



Free Tools*

Including, but not limited to:

• 1:1 email	• Content assistant	• Email reply tracking	• Landing pages	• Slack integration
• Ad management	• Conversational bots	• Email templates	• List segmentation	• Tasks & activities
• Ad retargeting	• Custom user permissions	• Email tracking & notifications	• Live chat	• Team email
• App Marketplace integrations	• Customizable quotes	• Facebook Messenger integration	• Marketing events object	• Ticketing
• Calling SDK	• Deal pipeline	• Form automation	• Meeting scheduling	• User management
• Canned snippets	• Deals	• Forms	• Mobile inbox	
• Companies	• Documents	• Gmail, Outlook & Microsoft Exchange integrations	• Product library	
• Company insights	• Email automation	• HubSpot CRM mobile app	• Prospects	
• Contact management	• Email health reporting		• Reporting dashboard	
• Contact website activity	• Email marketing		• Shared inbox	

* Portals with Free Tools can have up to five free users. Accessing free tools at paid tiers requires a Core Seat.

Paid tier features are accessible through a paid Core Seat unless otherwise indicated

Starter

Includes everything in Free Tools, plus:

SMART CRM

- 1:1 technical support
- Custom properties
- HubSpot CRM mobile app
- List segmentation
- Payments (U.S. only)
- Required fields
- Slack integration

SCALE SUPPORT

- 1:1 email
- Calling
- Canned snippets
- Conversation routing
- Conversational bots
- Email scheduling
- Email templates
- Email tracking & notification
- Facebook Messenger integration
- HubSpot-provided phone number
- Live chat
- Meeting scheduling
- Repeating tasks & task queues
- Shared inbox
- Task calendar sync
- Ticket pipelines

DRIVE RETENTION

- Calling SDK
- Documents
- Multiple currencies
- Simple ticket automation
- Stripe integration

SCALE INSIGHTFULLY

- Goals
- Reporting dashboard

Professional

Includes everything in Starter, plus:

SMART CRM

- 1:1 technical support
- Association labels
- Calculated properties
- CRM interface configuration
- Duplicate management
- List segmentation
- Permission sets
- Presets
- Salesforce integration
- Teams
- Workflow extensions

SCALE SUPPORT

- 1:1 video messaging
- Conversational bots
- Custom views in shared inbox
- HubSpot-provided phone numbers
- Logged-in visitor identification
- Shared inbox
- Smart send times
- Standard contact scoring
- Help desk automation
- Conversation routing
- Calling
- Facebook Messenger integration
- Book meetings on behalf of others
- Knowledge Base
- Sequences
- Agent presence in inbox
- Ticket routing
- Ticket pipelines
- SLAs

DRIVE RETENTION

- Multiple currencies
- Customer feedback surveys
- Account overview
- Playbooks
- Customer Portal
- Post chat feedback

SCALE INSIGHTFULLY

- Call transcription & coaching
- Coaching playlists
- Custom reporting
- Rep productivity performance
- Reporting dashboard
- Service analytics
- Forecasting

Enterprise

Includes everything in Professional, plus:

SMART CRM

- 1:1 technical support
- Admin notifications management
- Calculated properties
- Custom objects
- Field-level permissions
- List segmentation
- Log in as another user
- Organize teams
- Permission sets
- Presets
- Salesforce custom object sync
- Sandbox account
- Single sign-on
- Teams

SCALE SUPPORT

- Custom views in shared inbox
- HubSpot provided phone numbers
- Predictive lead scoring
- Shared inbox
- Standard contact scoring
- Calling
- Facebook Messenger integration
- Lead form routing
- Service automation
- Sequences
- Multiple Knowledge Bases

DRIVE RETENTION

- Capacity limits for live chat
- Custom feedback surveys
- Playbooks

SCALE INSIGHTFULLY

- Custom reporting
- Goals
- Reporting dashboard
- Conversation intelligence
- Custom goals
- Forecasting
- Recurring revenue tracking



Limit increases are available as add-ons for certain tools. Please visit our [products and services catalog](#) for the most up-to-date pricing and packaging information. Last updated on March 5th, 2024.

Icon indicates additional functionality or limit increases as you upgrade from a previous tier.

Icon indicates the feature requires a Service Seat to access, not a Core Seat.