



# Marketing Hub Total Cost of Ownership Research Report

# About this Research

The results described in this document are based on a survey conducted by HubSpot on July 28, 2022 of 112 HubSpot Marketing Hub customers. 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.

# Research Overview

## Why

To understand the total cost of ownership of HubSpot's Marketing 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 Marketing Hub customer.

## Who

- Current HubSpot Marketing Hub customer
- Involved in the procurement, usage, implementation, or budgeting of Marketing Hub
- Been a HubSpot customer for at least 12 months

## How

The survey was conducted online with 112 HubSpot Marketing Hub customers, from invitations sent by HubSpot. Respondents received a \$30 gift card for their participation.

## When

Survey data was collected on Thursday, July 28, 2022.

# Executive Summary

- Marketing Hub Total Cost of Ownership is made up primarily of the upfront cost of the software, minimal implementation costs and the costs of paying existing staff.
- There are typically no additional costs to operate Marketing Hub because maintenance, training and support is included at no additional charge.
- Personnel costs are typically dedicated to paying existing staff because most customers do not hire a dedicated HubSpot admin or IT personnel.
- The TCO of Marketing Hub increases as the plan moves up from Starter to Professional to Enterprise, and as the number of contacts increases.

# TCO Overview and Definitions

# 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 cost/subscription cost	Cost of the software whether a one-time, monthly, or yearly recurring fee as well as the cost of user licenses.
Implementation and onboarding costs	This is the cost of setting up your new system for your business, onboarding users and initial support.
Custom integration fees	The charge by companies to integrate external systems into your new software.
Data migration fees	The charge by companies to migrate your data into the new system.
External system interface cost	The cost of API/Developer work required to integrate your new software with other highly used systems in the organization to ensure they all talk to each other.
Taxes and fees	Additional fees or taxes associated with the initial software purchase.
Other hidden costs	Any additional acquisition costs not accounted for above such as software customization.

# Operating Costs

Cost Component	What it is
Cost of additional contacts or user licenses	The cost to add new users or additional contacts as your business expands.
Training costs	The cost of training employees to use the software.
Software maintenance costs	The cost of any software upgrades, updates, patches and fixes needed to improve functionality and keep the software in working order.
Customer support costs (post-contract)	The cost of technical product support and resources that provide help and advice to users.
Other hidden costs	Any additional operations costs not accounted for above such as additional integrations, enhancements or security.



# Personnel Costs

Cost Component	What it is
Number of personnel	The number of personnel needed to manage your software such as CRM/MA champion/admin, IT support staff, and process/strategy consultant.
Cost per personnel	The average cost paid per personnel.

# TCO Models

The estimates of costs in these models are based on median values and intended to reflect the average customer's experience.

## Marketing Hub Starter

Cost Area	Cost Component	Median cost	
		Year 1	Year 2
Acquisition	Software upfront cost/CRM subscription cost*	\$600	\$840
	Implementation and onboarding cost	\$250	\$0
	Custom integration fees	\$0	\$0
	Data migration fees	\$0	\$0
	External system interface cost	\$0	\$0
	Taxes	\$0	\$0
	Other hidden costs	\$0	\$0
Operating	Cost of additional contacts	\$0	\$0
	Training costs	\$0	\$0
	Software maintenance cost (bug-fixes and upgrades)	\$0	\$0
	Support cost (post-contract customer support)	\$0	\$0
	Other hidden costs	\$0	\$0
Personnel		\$9,560	\$9,560
<b>Total</b>		<b>\$10,410</b>	<b>\$10,400</b>

Estimates of costs are based on median values from the self-reported data of Marketing Hub Starter customers (n=24) and intended to reflect the average customer's experience. \*Median number of marketing contacts = 1000

## Marketing Hub Professional

Cost Area	Cost Component	Median cost	
		Year 1	Year 2
Acquisition	Software upfront cost/CRM subscription cost*	\$9,300	\$9,078
	Implementation and onboarding cost	\$750	\$0
	Custom integration fees	\$0	\$0
	Data migration fees	\$0	\$0
	External system interface cost	\$0	\$0
	Taxes	\$0	\$0
	Other hidden costs	\$0	\$0
Operating	Cost of additional contacts	\$0	\$0
	Training costs	\$0	\$0
	Software maintenance cost (bug-fixes and upgrades)	\$0	\$0
	Support cost (post-contract customer support)	\$0	\$0
	Other hidden costs	\$0	\$0
Personnel		\$49,000	\$40,000
<b>Total</b>		<b>\$59,050</b>	<b>\$49,078</b>

Estimates of costs are based on median values from the self-reported data of Marketing Hub Professional customers (n=69) and intended to reflect the average customer's experience. \*Median number of marketing contacts = 5000

## Marketing Hub Enterprise

Cost Area	Cost Component	Median cost	
		Year 1	Year 2
Acquisition	Software upfront cost/CRM subscription cost*	\$24,240	\$25,902
	Implementation and onboarding cost	\$1,850	\$0
	Custom integration fees	\$0	\$0
	Data migration fees	\$0	\$0
	External system interface cost	\$0	\$0
	Taxes	\$0	\$0
	Other hidden costs	\$0	\$0
Operating	Cost of additional contacts	\$0	\$0
	Training costs	\$0	\$0
	Software maintenance cost (bug-fixes and upgrades)	\$0	\$0
	Support cost (post-contract customer support)	\$0	\$0
	Other hidden costs	\$0	\$0
Personnel		\$100,000	\$65,000
<b>Total</b>		<b>\$126,090</b>	<b>\$90,902</b>

