Marketing Hub™

Marketing Hub Enterprise vs. Marketing Hub Professional

What's the Difference?
Spoiler alert: It's less about what's included
and more about what you'll have the power to do.

Leader in the 2022 Gartner® Magic Quadrant™
for B2B Marketing Automation Platforms

Learn more

HubSpot

Why Scaling Teams Choose Marketing Hub Enterprise

What makes companies like Talkspace, Trello, Crunch Fitness, Eventbrite, Monday.com, and Reddit rely on Marketing Hub Enterprise to engage customers at every stage of their journey?

| Challenge	How HubSpot Helps
#1 Cobbled marketing tools create disconnected customer experiences	The ability to customize without complexity, thanks to connected software
#2 Competition for consumer attention makes it hard to rise above the rest	The tools and technology to reach customers at the right time and place, thanks to data-driven marketing campaigns
#3 Gaps in marketing data lead to spotty decision making	The end of data silos and beginning of informed marketing strategies, thanks to deal and revenue attribution

Challenge #1

If you can't track detailed prospect/customer behavior in real-time:

→ Qualified leads are more likely to slip through **the cracks**

→ Product direction and marketing strategy become **a best guess**

→ It's tough to create meaningful **customer experiences**

Ideal Scenario:

You're able to improve buyer intent tracking by combining website (and/or product) data and your CRM platform — and access a full view of the **moments that matter.**
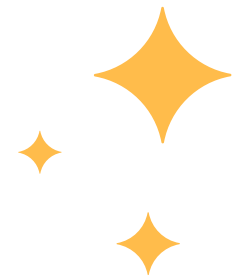
HubSpot's Solution:

Custom Events

With Marketing Hub **Professional**

• Track form entries, page visits, and aggregated website metrics to get an end-to-end view of the customer journey.

With Marketing Hub **Enterprise**

Accomplish that, and track specific clicks and product usage data codelessly with the custom event visualizer.

In practice:

Optimize user engagement and conversions by implementing targeted campaigns tailored to specific scenarios.

This includes targeted upgrade campaigns based on app usage, re-engagement through adoption campaigns, and utilizing insights from pricing calculators and form completion data to drive targeted campaigns for increased conversion rates.

Marketing Hub Enterprise in Action

Have a web-based application?
Set up targeted upgrade campaigns (from free to paid) based on app usage.
Or run an adoption campaign with customers who haven't logged in within 30 days.

Have an interactive pricing calculator?
Create targeted campaigns based on inputs for known contacts.

Have a long form on your website?
Leverage insights about completion level to execute targeted campaigns for known contacts.

Challenge #2

→ Demand for consumer attention is at an **all-time high**

→ Brands who cut through the noise are at an **all-time low**

→ The solution — timely, personalized messaging — often requires **a complex tech setup**

→ Connecting custom data, engagement data, and reporting is **a heavy lift**

Ideal Scenario:

You're able to reach customers with information they want and need — and improve engagement via on time and on **target messaging.**
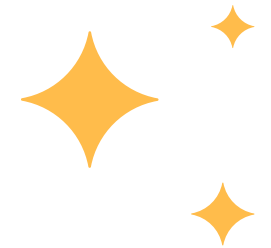
HubSpot's Solution:

Programmable Email

With Marketing Hub **Professional**

- Transform your understanding of the customer journey by bringing your CRM and marketing engagement data into one place.
- Enable personalization with marketing automation powered by reliable data
- Customize your web copy for every visitor
- Leverage pre-built powerful analytics to lean into what's working and refine your playbook

With Marketing Hub **Enterprise**

- Draw on large amounts of data stored in a custom object and easily flex that data into a customizable template — without having to create multiple templates to match targeting — whether they happen on your website, in a custom app, or any other marketing channel.

Marketing Hub Enterprise in Action

You're a marketer at a national real estate company, and you want to send customized property listings to your contacts every month based on criteria like preferred location, number of bedrooms, and budget.

With **Programmable Email**, you can build one email to send — and it will leverage information on file to dynamically update links and photos of homes within recipients' target neighborhoods.

What's in it for your custometrs?
Ultra-relevant information, based on an endless combination of custom criteria. What's in it for you? Only one email template to maintain.

Challenge #3

→ To demonstrate return on investment and plan for long-term scalability, you need to be able to measure your **team's effectiveness**

→ To properly attribute marketing efforts to tangible results, you need a standardized way of **indexing data**

→ To agree on a way to interpret data, you need a system that isn't **disconnected** and cobbled together

Ideal Scenario:

You're able to hone in on the tactics and strategies that have a material impact on revenue, and understand which channels are driving impact **most effectively.**

HubSpot's Solution:

Advanced Marketing Reporting

With Marketing Hub Professional

- Access top-line metrics — including aggregate traffic, leads, opportunities/ deals, and incoming revenue.
- Connect your CRM and marketing engagement data with a custom report builder.
- Align your teams around progress towards shared goals with customizable report dashboards.

With Marketing Hub Enterprise

- Choose from seven attribution models to recognize your team for creating the moments that matter most in the customer journey — no custom analytics skills required.
- Rather than looking at simple reporting (which landing page drove the most leads?), Marketing Hub Enterprise makes it possible to identify end-to-end areas of opportunity. Which drives more revenue: social or pay per click? Which leads to more sales hand-offs: engagement with website or email content?
- Enjoy access to every interaction customers have with your brand — whether they happen on your website, in a custom app, or any other marketing channel.

Marketing Hub Enterprise in Action

Budget planning?
Set up revenue attribution tracking to fund the top performing channels and refine your playbook for others.

Tired of toggling back and forth to figure out how many leads, deals, and $$ a specific campaign generated?
With Marketing Hub Enterprise, all three multi-touch attribution reports are baked right into each individual campaign.

Still considering which option is best for your business?

HubSpot Marketing Hub Professional → If you need to:

Track lead and customer behaviors across your website and marketing channels

Run A/B tests to perfect your strategy across channels

Understand which marketing strategies are accelerating **lead generation**

Customize your website and landing pages for each of your target audiences

Set up workflows to automate personalized customer outreach and internal processes

HubSpot Marketing Hub Enterprise → If you need all of the above and would like to:

Track customer behavior across custom web applications and product usage data

So you can: Reach customers with the right touchpoint at the right time

Store, organize, and report on custom data in HubSpot — including mapping to Salesforce custom objects

So you can: Align your team around a single source of truth

Understand which marketing strategies are **driving qualified leads** and impacting your bottom line

So you can: grow better, faster

Have greater control over user access

So your teams: are equipped to do their best work, no matter how complex

Introduce more than 100 custom reports

So you have: the power to prove ROI on your unique marketing strategies

Create more than 300 workflows

So you can: craft personalized journeys for every customer and scale your team's impact)

Discover where "deeply powerful" meets "easy to use."

Marketing Hub makes it possible to deliver the right message, in the right place, at the right time.

Marketing Hub Enterprise makes it easy with advanced configuration, personalization, and reporting.

Learn more

HubSpot