Marketing Hub™

Starter

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 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
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★ Subdomain and country code top-level 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)
Dedicated IP (add-on)

SAVE TIME & RESOURCES
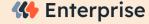★ Form automation
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Team email
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Custom views in shared inbox
Duplicate management
Collaboration tools
Logged-in visitor identification
ABM tools and automation
Omni-channel marketing automation
Teams
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

Enterprise

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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
Single sign-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

HubSpot