Estimates of costs are based on median values from the self-reported data of Marketing Hub Enterprise customers (n=19) and intended to reflect the average customer's experience. \*Median number of marketing contacts = 50,000

# Marketing Hub Starter

## Detailed Findings

# Marketing Hub Starter Year 1

Cost Area	Cost Component	Median	Quartile 1	Quartile 3	% w/ no cost
Acquisition	Software upfront cost/CRM subscription cost	\$600	\$600	\$1,050	0%
	Implementation and onboarding cost	\$250	\$0	\$1,008	29%
	Custom integration fees	\$0	\$0	\$0	92%
	Data migration fees	\$0	\$0	\$0	79%
	External system interface cost	\$0	\$0	\$0	92%
	Taxes	\$0	\$0	\$0	82%
	Other hidden costs	\$0	\$0	\$0	100%
Operating	Cost of additional contacts	\$0	\$0	\$243	5%
	Training costs	\$0	\$0	\$38	73%
	Software maintenance cost (bug-fixes and upgrades)	\$0	\$0	\$0	86%
	Support cost (post-contract customer support)	\$0	\$0	\$0	86%
	Other hidden costs	\$0	\$0	\$0	100%
Personnel	Number of personnel	1	0.5	1.5	26%
	Cost per personnel	\$9,560	\$2,146	\$37,250	-
	Personnel total (number of personnel x cost per personnel)	\$9,560	\$0	\$55,875	26%
<b>Total</b>		<b>\$10,410</b>	<b>\$600</b>	<b>\$58,214</b>	<b>0%</b>

Cost values are based on the self-reported data of Marketing Hub Starter customers (n=24). “% with no cost” refers to the percentage of respondents who reported incurring no cost for that cost component.

## Detailed Findings

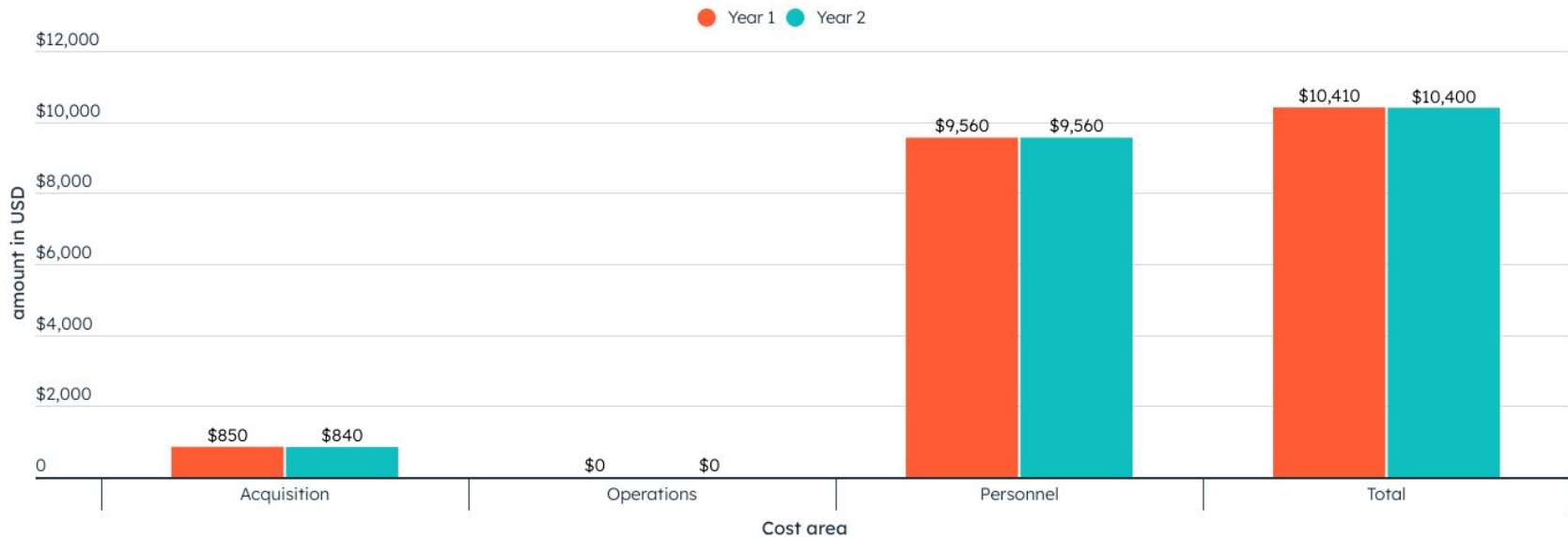
### Marketing Hub Starter Year 2

Cost Area	Cost Component	Median	Quartile 1	Quartile 3	% w/ no cost
Acquisition	Software upfront cost/CRM subscription cost	\$840	\$600	\$3,400	7%
	Implementation and onboarding cost	\$0	\$0	\$0	100%
	Custom integration fees	\$0	\$0	\$0	100%
	Data migration fees	\$0	\$0	\$0	100%
	External system interface cost	\$0	\$0	\$0	100%
	Taxes	\$0	\$0	\$0	90%
	Other hidden costs	\$0	\$0	\$0	100%
Operating	Cost of additional contacts	\$0	\$0	\$20	69%
	Training costs	\$0	\$0	\$38	100%
	Software maintenance cost (bug-fixes and upgrades)	\$0	\$0	\$0	100%
	Support cost (post-contract customer support)	\$0	\$0	\$0	100%
	Other hidden costs	\$0	\$0	\$0	100%
Personnel	Number of personnel	1	0.5	1.5	26%
	Cost per personnel	\$9,560	\$2,146	\$37,250	-
	Personnel total (number of personnel x cost per personnel)	\$9,560	\$0	\$55,875	26%
<b>Total</b>		<b>\$10,400</b>	<b>\$600</b>	<b>\$59,275</b>	<b>0%</b>

