



HubSpot vs. Salesforce

A quick comparison guide

Year after year, HubSpot and Salesforce top many lists of the best CRM platforms. Both provide large sales teams with a robust solution that can scale with growth. However, key differences emerge when you look at how both platforms were built and how that foundation contributes to ease of use and adoption.

HubSpot is built on a foundation of simplicity

Salesforce is a cloud-based CRM suite with products focused on sales, marketing, customer service, and commerce. Marketing Cloud is Salesforce’s full-featured marketing automation software, and it brings together many disparate services and data sources to give each user a comprehensive solution.

HubSpot is a cloud-based CRM platform with products focused on marketing, sales, content management, customer service, and operations. Our full-featured marketing automation software, Marketing Hub, includes social, email, mobile, and advertising automation.

One of our key differentiators is that HubSpot is crafted, not cobbled – rather than a collection of disparate systems, HubSpot has been built from the ground up on a single database. This affords us a level of simplicity and ease of deployment that’s just not possible with products that evolved by acquiring and layering various solutions on top of each other.

Power plus usability

HubSpot CRM is built to provide you everything you need, without layers of complexity and add-ons. That philosophy also leads us to provide unmatched integration and support out of the box.



Low-maintenance platform

built on one codebase

Elegant, simple user experience

optimized for things customers do every day

Unified, consistent user experience

across all functions

Comprehensive support

included



Regular updates and configurations **can be costly and time-intensive**

Powerful, customizable tool **that can take time to implement and requires training to master**

Relies on third parties and complex integrations; breadth can come at the **cost of usability and maintenance**

Add-on costs for support

The cost of doing business



Sales Hub Enterprise



Sales Cloud Enterprise

List price	\$6,000/mo. for 50 paid users Source	\$7,500/mo. for 50 paid users Source
Licensing costs	\$120/mo. for each additional paid user Source	\$25–150 per additional paid user, depending on package Source
Implementation	Flat rate of \$3,000 for Enterprise onboarding Additional technical consulting services available for additional fees Source	Salesforce offers a “Jump-Start” implementation for \$5,000. Source
Platform maintenance	Enjoy a seamless platform built on one database. Source	Set up and maintain connectors for multi-cloud integrations. 20 work hours to configure, with regular updates (\$5,000) (Example – Marketing Cloud)
Outbound calling software	Included in all plans. Calling limits apply (2,000 minutes per user/mo. for Enterprise); not available in all countries. Source	Calling and logging \$40/user/mo. (for 1,000 minutes) Source
Sales engagement software	Included with Enterprise: <ul style="list-style-type: none"> • Team email • Conversations inbox • HubSpot video • Email sequences • Tasks & calling queues • Playbooks • Documents & templates • Meetings • Mobile app & more Source	Salesforce Engage (\$50/user/mo.) and High Velocity Sales with Salesforce Inbox (listed below) Source
Conversation Intelligence and Call Coaching software	Included with Enterprise: 1,500 transcription hours per account/mo. Additional capacity available for purchase. Source	High Velocity Sales (\$75/user/mo.) includes Einstein Call Coaching, Salesforce Inbox, sequences, and queues Source
Customer support calls	Phone and email support included with all Professional and Enterprise plans. Source	20% of net cost for phone support and 24/7 coverage 30% of net cost for additional feature access (add 5% for U.S.-based support) Source

Estimated cost for one year for a team of 50	\$75,000	\$236,000
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How will you scale?

Growing businesses need solutions that can grow alongside them – without added costs and complexity. Whether you work with a small team of two or a sophisticated force of thousands, HubSpot offers options that grow with your business.



Cost

HubSpot offerings start free and scale up in tiers:

- Starter
- Professional
- Enterprise

HubSpot for Startups is a unique accelerator program that provides pricing at industry-record discounts. Plus, with HubSpot, you get an ever-expanding suite of applications.

Small Business Essentials starts at \$25/month.

Salesforce combines up to 15 different “editions,” such as Small Business, depending on user needs.

Some editions divert to third parties whose platforms integrate with Salesforce.



Complexity

HubSpot’s all-on-one platform provides all the tools you need to upscale your approach without adding complexity.

Salesforce is an ecosystem of platforms with separate instances of data. It requires careful feature selection and gets more complex as business needs expand.



Integration and setup

HubSpot provides all the options you need in a simple, menu-driven experience, with an uncomplicated integration wizard.

Salesforce Marketing Cloud setup is more involved. It is rated lower than HubSpot, particularly in integration, deployment, and support.

[Source](#)



Support

Marketing Hub support is included out of the box and is rated higher than Marketing Cloud.

Comparable Marketing Cloud support costs customers 30% of their annual contract.

[Source](#)

Add value, not hassle

The potential power of your CRM is only part of the equation. You will only realize its benefits if the system is workable – simple, integrated from the ground up, and affordable enough to be a sustainable solution for your organization.

HubSpot allows teams to align around a single source of truth and drive a more delightful customer experience, no matter how your business size and needs evolve. Use it to improve the buyer experience, reduce your total cost of ownership, scale with confidence, and stay in sync without silos.

To learn more about getting started with HubSpot CRM, visit [hubspot.com](https://www.hubspot.com).