

This doc is meant to briefly outline how HubSpot's attribution reporting tool compares to Bizible.



Key Differentiators



HubSpot gives you insight into the end to end customer experience in one place.

HubSpot is easy to use. The average marketer can use and get value out of HubSpot's attribution report. There's no manual setup, and you don't need a technical admin to get value out of the reports.

Pay for one system to get all the insights you need to make smarter decisions for your business.

Bizible allows you to manually track offline sources such as phone calls and trade shows.

Bizible leans heavily into ABM.

Bizible is highly customizable, and requires a technical admin to help implement and maintain.

Requires a subscription to SFDC + a marketing automation platform.



Attribution Models



First interaction
U-Shaped
W-Shaped
Last interaction
Linear
Full path

First interaction
U-Shaped
W-Shaped
Lead Creation
Custom Model
ML powered model

NOTE: The product team is currently exploring custom modeling in HubSpot.



Price & Packaging



Included in Marketing Hub Enterprise
(Marketing Hub Enterprise: \$3,200)

Listed within the [Salesforce App Exchange](#) as "Starting at \$1000/month."

You need SFDC & a marketing automation platform (like HubSpot or Marketo) in order to use Bizible.

Estimated total cost including SFDC + Marketo: \$9000