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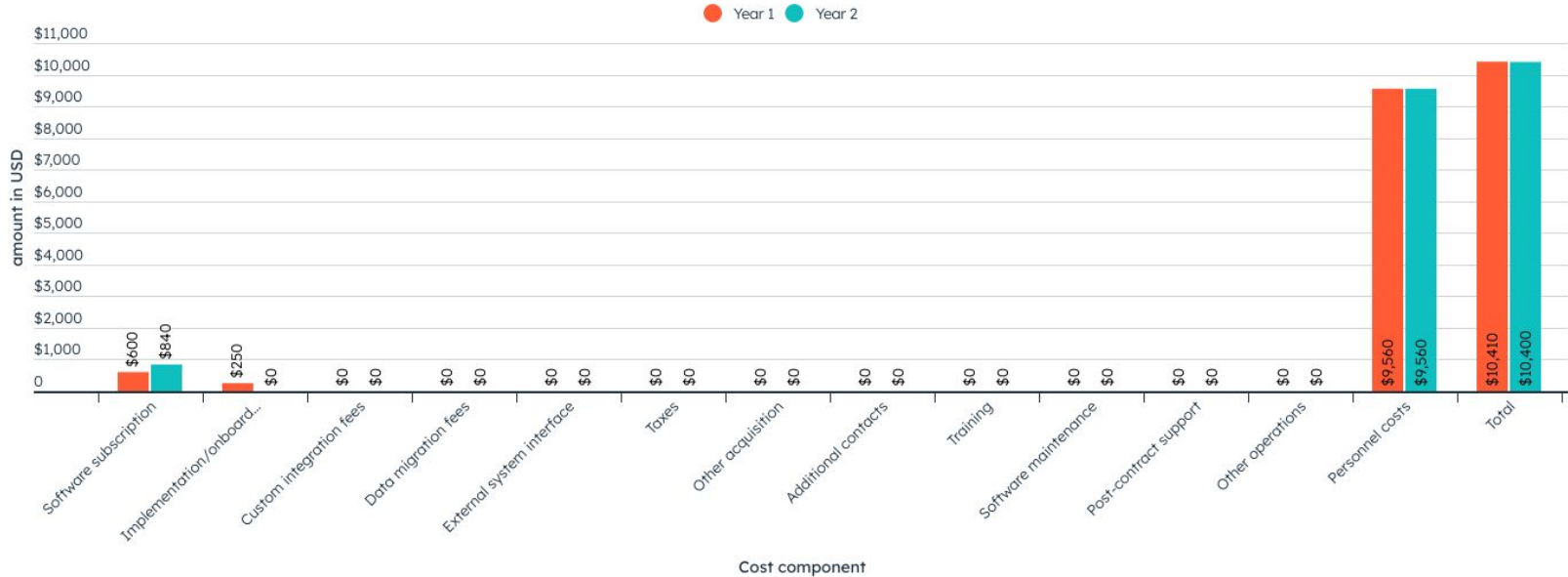


# Total Cost of Ownership Marketing Hub Starter



These estimates are based on median values from our survey of Marketing Hub Starter customers (n=24) conducted in July, 2022. These estimates 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.

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# Marketing Hub Professional

## Detailed Findings

# Marketing Hub Professional Year 1

Cost Area	Cost Component	Median	Quartile 1	Quartile 3	% w/ no cost
Acquisition	Software upfront cost/CRM subscription cost	\$9,300	\$5,553	\$12,263	0%
	Implementation and onboarding cost	\$750	\$0	\$2,500	46%
	Custom integration fees	\$0	\$0	\$0	86%
	Data migration fees	\$0	\$0	\$0	87%
	External system interface cost	\$0	\$0	\$0	97%
	Taxes	\$0	\$0	\$0	84%
	Other hidden costs	\$0	\$0	\$0	100%
Operating	Cost of additional contacts	\$0	\$0	\$1,012	63%
	Training costs	\$0	\$0	\$998	72%
	Software maintenance cost (bug-fixes and upgrades)	\$0	\$0	\$0	88%
	Support cost (post-contract customer support)	\$0	\$0	\$0	94%
	Other hidden costs	\$0	\$0	\$0	100%
Personnel	Number of personnel	1	0	2	38%
	Cost per personnel	\$49,000	\$26,250	\$75,625	-
	Personnel total (number of personnel x cost per personnel)	\$49,000	\$0	\$151,250	38%
<b>Total</b>		<b>\$59,050</b>	<b>\$5,553</b>	<b>\$167,760</b>	<b>0%</b>

Cost values are based on the self-reported data of Marketing Hub Professional customers (n=69). “% with no cost” refers to the percentage of respondents who reported incurring no cost for that cost component.

