



## Free Tools\*

Including, but not limited to:

- 1:1 email
- Ad management
- Ad retargeting
- App Marketplace integrations
- Calling SDK
- Canned snippets
- Companies
- Company insights
- Contact management
- Contact website activity
- Content assistant
- Conversational bots
- Custom user permissions
- Customizable quotes
- Deal pipeline
- Deals
- Documents
- Email automation
- Email health reporting
- Email marketing
- Email reply tracking
- Email templates
- Email tracking & notifications
- Facebook Messenger integration
- Form automation
- Forms
- Gmail, Outlook & Microsoft Exchange integrations
- HubSpot CRM mobile app
- Landing pages
- List segmentation
- Live chat
- Marketing events object
- Meeting scheduling
- Mobile inbox
- Product library
- Prospects
- Reporting dashboard
- Shared inbox
- Slack integration
- Tasks & activities
- Team email
- Ticketing
- User management

\* Portals with Free Tools can have up to five free users. Accessing free tools at paid tiers requires a Core Seat.

Paid tier features are accessible through a paid Core Seat unless otherwise indicated

## Starter

Includes everything in Free Tools, plus:

### SMART CRM

- 1:1 technical support
- ♥ Custom properties
- ♥ HubSpot CRM mobile app
- ♥ List segmentation
- Payments (U.S. only)
- ♥ Required fields
- ♥ Slack integration

### SCALE SUPPORT

- ♥ 1:1 email
- Calling
- ♥ Canned snippets
- Conversation routing
- ♥ Conversational bots
- Email scheduling
- ♥ Email templates
- ♥ Email tracking & notification
- ♥ Facebook Messenger integration
- HubSpot-provided phone number
- ♥ Live chat
- ♥ Meeting scheduling
- Repeating tasks & task queues
- ♥ Shared inbox
- Task calendar sync
- ♥ Ticket pipelines

### DRIVE RETENTION

- ♥ Calling SDK
- ♥ Documents
- Multiple currencies
- Simple ticket automation
- Stripe integration

### SCALE INSIGHTFULLY

- Goals
- Reporting dashboard

## Professional

Includes everything in Starter, plus:

### SMART CRM

- ♥ 1:1 technical support
- Association labels
- Calculated properties
- CRM interface configuration
- Duplicate management
- ♥ List segmentation
- Permission sets
- Presets
- Salesforce integration
- Teams
- Workflow extensions

### SCALE SUPPORT

- 1:1 video messaging
- ♥ Conversational bots
- Custom views in shared inbox
- ♥ HubSpot-provided phone numbers
- Logged-in visitor identification
- ♥ Shared inbox
- Smart send times
- Standard contact scoring
- Help desk automation
- Conversation routing
- ♥ Calling
- ♥ Facebook Messenger integration
- Book meetings on behalf of others
- Knowledge Base
- Sequences
- Agent presence in inbox
- ♥ Ticket routing
- ♥ Ticket pipelines
- SLAs

### DRIVE RETENTION

- ♥ Multiple currencies
- Customer feedback surveys
- Account overview
- Playbooks
- Customer Portal
- Post chat feedback

### SCALE INSIGHTFULLY

- Call transcription & coaching
- Coaching playlists
- Custom reporting
- Rep productivity performance
- Reporting dashboard
- ♥ Service analytics
- Forecasting

## Enterprise

Includes everything in Professional, plus:

### SMART CRM

- 1:1 technical support
- Admin notifications management
- ♥ Calculated properties
- Custom objects
- Field-level permissions
- ♥ List segmentation
- Log in as another user
- Organize teams
- ♥ Permission sets
- ♥ Presets
- Salesforce custom object sync
- Sandbox account
- Single sign-on
- ♥ Teams

### SCALE SUPPORT

- ♥ Custom views in shared inbox
- ♥ HubSpot provided phone numbers
- Predictive lead scoring
- ♥ Shared inbox
- ♥ Standard contact scoring
- Calling
- ♥ Facebook Messenger integration
- Lead form routing
- Service automation
- ♥ Sequences
- Multiple Knowledge Bases

### DRIVE RETENTION

- ♥ Capacity limits for live chat
- Custom feedback surveys
- Playbooks

### SCALE INSIGHTFULLY

- ♥ Custom reporting
- ♥ Goals
- ♥ Reporting dashboard
- ♥ Conversation intelligence
- Custom goals
- ♥ Forecasting
- Recurring revenue tracking



Limit increases are available as add-ons for certain tools. Please visit our [products and services catalog](#) for the most up-to-date pricing and packaging information. Last updated on March 5th, 2024.

♥ Icon indicates additional functionality or limit increases as you upgrade from a previous tier.  
• Icon indicates the feature requires a Service Seat to access, not a Core Seat.