external consultants, contractors, or firms to provide software upgrades, updates, patches or bug fixes.
Customer support costs	Cost of getting customer support from external consultants, contractors, and/or from HubSpot.
Other operating costs	Any additional operating costs not accounted for above such as additional integrations, enhancements or security.

Personnel Costs

Cost Component	What it is
Number of full-time personnel	The number of full-time personnel hired/employed to manage HubSpot software.
Cost of personnel	The total amount spent per year in total on personnel (i.e., part time, full-time, agency/contractor) hired/employed to manage HubSpot software.

Additional Marketing Hub + Sales Hub Bundles

Total Cost of Ownership

Marketing Hub Enterprise

Sales Hub Starter

Year 1 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$43,800*	$43,800*	$45,000**	$45,000**	
	Implementation/onboarding cost	$6,000*	$6,000*	$6,000*	$6,000*	
	Integration cost	$0	$0	$419	$4,550	75%
	Data migration cost	$0	$0	$168	$3,200	75%
	External system interface cost	$0	$0	$0	$210	88%
	Other acquisition costs	$0	$0	$0	$0	92%
Operating	Cost of additional contacts/users	$0	$0	$335	$17,963	75%
	Training costs	$0	$0	$1,530	$4,550	71%
	Software maintenance cost	$0	$0	$250	$5,000	75%
	Customer support cost	$0	$0	$0	$2,100	88%
	Other operating costs	$0	$0	$0	$0	92%
Personnel	Number of full-time personnel	0	0	0	1	
	Total personnel cost	$0	$0	$15,050	$83,500	63%
Total		**$49,800**	**$49,800**	**$68,752**	**$172,073**	

These insights are based on the self-reported data of Marketing Hub Enterprise customers (n=24). *Price of Marketing Hub Enterprise with 10,000 contacts and Sales Hub Starter with 2 paid users **Price with 20,000 marketing contacts, 2 users

Marketing Hub Enterprise

Sales Hub Starter

Year 2 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$43,200*	$43,200*	$45,000**	$45,000**	
	Implementation/onboarding cost	$0	$0	$0	$0	95%
	Integration cost	$0	$0	$0	$0	90%
	Data migration cost	$0	$0	$0	$0	90%
	External system interface cost	$0	$0	$0	$0	90%
	Other acquisition costs	$0	$0	$0	$0	100%
Operating	Cost of additional contacts	$0	$0	$0	$900	86%
	Training costs	$0	$0	$0	$1,500	86%
	Software maintenance cost	$0	$0	$0	$0	90%
	Customer support cost	$0	$0	$0	$0	100%
	Other operating costs	$0	$0	$0	$0	100%
Personnel	Number of full-time personnel	0	0	0	0	
	Total personnel cost	$0	$0	$0	$50,000	77%
Total		**$43,200**	**$43,200**	**$45,000**	**$97,400**	

These insights are based on the self-reported data of Marketing Hub Enterprise customers (n=24). *Price of Marketing Hub Enterprise with 10,000 contacts and Sales Hub Starter with 2 paid users **Price with 20,000 marketing contacts, 2 users

Marketing Hub Starter

Sales Hub Enterprise

Year 1 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$15,000*	$15,000*	$22,200**	$22,200**	
	Implementation/onboarding cost	$3,000*	$3,000*	$3,000**	$3,000**	
	Integration cost	$0	$0	$0	$2,000	89%
	Data migration cost	$0	$0	$0	$1,000	89%
	External system interface cost	$0	$0	$0	$1,000	89%
	Other acquisition costs	$0	$0	$0	$0	100%
Operating	Cost of additional paid users	$0	$0	$0	$1,000	89%
	Training costs	$0	$0	$0	$2,968	67%
	Software maintenance cost	$0	$0	$0	$2,000	89%
	Customer support cost	$0	$0	$0	$1,000	89%
	Other operating costs	$0	$0	$0	$0	100%
Personnel	Number of full-time personnel	0	0	0	0	
	Total personnel cost	$0	$0	$0	$23,000	78%
Total		**$18,000**	**$18,000**	**$25,200**	**$59,168**	

These insights are based on the self-reported data of Sales Hub Enterprise customers (n=9). *Price of Marketing Hub Starter with 1,000 contacts and Sales Hub Ent with 10 paid users **Price with 15 paid users

Marketing Hub Starter

Sales Hub Enterprise

Year 2 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost*	$15,000*	$15,000*	$22,200**	$22,200**	
	Implementation/onboarding cost	$0	$0	$0	$1,000	83%
	Integration cost	$0	$0	$0	$0	100%
	Data migration cost	$0	$0	$0	$2,500	83%
	External system interface cost	$0	$0	$0	$2,500	83%
	Other acquisition costs	$0	$0	$0	$0	100%
Operating	Cost of additional paid users	$0	$0	$0	$3,075	83%
	Training costs	$0	$0	$0	$2,500	83%
	Software maintenance cost	$0	$0	$0	$2,500	83%
	Customer support cost	$0	$0	$0	$2,500	83%
	Other operating costs	$0	$0	$0	$0	100%
Personnel	Number of full-time personnel	0	0	1	1	
	Total personnel cost	$0	$0	$7,500	$42,500	67%
Total		**$15,000**	**$15,000**	**$29,700**	**$81,275**	