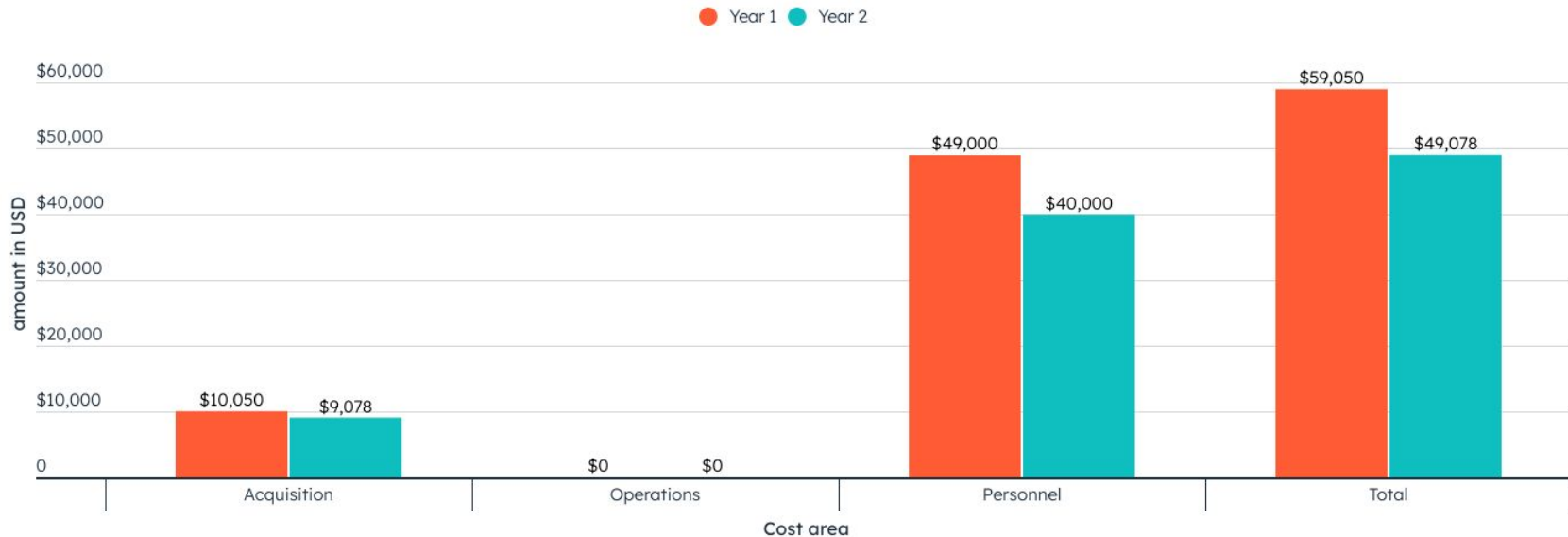
## Detailed Findings

### Marketing Hub Professional Year 2

Cost Area	Cost Component	Median	Quartile 1	Quartile 3	% w/ no cost
Acquisition	Software upfront cost/CRM subscription cost	\$9,078	\$5,000	\$14,760	0%
	Implementation and onboarding cost	\$0	\$0	\$0	92%
	Custom integration fees	\$0	\$0	\$0	92%
	Data migration fees	\$0	\$0	\$0	93%
	External system interface cost	\$0	\$0	\$0	98%
	Taxes	\$0	\$0	\$200	82%
	Other hidden costs	\$0	\$0	\$0	100%
Operating	Cost of additional contacts	\$0	\$0	\$256	72%
	Training costs	\$0	\$0	\$0	85%
	Software maintenance cost (bug-fixes and upgrades)	\$0	\$0	\$0	93%
	Support cost (post-contract customer support)	\$0	\$0	\$0	97%
	Other hidden costs	\$0	\$0	\$0	100%
Personnel	Number of personnel	1	0	2	36%
	Cost per personnel	\$40,000	\$25,000	\$80,000	-
	Personnel total (number of personnel x cost per personnel)	\$40,000	\$0	\$160,000	36%
<b>Total</b>		<b>\$49,078</b>	<b>\$5,000</b>	<b>\$180,769</b>	<b>0%</b>

