HubSpot Marketing Hub
Enterprise

Overview

Marketing Hub Enterprise gives sophisticated marketing teams more control, greater flexibility, and deeper integrations -- all without making life more complicated for you, your team, or your customers. HubSpot's unique combination of power and ease-of-use make it delightfully efficient to accomplish incredibly complex marketing as you scale.

Why Choose Marketing Hub Enterprise?

Tailor HubSpot to the most advanced use cases:

Marketing Hub Enterprise gives you the flexibility to mold HubSpot to any teams advanced needs with tools like single-sign-on, advanced team hierarchies, custom teams, email frequency safeguards, and much more.

Scale marketing across borders, brands and any other dimension

with features like multi-language content, multiple currencies, and location-based analytics. Plus, partition the database, content, workflows, lists, subscriptions and reporting across different business segments using teams.

Build sophisticated reports

Create custom event funnels, report on the data, build advanced revenue attribution reports, and more. Plus, access all the data in every system with seven new APIs and build custom reports with the new custom report builder, which is built on Snowflake.

Advanced marketing features that support scale

Automate your optimization with machine learning. Control content by restricting it to certain audiences. Run experiments with email using multivariate and adaptive testing. Target the most valuable contacts using predictive lead scoring and account based marketing.

Key Features

Team-Based Partitioning

Better organization means a cleaner database and a more productive team. Assign all your marketing assets by team so every user has access to the right content.

Adaptive Testing:

No more need for manual test setup or measurement. Use advanced machine learning to continuously and automatically run tests and optimize your website's conversion rates.

Account-based Marketing

Get your ABM strategy off the ground in minutes, not months. Includes all the fundamental tools you need, such as company scoring, properties, templates, and out-of-the-box reports.

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Custom Objects

With custom objects, you can capture data in HubSpot that's unique to your business. Create new segments and build customized reports, campaigns, and workflows that leverage CRM property and contact data in HubSpot–plus custom data unique to your business, like product usage or inventory data.

Advanced Chat Targeting

Increase chat engagement rates by providing visitors with a more relevant and personalized experience. Trigger unique chatflows based on a visitor's location, page scroll behavior, referral source, and more.

Greater Capacity

We've doubled the limits across workflows, lists, and more. Create up to 500 custom reports, 50 custom dashboards, 1,000 workflows, and more.

Behavioral Events & Reporting

Enable your team to reach out to the right contacts at exactly the right time. Automatically trigger tasks like notifications and email sends when visitors take specific actions in your app or on your website. Then use behavioral event completions reporting and customizable event funnels to keep track of which events were executed. Especially powerful for SaaS businesses.

Email Frequency Safeguards

Safeguard your team from sending too much email, and protect your contacts from email overload. Put a cap on the maximum number of emails a contact can receive in a specific time frame.

Multiple Email Preference Centers

Declutter your email preference center to provide a better experience for your subscribers. Create separate sets of email subscriptions for different brands or teams so each contact has access to the right options. A must-have for growing companies with multiple teams, regions, or franchises.

> "Marketing Hub Enterprise enables seamless cross-functional collaboration from one easy-to-use platform, allowing us to launch global campaigns quickly, run sophisticated workflows, and continually optimize performance. It's powerful. It's easy to use."
> - Leela Srinivasan, CMO at SurveyMonkey

Pricing

Starts at $3,200/mo with 10,000 marketing contacts

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