These insights are based on the self-reported data of Sales Hub Enterprise customers (n=9). *Price of Marketing Hub Starter with 1,000 contacts and Sales Hub Ent with 10 paid users **Price with 15 paid users

HubSpot

Marketing Hub Enterprise

Sales Hub Professional

Year 1 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$49,200*	$49,200*	$52,800**	$52,800**	
	Implementation/onboarding cost	$7,000*	$7,000*	$7,000	$7,000	
	Integration cost	$0	$0	$0	$4,415	76%
	Data migration cost	$0	$0	$0	$2,007	76%
	External system interface cost	$0	$0	$0	$469	86%
	Other acquisition costs	$0	$0	$0	$350	88%
Operating	Cost of additional paid users/contacts	$0	$0	$1,150	$4,164	59%
	Training cost	$0	$0	$0	$3,924	86%
	Software maintenance cost	$0	$0	$0	$872	86%
	Customer support cost	$0	$0	$0	$0	93%
	Other operating costs	$0	$0	$0	$0	88%
Personnel	Number of full-time personnel	0	0	0	2	
	Total personnel cost	$0	$0	$1,363	$55,500	74%
Total		**$56,200**	**$56,200**	**$62,313**	**$131,501**	

These insights are based on the self-reported data of customers who owned Marketing Hub Professional or Enterprise and Sales Hub Professional or Enterprise (n=34).
*Price of Marketing Hub Enterprise with 10,000 contacts and Sales Hub Pro with 5 paid users **Price with 20,000 contacts and 7 paid users

HubSpot

Marketing Hub Enterprise

Sales Hub Professional

Year 2 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$49,200*	$49,200*	$52,800**	$52,800**	
	Implementation/onboarding cost	$0	$0	$0	$607	86%
	Integration cost	$0	$0	$0	$196	89%
	Data migration cost	$0	$0	$0	$0	96%
	External system interface cost	$0	$0	$0	$0	96%
	Other acquisition costs	$0	$0	$0	$760	86%
Operating	Cost of additional paid users/contacts	$0	$0	$413	$2,054	68%
	Training cost	$0	$0	$0	$1,800	89%
	Software maintenance cost	$0	$0	$0	$300	89%
	Customer support cost	$0	$0	$0	$600	89%
	Other operating costs	$0	$0	$0	$0	86%
Personnel	Number of full-time personnel	0	0	1	1	
	Total personnel cost	$0	$0	$7,000	$52,000	66%
Total		**$49,200**	**$49,200**	**$60,213**	**$111,117**	

These insights are based on the self-reported data of customers who owned Marketing Hub Professional or Enterprise and Sales Hub Professional or Enterprise (n=34).
*Price of Marketing Hub Enterprise with 10,000 contacts and Sales Hub Pro with 5 paid users **Price with 20,000 contacts and 7 paid users

Marketing Hub Professional

Sales Hub Enterprise

Year 1 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$25,000*	$25,000*	$28,080**	$28,080**	
	Implementation/onboarding cost	$4,000*	$4,000*	$4,000**	$4,000**	
	Integration cost	$0	$0	$0	$4,415	76%
	Data migration cost	$0	$0	$0	$2,007	76%
	External system interface cost	$0	$0	$0	$469	86%
	Other acquisition costs	$0	$0	$0	$350	88%
Operating	Cost of additional paid users/contacts	$0	$0	$1,150	$4,164	59%
	Training cost	$0	$0	$0	$3,924	86%
	Software maintenance cost	$0	$0	$0	$872	86%
	Customer support cost	$0	$0	$0	$0	93%
	Other operating costs	$0	$0	$0	$0	88%
Personnel	Number of full-time personnel	0	0	0	2	
	Total personnel cost	$0	$0	$1,363	$55,500	74%
Total		**$29,000**	**$29,000**	**$62,673**	**$103,781**	

These insights are based on the self-reported data of customers who owned Marketing Hub Professional or Enterprise and Sales Hub Professional or Enterprise (n=34).
*Price of Marketing Hub Professional with 2,000 contacts and Sales Hub Pro with 5 paid users **Price with 7,000 contacts and 7 paid users

HubSpot

Marketing Hub Professional

Sales Hub Enterprise

Year 2 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	$25,000*	$25,000*	$28,080**	$28,080**	
	Implementation/onboarding cost	$0	$0	$0	$607	86%
	Integration cost	$0	$0	$0	$196	89%
	Data migration cost	$0	$0	$0	$0	96%
	External system interface cost	$0	$0	$0	$0	96%
	Other acquisition costs	$0	$0	$0	$760	86%
Operating	Cost of additional paid users/contacts	$0	$0	$413	$2,054	68%
	Training cost	$0	$0	$0	$1,800	89%
	Software maintenance cost	$0	$0	$0	$300	89%
	Customer support cost	$0	$0	$0	$600	89%
	Other operating costs	$0	$0	$0	$0	86%
Personnel	Number of full-time personnel	0	0	1	1	
	Total personnel cost	$0	$0	$7,000	$52,000	66%
Total		**$25,000**	**$25,000**	**$35,493**	**$86,397**	

These insights are based on the self-reported data of customers who owned Marketing Hub Professional or Enterprise and Sales Hub Professional or Enterprise (n=34).
*Price of Marketing Hub Enterprise with 10,000 contacts and Sales Hub Pro with 5 paid users **Price with 20,000 contacts and 7 paid users

HubSpot

HubSpot