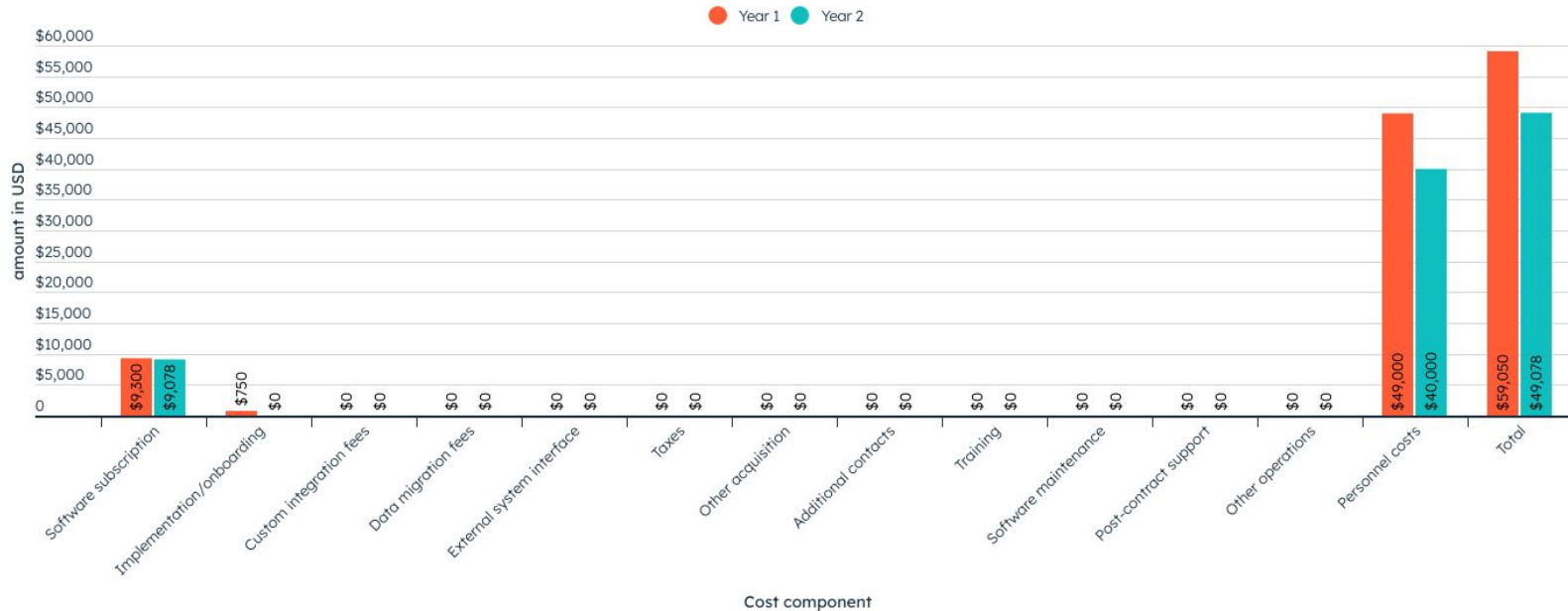
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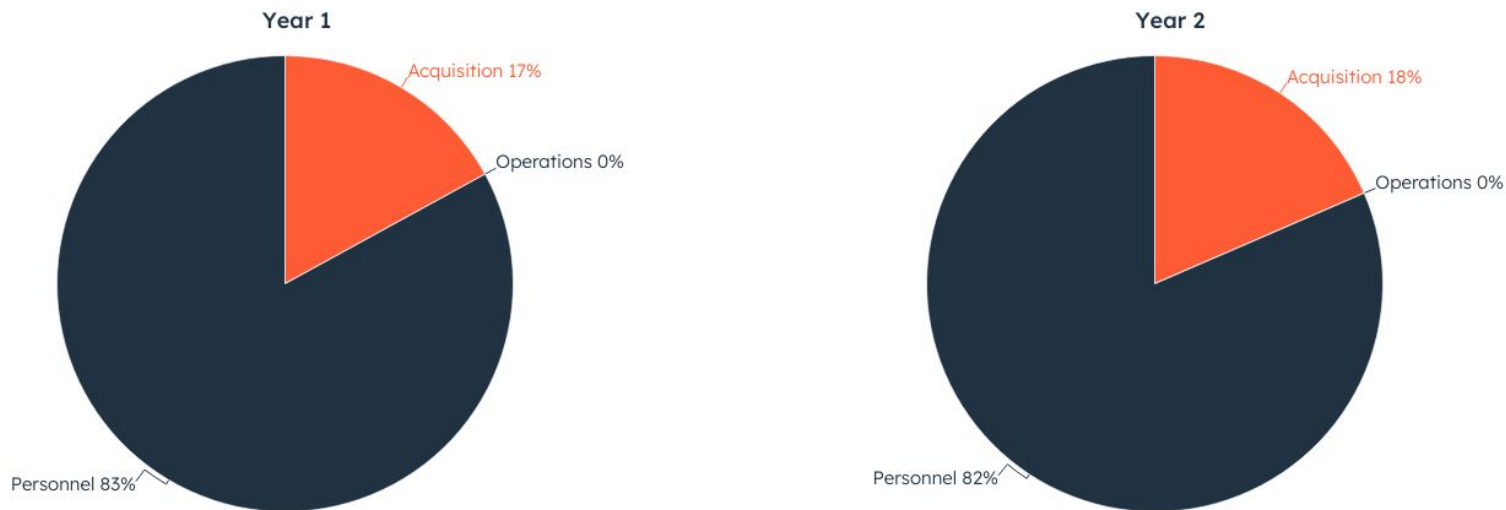
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# Marketing Hub Enterprise

## Detailed Findings

# Marketing Hub Enterprise Year 1

Cost Area	Cost Component	Median	Quartile 1	Quartile 3	% w/ no cost
Acquisition	Software upfront cost/CRM subscription cost	\$24,240	\$19,250	\$34,223	0%
	Implementation and onboarding cost	\$1,850	\$0	\$5,000	47%
	Custom integration fees	\$0	\$0	\$5,535	63%
	Data migration fees	\$0	\$0	\$0	84%
	External system interface cost	\$0	\$0	\$0	89%
	Taxes	\$0	\$0	\$875	74%
	Other hidden costs	\$0	\$0	\$0	89%
Operating	Cost of additional contacts	\$0	\$0	\$1,710	71%
	Training costs	\$0	\$0	\$500	72%
	Software maintenance cost (bug-fixes and upgrades)	\$0	\$0	\$0	83%
	Support cost (post-contract customer support)	\$0	\$0	\$0	89%
	Other hidden costs	\$0	\$0	\$0	100%
Personnel	Number of personnel	1	0	3	32%
	Cost per personnel	\$100,000	\$59,090	\$135,000	-
	Personnel total (number of personnel x cost per personnel)	\$100,000	\$0	\$405,000	33%
<b>Total</b>		<b>\$126,090</b>	<b>\$19,250</b>	<b>\$452,843</b>	<b>0%</b>

Cost values are based on the self-reported data of Marketing Hub Enterprise customers (n=19). “% with no cost” refers to the percentage of respondents who reported incurring no cost for that cost component.

