

MARKETING						
X for Yes	FUNCTIONAL AREA	FREE	STARTER	PRO	ENTERPRISE	insert questions / notes for clarification
	Forms	Pop-up forms External form tracking Native forms	Pop-up forms External form tracking Native forms	x	x	
	Pop-up forms	Non-customizable	x	x	x	
	Email marketing	2,000 email sends per calendar month	5X contact tier email send limit	10X contact tier email send limit per calendar month Additional features	10X contact tier email send limit per calendar month Additional features	
	Ad management	Limited ad types \$1k spend limit No audience syncing	Limited ad types \$1k spend limit No audience syncing	All available ad types \$10k spend limit 5 audiences	All available ad types \$30k spend limit 15 audiences	
	List segmentation	5 smart lists, 25 static lists Additional limits	25 smart lists, 25 static lists Additional limits	1,000 smart lists 1,000 static lists	1,500 smart lists 1,500 static lists	
	Collected forms	x	x	x	x	
	Native forms	Additional limits	HubSpot branding removed	x	x	
	Conversations inbox	1 inbox	1 inbox	100 inboxes	100 inboxes	
	Team email	X	x	x	x	
	Live chat	X	x	x	x	
	Conversational bots	Limited features	Limited features	Additional features	Additional features	
	Mobile optimization	Email only	Email only	x	x	
	User roles	x	x	x	x	
	Reporting dashboards	Standard marketing reports on 1 dashboard	Standard marketing reports & productivity reports on 1 dashboard	Standard marketing dashboard 1 custom dashboard	Standard marketing dashboard 25 custom dashboards	
	Phone support			X	X	
	Blog & content creation tools			X	X	
	SEO & content strategy			X	X	
	Google Search Console integration			X	X	
	Calls-to-action			X	X	
	Landing pages			X	X	
	Standard SSL certificate			X	X	
	Social media			50 connected accounts for social media 10,000 posts per month Post scheduling up to 3 years in advance	300 connected accounts for social media 10,000 posts per month Post scheduling up to 3 years in advance	
	Competitors			Track up to 10 competitors	Track up to 10 competitors	

	Subdomain availability			1 subdomain	Unlimited subdomains	
	Marketing automation			300 workflows	500 workflows	
				1,000 field mappings	1,000 field mappings	
				10,000 Salesforce owners	10,000 Salesforce owners	
	Salesforce integration			1 account	1 account	
	Smart content					
	Attribution reporting			1 attribution model	5 attribution models	
	A/B testing					
	Video hosting & management					
	Teams			25 teams	200 teams + hierarchical teams	
	Multiple currencies			30 currencies	200 currencies	
	Custom reporting			20 custom reports	500 custom reports	
	Standard contact scoring			1 scoring property	25 scoring properties	
				All available ad types	All available ad types	
	Ad retargeting			\$10k spend limit	\$30k spend limit	
				5 audiences	15 audiences	
	Campaign reporting			1,000 campaigns	1,000 campaigns	
	Filtered analytics view			25 views	25 views	
	Website traffic analytics					
	Hierarchical teams				200 teams	
					200	
	Calculated properties				properties	
	Custom event triggers and reporting				X	
	Event-based segmentation				X	
	Predictive lead scoring				X	
	Single sign-on				X	
	Content partitioning				X	
	CMS membership				X	
	YouTube Integration				X	
	Social permissions				X	
	Additional domains				X	
	Events API				X	

CRM		
X for Yes	Included in all including FREE License	insert questions / notes for clarification
	Contact management	
	Contact website activity	
	Companies	
	Deals	
	Tasks & activities	
	Company insights	
	Gmail and Outlook integration	
	HubSpot Connect integrations	
	Custom support form fields	
	Prospects	
	Email tracking & notifications	
	Email templates	
	Canned snippets	
	Documents	
	Calling	
	Meeting scheduling	
	Tickets closed reports	
	Rep productivity reports	
	Time-to-close reports	
	Reporting dashboards	

