HubSpot

HubSpot vs. Zoho

A quick comparison

HubSpot and Zoho are both popular customer relationship management (CRM) tools, but they aren't the same kind of product. They're two approaches to customer engagement, and deeper knowledge of the products shows significant differences that can affect the trajectory of your organization — particularly as it grows and its needs evolve.

HubSpot is built for anything you need

Zoho is a cloud-based CRM suite with applications covering process automation, marketing, customer service, product configuration, document management, and customer analytics. The company has largely developed its products in-house, though many combinations require additional connections or integrations because the underlying infrastructure is disparate. For example, connecting Zoho Desk and Marketing to the CRM requires establishing synchronization rules and connections just as you would for a third-party service or marketing solution (source).

HubSpot is a comprehensive, cloud-based CRM platform with a broader range of products covering content management, marketing, sales, customer service, and operations. Each HubSpot capability exists as part of a larger, unified ecosystem of business-driving tools. These tools are all built on the same codebase and their data exists in one place, so your team always has a single source of truth, and you can skip integration processes that can plague other providers.

Grow with confidence

HubSpot is great for your humans, not just your data. We guide businesses throughout their journeys with uncommonly robust service, training, and interactive courses (for free). This is another way HubSpot makes it possible for your first CRM decision to be your only CRM decision.

HubSpot	22 certifications	Live webinars	Live chats	User community	Hundreds of academy interactive courses
ZOHO	One certification	Live webinars	Live chats	User community	

Key CRM functions

	HubSpot Sales Hub	ZOHO CRM
Custom reporting	✔	✔
Multiple pipelines	✔	✔
Hierarchical roles	✔	✔
Field-level permissions	✔	✔
Email templates	✔	✔
Chat	✔	✔
Workflow reports	✖	✔ (Enterprise)
Workflow automation	✔ (Professional)	✔
Custom objects	✔ (Enterprise)	✔ (Enterprise)
Calling	✔	✔ (Paid add-on)
1:1 video	✔	✔ (Paid add-on)
Single CRM database accessible by sales, service, and marketing	✔	✖
Live chat and bots	✔	✖
Calling SDK	✔	✖
Native video creation	✔	✖
Cross-object reporting	✔	✖
Native content creation and collaboration	✔	✖
Integrations	**1,000+** Source	**500+** Source
	Source	Source

Dollars and sense

Companies might consider Zoho to be more cost-effective, but the hidden costs of having a leaner product can be a barrier as you grow. Creating new product integrations after the fact consumes substantial financial and personnel resources, with less predictable performance. It also creates new security vulnerabilities, since using several data sources puts you at the mercy of several data sources' security/updating performance.

HubSpot   **ZOHO**

	HubSpot	ZOHO
Integrations	All-on-one solution requires no third-party integrations or maintenance.	Connectors required to integrate different applications.
Data	Single source of truth; data resides in one spot.	Connectors needed to synchronize data sources.
Support	Comprehensive support included in your subscription.	Comparable support will cost 20–25% of your annual contract.

Thinking beyond day one

Zoho shows promise for its entry cost and ability to connect and synchronize data between different applications. Not every CRM does so as effectively. However, users should first ask themselves if it's better to avoid having to make these connections in the first place. Third-party connections mean complexity; there's none of that with HubSpot.

Additionally, G2 rates HubSpot higher than Zoho in nearly all comparable categories — notably support, ease of doing business, and product direction. HubSpot triples Zoho in favorable reviews (source).

This tells a story: Although low-cost CRMs like Zoho might be attractive on day one, a comprehensive, fully integrated choice like HubSpot offers substantial efficiency and robustness over time. Nobody manages their business with the idea that it'll stop progressing after a certain point. Your CRM shouldn't, either.

HubSpot allows you to start right, with a simple, comprehensive, infinitely scalable CRM solution that already has everything you need to grow. Because it is integrated from the ground up, it is a reliable, affordable, sustainable solution for organizations like yours.

To learn more about getting started with HubSpot CRM, visit hubspot.com.