## Detailed Findings

# Marketing Hub Enterprise Year 2

Cost Area	Cost Component	Median	Quartile 1	Quartile 3	% w/ no cost
Acquisition	Software upfront cost/CRM subscription cost	\$27,938	\$21,504	\$38,000	0%
	Implementation and onboarding cost	\$0	\$0	\$0	95%
	Custom integration fees	\$0	\$0	\$0	95%
	Data migration fees	\$0	\$0	\$0	100%
	External system interface cost	\$0	\$0	\$0	100%
	Taxes	\$0	\$0	\$0	85%
	Other hidden costs	\$0	\$0	\$0	100%
Operating	Cost of additional contacts	\$0	\$0	\$2,250	72%
	Training costs	\$0	\$0	\$0	100%
	Software maintenance cost (bug-fixes and upgrades)	\$0	\$0	\$0	95%
	Support cost (post-contract customer support)	\$0	\$0	\$0	100%
	Other hidden costs	\$0	\$0	\$0	100%
Personnel	Number of personnel	1	0	2	38%
	Cost per personnel	\$65,000	\$10,000	\$112,500	-
	Personnel total (number of personnel x cost per personnel)	\$65,000	\$0	\$225,000	33%
<b>Total</b>		<b>\$92,938</b>	<b>\$21,504</b>	<b>\$265,250</b>	<b>0%</b>

Cost values are based on the self-reported data of Marketing Hub Enterprise customers (n=19). “% with no cost” refers to the percentage of respondents who reported incurring no cost for that cost component.