SALES HUB						
X for Yes	FUNCTIONAL AREA	FREE	STARTER	PRO	ENTERPRISE	insert questions / notes for clarification
	Live chat					
	Conversational bots	Limited features	Limited features	Additional features	Additional features	
	Team email					
	Conversations inbox	1 inbox	1 inbox	100 inboxes	100 inboxes	
	Calling	15 minutes	8 hours	33 hours	33 hours	
	Email scheduling					
	Email tracking & notifications	200 notifications	Unlimited	Unlimited	Unlimited	
	Email templates	5 templates	1,000 templates	1,000 templates	1,000 templates	
	Canned snippets	5 snippets	1,000 snippets	1,000 snippets	1,000 snippets	
	Documents	5 documents	1,000 documents	1,000 documents	1,000 documents	
	Meeting scheduling	1 personal meetings link	1,000 personal & team meetings links	1,000 personal & team meetings links	1,000 personal & team meetings links	
	Reporting dashboards	Standard sales reports 1 dashboard	Standard sales reports Additional productivity reports 1 dashboard	Standard sales dashboard 1 additional custom dashboard	Standard sales dashboard 25 additional custom dashboards	
	Deal pipeline	1 deal pipeline	1 deal pipeline	50 deal pipelines	50 deal pipelines	
	Email sequences		1,000 sequences 150 daily enrollments	1,000 sequences 150 daily enrollments	1,000 sequences 150 daily enrollments	
	Goals		Limited features	Limited features	Additional features	
	Email & in-app support		x	x	x	
	Rep productivity performance		x	x	x	
	Conversation routing		x	x	x	
	Workflow extensions			x	x	
	Phone support			x	x	
	Deal stage, task, and lead rotation automation			300 workflows	500 workflows	
	Quotes			100 quotes/deal	100 quotes/deal	
	Smart send times			x	x	
	Stripe integration			Stripe account required	Stripe account required	
	Required fields			x	x	
	Custom reporting			20 custom reports	500 custom reports	
	Multiple currencies			30 currencies	200 currencies	
	1:1 video creation			x	x	
	Sequence queues			x	x	
	Standard contact scoring			1 scoring property	25 scoring properties	
	Teams			25 teams	200 teams + hierarchical teams	
	Video hosting & management			x	x	
	Products			x	x	
	Slack integration			x	x	
	Hierarchical teams				x	
	Predictive lead scoring				x	
	Playbooks				1,000 playbooks	
	eSignature				30 signatures	
	Events API				x	
	Single sign-on				x	

	Webhooks			x	
	Quote-based workflows			x	
	Recurring revenue tracking			x	
	Calculated properties			x	
	Call transcription			x	
	Calling API			x	
	User roles			x	

[illegible]

INCUBATOR - ACCELERATOR - VC PORTFOLIO OF CLIENTS			
X for Yes	FUNCTIONAL AREA	DESCRIPTION / MORE INFO	insert questions / notes for clarification
	company status	active, alumni, prospect	
	alumni management		
	leases		
	client updates		
	mentors		
	track results		
	track goals		
	track participation		
	track services provided		
	online directory		
	events		
	surveys		
	invoicing		
	link to invoice - accounting system		
	quotes-proposals		
	online application		
	investments obtained		
	track investors		
	track connections to investors		
	recruiting		
	Rent		
	Lease		
	Open space		
	facilitiy services provided		
	service requests - tickets		
	online application		
	KPI's and Company Impact		
	coworking space		
	room rental		
	invoices and proposals		
	coworking space		

	manage alumni of the incubator - accelerator	
	sell sponsorships	
	Coaching sessions and results - outcomes	
	mentors and expert management	
	track organizations that can provide assistance - business services	
	milestone planning	
	finance planning	
	track investments - investors	

WORKFORCE DEVELOPMENT		
X for Yes	FUNCTIONAL AREA	insert questions / notes for clarification
	student database	
	worker database	
	company database	
	resources database	
	company profiles	
	student skill profiles	
	linkedin interface	
	track matches	
	internship tracking	
	job openings	
	online community	
	job posting	
	workshops	
	events	
	match company to worker profile	

ECONOMIC DEVELOPMENT			
X for Yes	FUNCTIONAL AREA	DESCRIPTION / MORE INFO	insert questions / notes for clarification
	We operate in a Regional Model		
	Partner collaboration		
	Online collaboration with prospect		
	BRE data must be captured		
	We have BRE community volunteers		
	Online BRE surveys		
	Special Projects		
	Project Compliance		
	Track EDO Assists		
	Track and Manage Incentives		
	Interface with GIS software		
	We own (buy, sell, lease properties)		
	We have investors		
	We have members		
	We conduct fundraising		
	Track property requirements		
	Track workforce skill requirements		
	We work with startups		
	We run an incubator		
	We run accelerator programs		
	We run workshops - training courses		
	We hold events		