

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

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- 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)

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- Form automation
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- Shared inbox
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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

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- 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)

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- A/B testing
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- 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



★ Indicates additional tool functionality or limits as you upgrade from Marketing Hub Starter to Marketing Hub Professional

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