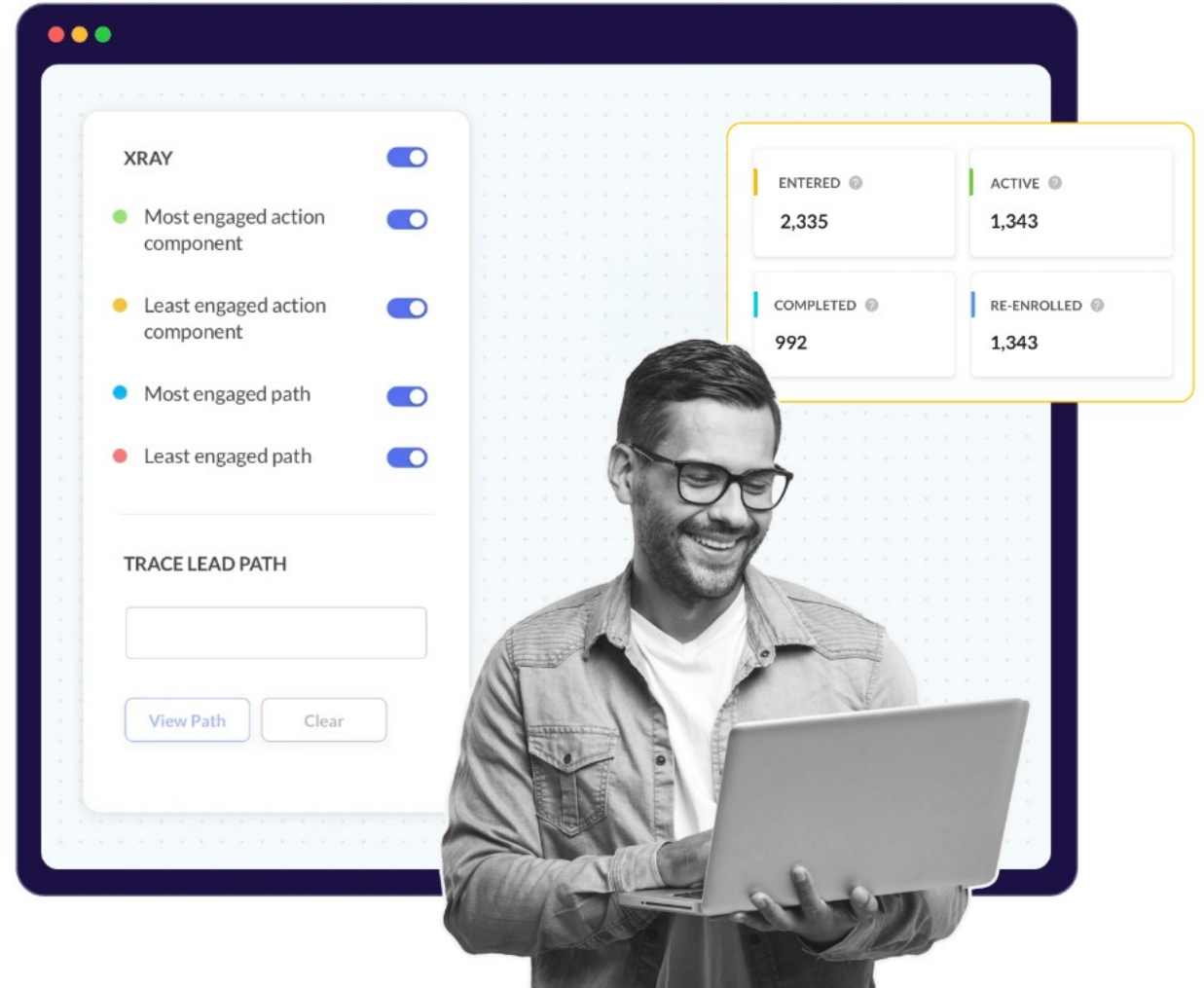


# HubSpot / Zoho Marketing Automation

Comparison document



## Overview

Zoho Marketing Automation is a multichannel marketing automation software solution that brings end-to-end marketing funnel management to your business. Shape your marketing pipeline with confidence and automate, measure, and analyze multichannel campaigns to create sales-ready opportunities.