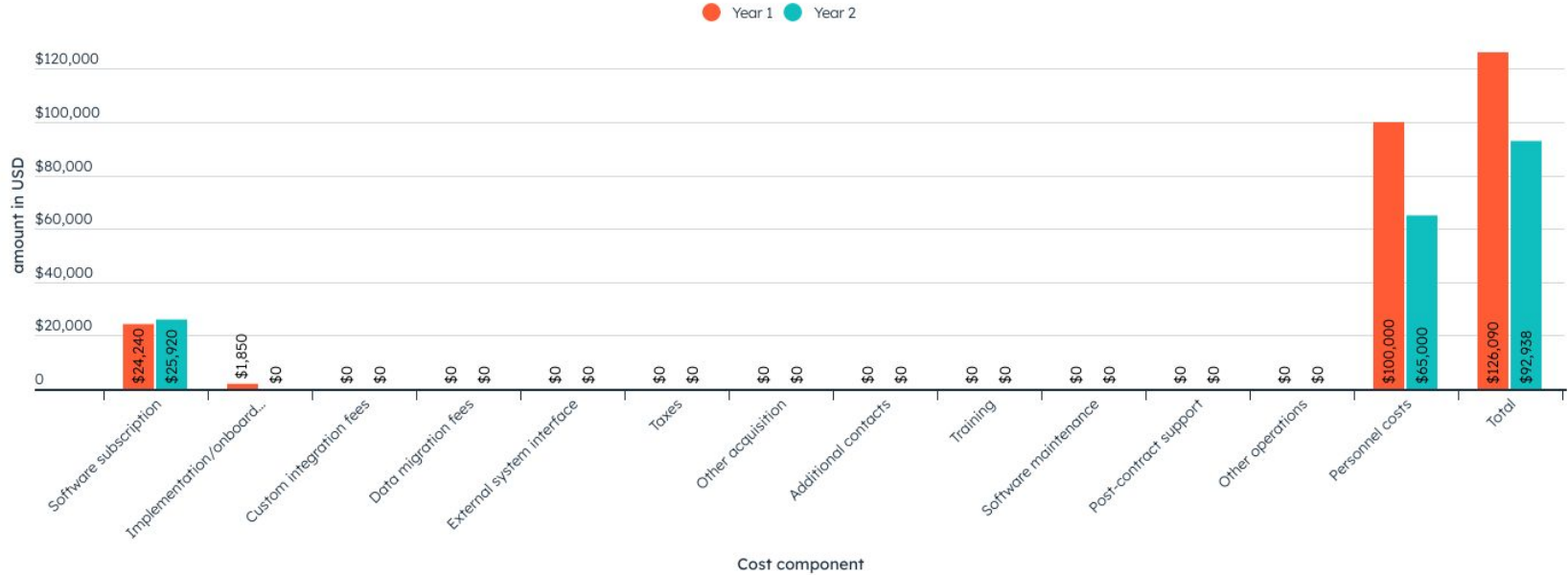
# Total Cost of Ownership

## Marketing Hub Enterprise



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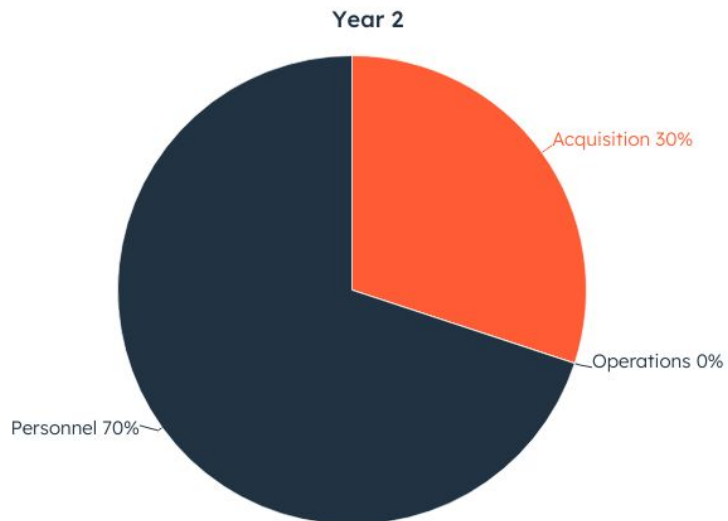
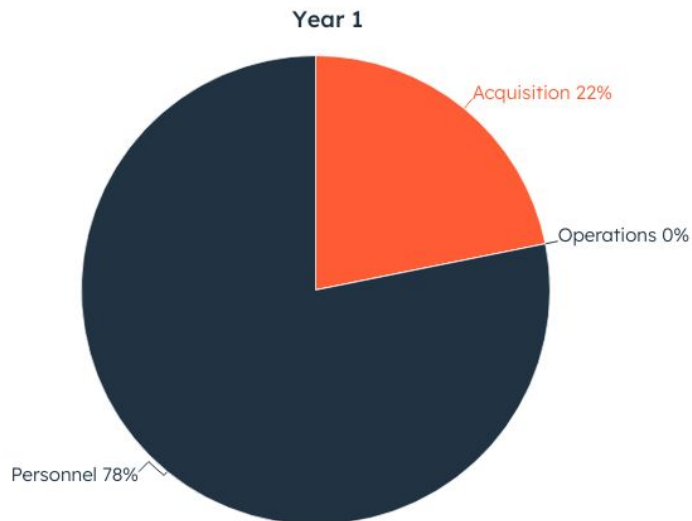
## Total Cost of Ownership Marketing Hub Enterprise



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# Total Cost of Ownership

## Marketing Hub Enterprise



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# Additional Findings



### Number of Contacts Correlation with Costs

	Year 1	Year 2
Software upfront cost/CRM subscription cost	.77**	.64**
Implementation and onboarding cost	.82**	No correlation
Custom integration fees	.81**	No correlation
Data migration fees	.92**	No correlation
External system interface cost	.27	No correlation
Taxes	.70**	No correlation
<b>Total acquisition costs</b>	<b>.94**</b>	<b>No correlation</b>
Training costs	.51*	No correlation
<b>Total operations costs</b>	<b>.59**</b>	<b>.34*</b>
<b>Total personnel costs</b>	<b>.50*</b>	<b>.17</b>
<b>Total costs</b>	<b>.69**</b>	<b>.26</b>

#### Year 1

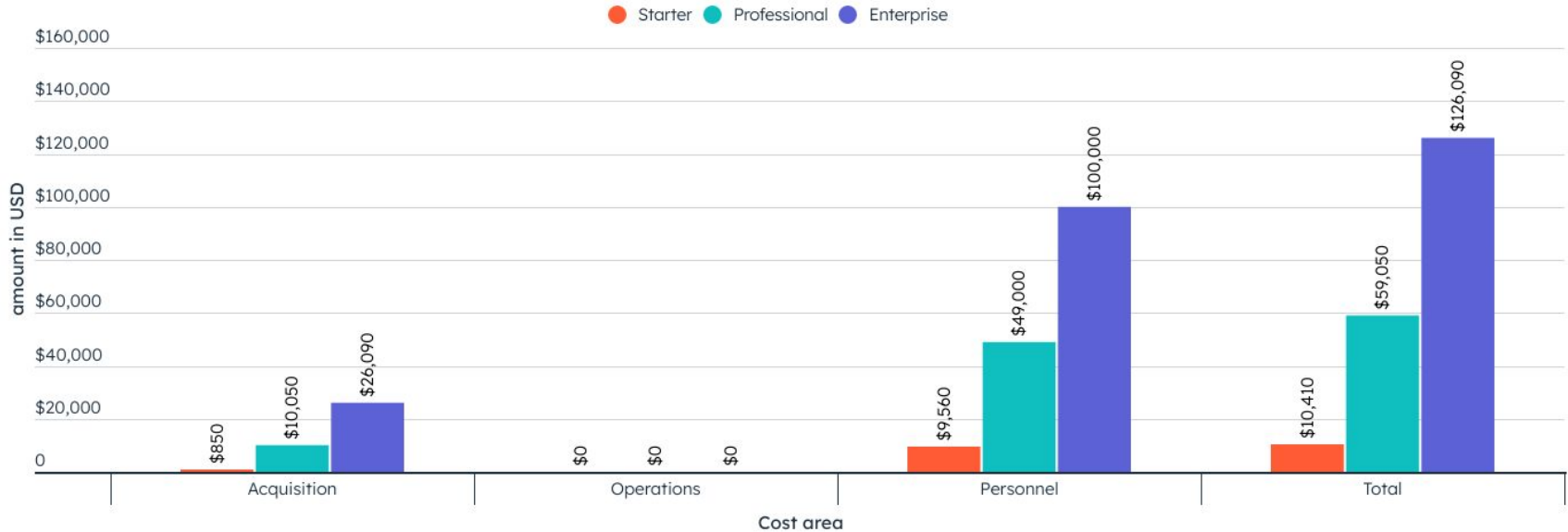
More contacts correlated with higher costs across all areas (acquisition, operations, & personnel).

#### Year 2

More contacts correlated with higher operations costs only.

