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Free Marketing Tools Feature Breakdown

Email Features	Free	Starter	Professional	Enterprise	Add-on
CTU Pricing	$0	Max $20/1k Min $4/1k	$50/1k	$10/1k	
Removed branding		✓	✓	✓	
Contact analytics	7 day limit	✓	✓	✓	
Send Limit	2k	5x contact tier	10x contact tier	10x contact tier	
Post-send analytics	Limited	✓	✓	✓	
Static Lists	25	25	1000	1500	
Smart Lists	5	25	1000	1500	
Greymail suppression	✓	✓	✓	✓	
Connect an Email Sending Domain		✓	✓	✓	
Custom reply-to-addresses		✓	✓	✓	
Web Version of Email			✓	✓	
Custom code editing			✓	✓	
Blog/RSS emails			✓	✓	
Client Preview			500	1500	
A/B Testing			✓	✓	
Smart Content			✓	✓	
Time Zone Sending			✓	✓	
Marketing Automation			✓	✓	
Multiple CAN-SPAM footers				✓	
Send frequency cap				✓	
Send time optimisation				✓	
Send Transactional Email					$1k
Dedicated IP					$500

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Category	Ads Features	Free	Starter	Professional	Enterprise	Add-on
Connection	Networks supported	Facebook Google LinkedIn	Facebook Google LinkedIn	Facebook Google LinkedIn	Facebook Google LinkedIn	
	Account connections	2	2	Unlimited	Unlimited	
	Lead Syncing	✓	✓	✓	✓	
Creation & Management	Ad creation	Facebook Lead ads	Facebook Lead ads	Facebook Lead Ads Social Post Boosting	Facebook Lead Ads Social Post Boosting	
	Ad management (Toggle on/off)	✓	✓	✓	✓	
	Spend Limit for creation & management	$1K last 30 days	$1K last 30 days	$10K last 30 days	$30K last 30 days	+ $50K last 30 days
Targeting & Optimization	Web interactions & optimization events	Generic	Advanced	Advanced	Advanced	
	Syncing contact list audiences OR optimization events		2 Daily	5 Daily	15 Daily	+ 50 Hourly
Reporting	First form submission conversion reporting	✓	✓	✓	✓	
	Full funnel ROI reporting			✓	✓	
	Advanced contact attribution reporting			✓	✓	

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Forms Features	Free	Starter	Professional	Enterprise	Add-on
Pop-up forms	✓	✓	✓	✓	
Collected forms	✓	✓	✓	✓	
Forms Embed Code	✓	✓	✓	✓	
Shareable Forms Link	✓	✓	✓	✓	
Drag and drop form builder	✓	✓	✓	✓	
Remove HubSpot branding		✓	✓	✓	
Form templates	✓	✓	✓	✓	
Folder organization	✓	✓	✓	✓	
GDPR Functionality	✓	✓	✓	✓	
Rich text areas	✓	✓	✓	✓	
Queued progressive fields			✓	✓	
Dependent fields			✓	✓	
CAPTCHA (Spam protection)	✓	✓	✓	✓	
Inline thank you messages	✓	✓	✓	✓	
Redirect upon submission	✓	✓	✓	✓	
Form notification emails	✓	✓	✓	✓	
Cookie tracking on form submissions	✓	✓	✓	✓	
Pre-populate fields with known values	✓	✓	✓	✓	
Form themes	✓	✓	✓	✓	
Style individual forms		✓	✓	✓	
Render form as Raw HTML			✓	✓	
Preview form by device type	✓	✓	✓	✓	
Preview form as a specific contact		✓	✓	✓	
Create translation	✓	✓	✓	✓	
Clone form	✓	✓	✓	✓	
Form analytics	✓	✓	✓	✓	
Create a list of contacts who submitted	✓	✓	✓	✓	
Kickback emails in forms			✓	✓	
Kickback emails in pop-ups		Up to 3	Up to 4	Up to 5	

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Conversations Features	Free	Starter		Professional			Enterprise		
	CRM	**Mktg**	**Sales**	**Mktg**	**Sales**	**Service**	**Mktg**	**Sales**	**Service**
Conversations Inbox									
Multiple Inboxes				✓	✓	✓	✓	✓	✓
Filtering	✓	✓	✓	✓	✓	✓	✓	✓	✓
Conversation Reassignment	✓	✓	✓	✓	✓	✓	✓	✓	✓
Contact Sidebar	✓	✓	✓	✓	✓	✓	✓	✓	✓
Snippets	5	5	✓	5	✓	✓	5	✓	✓
Templates	5	5	✓	5	✓	✓	5	✓	✓
Documents	5	5	✓	5	✓	✓	5	✓	✓
Meetings	Personal Link Only	Personal Link Only	✓	Personal Link Only	✓	✓	Personal Link Only	✓	✓
Modern Live Chat									
Unlimited Chat Widgets (1K)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Targeting by Page	✓	✓	✓	✓	✓	✓	✓	✓	✓
Targeting by Audience	✓	✓	✓	✓	✓	✓	✓	✓	✓
Office Hours	✓	✓	✓	✓	✓	✓	✓	✓	✓
Email Capture	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reply Time	✓	✓	✓	✓	✓	✓	✓	✓	✓
Slack Integration	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mobile (iOS and Android)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Unlimited Chat History (1M)	✓	✓	✓	✓	✓	✓	✓	✓	✓
No HubSpot Branding		✓	✓	✓	✓	✓	✓	✓	✓

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Free Marketing Tools Feature Breakdown

Message Routing			Can only route to paid seats		Can only route to paid seats	Can only route to paid seats			
Chatbot Builder									
Lead Qualification Bot	✓	✓	✓	✓	✓	✓	✓	✓	✓
Meeting Booking Bot			✓		✓	✓		✓	✓
Support Bot						✓			✓
Collect Contact Properties via Bot	✓	✓	✓	✓	✓	✓	✓	✓	✓
Customize Bot Copy	✓	✓	✓	✓	✓	✓	✓	✓	✓
Unlimited Bots (1K)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Branching Logic				✓	✓	✓	✓	✓	✓
Team Email									
Unlimited Email Aliases	✓	✓	✓	✓	✓	✓	✓	✓	✓
Email Routing			Can only route to paid seats		Can only route to paid seats	Can only route to paid seats			

Support	Free	Starter	Professional	Enterprise	Add-on
Community	✓	✓	✓	✓	
Chat		✓	✓	✓	
Email		✓	✓	✓	
Phone			✓	✓	
Access to Customer Success Team			✓	✓	