# Free Tools\*

Including, but not limited to:

- 1:1 email
- Ad management
- Ad retargeting
- App Marketplace integrations
- Canned snippets
- Companies
- Company insights
- Contact management
- Contact website activity
- Calling SDK
- Deal pipeline Deals
- Documents
- Email automation

Content assistant

Conversational bots

Customizable auotes

Custom user permissions

- 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



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

- · Reporting dashboard



Limit increases are available as add-ons for certain tools. Please visit our <u>products and services catalog</u> for the most up-to-date pricing and packaging information. Last updated on March 5th, 2024.



# **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
- · Workflow extensions

#### SCALE SUPPORT

- 1:1 video messagina
- 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
- ▲ 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
  - Plavbooks
  - 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
- Callina ♥ Facebook Messenger integration
- · Lead form routing
- Service automation
- Sequences Multiple Knowledge Bases

# **DRIVE RETENTION**

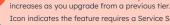
- Capacity limits for live chat
- Custom feedback surveys
- Playbooks

#### SCALE INSIGHTFULLY

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



Icon indicates additional functionality or limit





Icon indicates the feature requires a Service Seat to access, not a Core Seat.