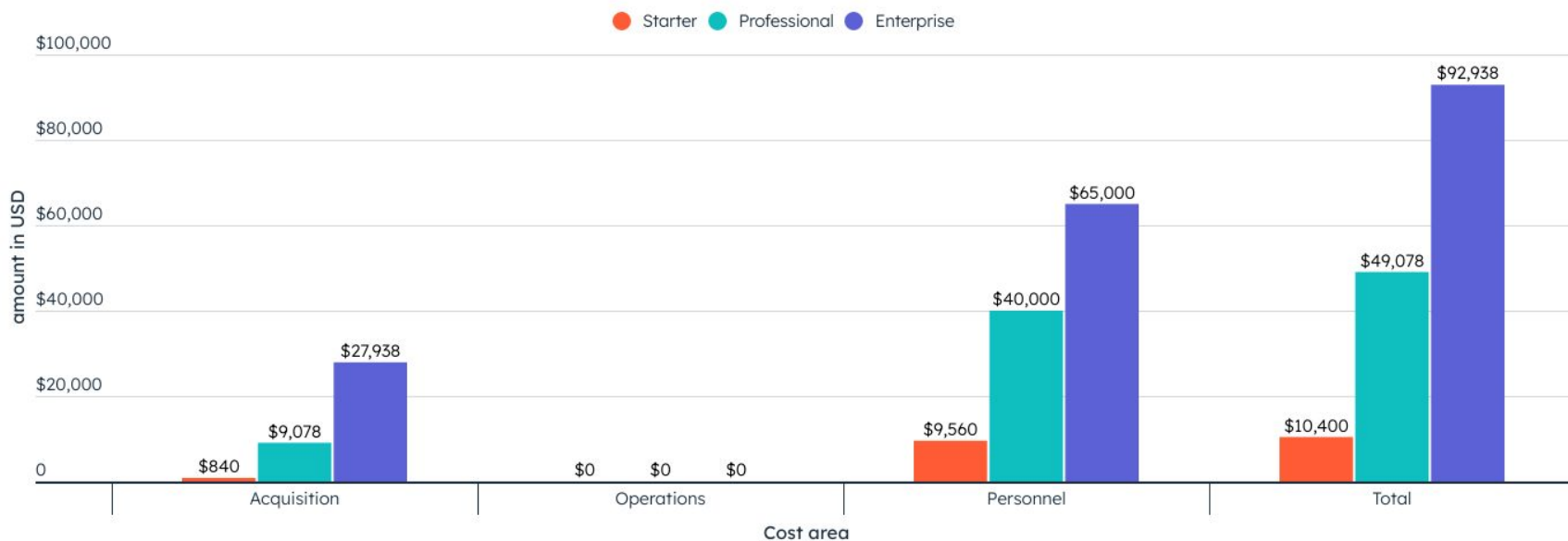
The numbers in this table represent the correlation between the number of marketing contacts included in the initial purchase of Marketing Hub for that year and each cost component. Cost values are based on the self-reported data of Marketing Hub customers (n=112). \*\*large correlation; \*moderate correlation

# Total Cost of Ownership Marketing Hub Year 1



These estimates are based on median values from our survey of HubSpot customers who owned Marketing Hub Starter (n=24), Professional (n=69) or Enterprise (n=19) conducted in July, 2022. These estimates 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.

# Total Cost of Ownership Marketing Hub Year 2



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# Methodology

### Participants and Design

HubSpot conducted survey research to collect costs for each item in the cost model. Respondents were recruited by HubSpot via email to participate in a survey about the costs of owning Marketing Hub and received a \$30 gift card for their participation.

Respondents (n=112) were all current Marketing Hub customers whose company had purchased HubSpot before March 19, 2021 and who self-identified as being involved in the procurement, usage, implementation, or budgeting of Marketing Hub.



### Procedure

Upon arriving at the survey respondents were instructed that they would be providing feedback about the total cost of owning Marketing Hub and if unsure of exact values, to provide their closest estimation.

Respondents began by answering a series of demographic and firmographic questions (see appendix). The remainder of the survey was split into 2 parts - Year 1 costs (incurred in months 1-12 after purchasing Marketing Hub) and Year 2 costs (incurred in months 13-24 after purchasing Marketing Hub). Customers only answered questions about Year 2 costs if they had owned HubSpot for at least 24 months.

Within each year the respondent was asked to provide an estimation of the cost incurred during that year for each cost component in the cost model (14 total) organized by key cost element (Acquisition, Operations, Personnel).

Respondents who submitted the survey were emailed a \$30 gift card via Rybbon for their participation.

# Appendix

## Firmographics

	Total	Starter	Professional	Enterprise
Company size (# employees)				
0-25	36%	63%	33%	11%
26-50	26%	21%	36%	11%
51-200	21%	8%	19%	32%
201-1,000	13%	8%	10%	26%
1,001-10,000	4%	0%	1%	21%
Currency				
USD	83%	13%	84%	89%
CAD	8%	13%	7%	5%
EUR	4%	17%	3%	0%
GBP	4%	0%	4%	5%
PLN	1%	0%	1%	0%

Percentages are rounded to the nearest whole percentage and based on self-reported data of Marketing Hub customers (n=112).



## Demographics

	Total	Starter	Professional	Enterprise
<b>Work Role</b>				
Individual contributor	28%	25%	28%	32%
Manager/Director	27%	25%	18%	6%
VP/SVP	18%	4%	19%	6%
C-suite	26%	46%	25%	1%
Other	2%	0%	3%	
<b>Dept/Job Classification</b>				
Marketing	51%	24%	49%	74%
Information & Technology	2%	0%	1%	5%
Operations	8%	8%	7%	11%
Finance	1%	4%	0%	0%
Sales	4%	0%	7%	0%
Customer Support/Success	3%	0%	4%	0%
Product	1%	4%	0%	0%
Other	30%	46%	21%	11%

Percentages are rounded to the nearest whole percentage and based on self-reported data of Marketing Hub customers (n=112).

HubSpot