## HubSpot Marketing Hub

### About

HubSpot is a cloud-based CRM platform with products focused on marketing, sales, content management, customer service, and operations.

Marketing Hub is HubSpot's full-featured marketing automation software that includes social, email, mobile, and advertising automation.

Source

### Data Integration

Marketing Hub shares one instance of data with all of HubSpot's products including Sales Hub. No syncing is needed between products, meaning smoother operation of both.

### Support

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

Source

## Salesforce Marketing Cloud

### About

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 that includes social, email, mobile, and advertising automation.

Source

### Data Integration

Marketing Cloud is a standalone database and requires synching through Marketing Cloud Connect to integrate with Salesforce Sales Cloud.

Source

### Support

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

Source

## Menu-Driven Integration

HubSpot's integration process has all the options you need in a simple, straightforward, menu-driven experience. Our integration wizard guides every step, making it quick and uncomplicated, while Salesforce's Marketing Cloud interface is more involved.

### Set up with HubSpot
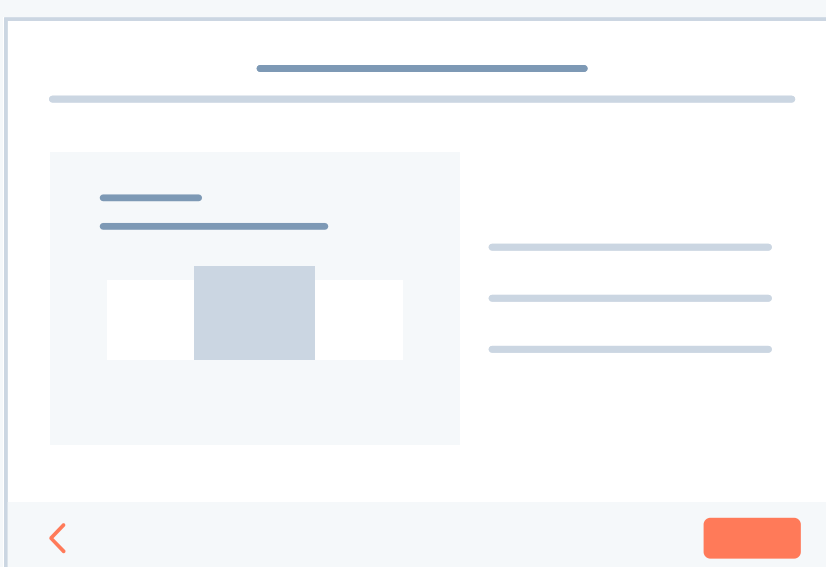
### Set up with Salesforce



## Customization Without Complexity

While both HubSpot's Marketing Hub and Salesforce's Marketing Cloud have advanced, enterprise-level features like custom objects and automated flows, users rate HubSpot as easier to use (source, source). With Marketing Hub, your business has the ability to harness advanced customization without the need for dedicated ops teams.

**This means Marketing Hub can easily adapt to meet evolving business needs, not the other way around.**

"Organizations like HubSpot make it possible for companies like ours to not only survive, but to thrive with change. From the very first conversation and training session, it was evident that everyone there was fully invested in helping us take our digital marketing practices to the next level so that our 500-year-old company could flourish for at least 500 more."

**— Mateo, Beretta**

## Help, not Headaches.

**HubSpot has dedicated itself to customer success.**
From our internal support to literally thousands of free Academy certification and courses, a community of over 5,000 members has your back. Customers consistently rate HubSpot's customer support higher over support for Marketing Cloud, even at the enterprise level (source).

**HubSpot's customer support is not only rated higher, it's also included out-of-the-box.**
Comparable support for Marketing Cloud will cost 30% of the annual contract (source). This means not only do you need to pay for a feature that's essential to the smooth operation of the product, but that the price tag increases as your business grows and expands.

## Marketing and Sales, Working Hand in Hand

**Your business's marketing team doesn't exist in isolation, and neither does HubSpot's Marketing Hub.**
HubSpot's CRM platform includes unlimited free seats (source), meaning that marketers can see and use sales data easily. Salesforce Marketing Cloud customers need to buy Salesforce CRM seats to view sales data (source).

**A unified approach to data is crucial to aligning marketing and sales teams.**
With HubSpot Marketing Hub, you have a single source of truth, meaning your marketing and sales teams can both have confidence their data is consistent. Salesforce Marketing Cloud and Salesforce CRM use separate instances of data, meaning that updates in one require synching to the other via Marketing Cloud Connect (source), making consistent data require an active setup, maintenance, and synching.