### Who is Zoho Marketing Automation for?



Growth marketing teams



Marketing and advertising agencies

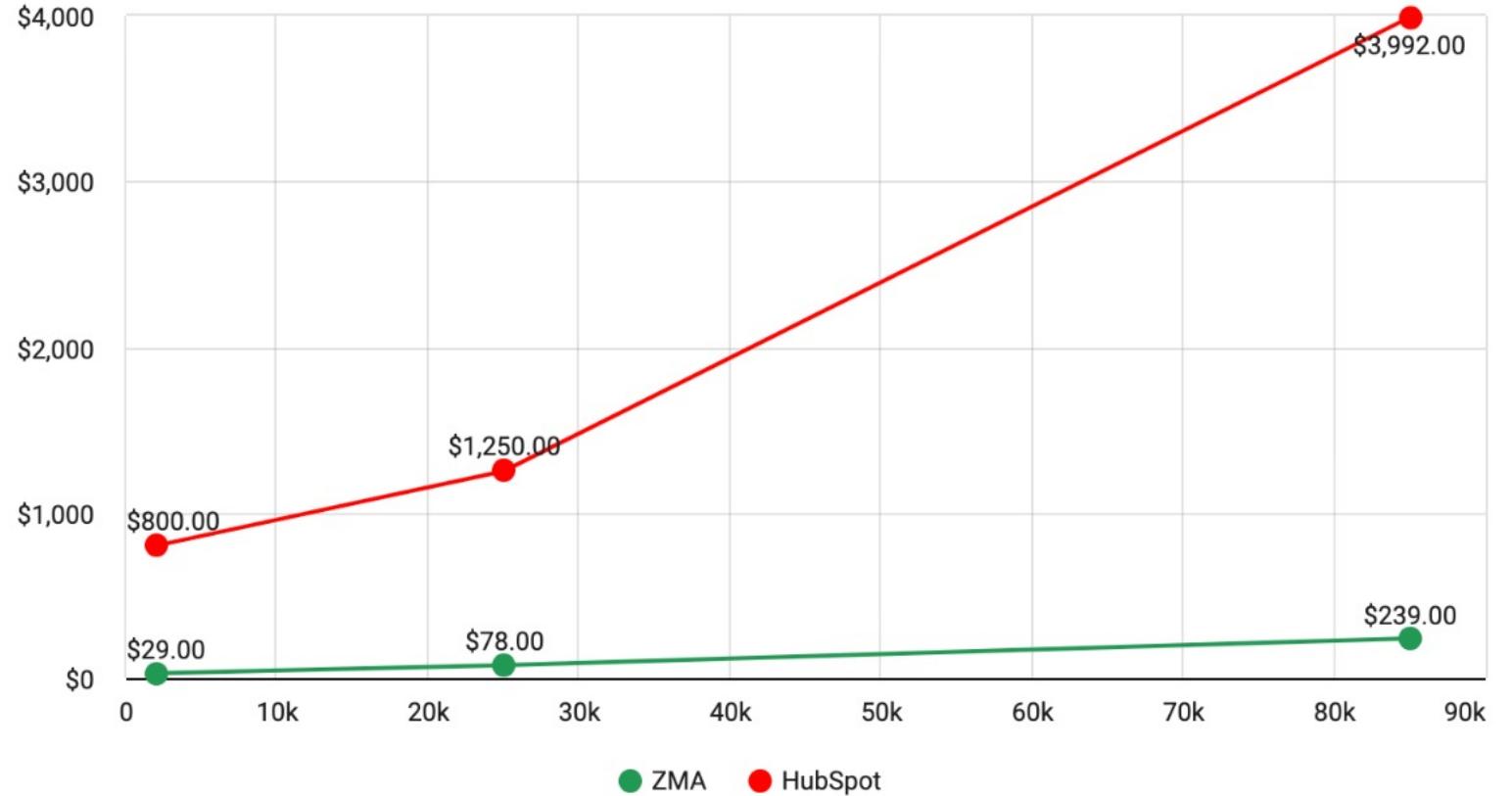
## Key capabilities

- Customer journey orchestration
- Lead lifecycle management
- Multichannel lead engagement
- Complete campaign management
- ROI tracking and attribution

**This graph highlights the difference in cost between Zoho Marketing Automation and HubSpot**

## ZMA vs HubSpot Pricing

Based on Contacts



## The differences in a nutshell

Theme	Key features	Zoho Marketing Automation	HubSpot Marketing Hub
<b>Pricing</b> *for 10,000 contacts	Plans	Starts at <b>\$142</b> per month	Starts at <b>\$3,600</b> per month
<b>Design</b>	Landing pages	✓	Basic templates
<b>Automation</b>	Journeys	✓	Dependent on third-party integrations
<b>Campaign management</b>	Marketing planner	✓	✗
<b>Website behavior tracking</b>	Goals	✓	✗
	Smart URLs	✓	✗
<b>User management</b>	Workspace	✓	✗
<b>Data regulations</b>	HIPAA compliant	✓	✗

<b>User onboarding</b>	Free user onboarding	✓	✗
<b>Cross-channel marketing</b>	Built-in SMS gateway	✓	✗

## Design

Capture quality leads across multiple channels



### Zoho Marketing Automation

Offers multiple event follow-up email campaign templates for free.

**Drag-and-drop builder** with seasonal templates.

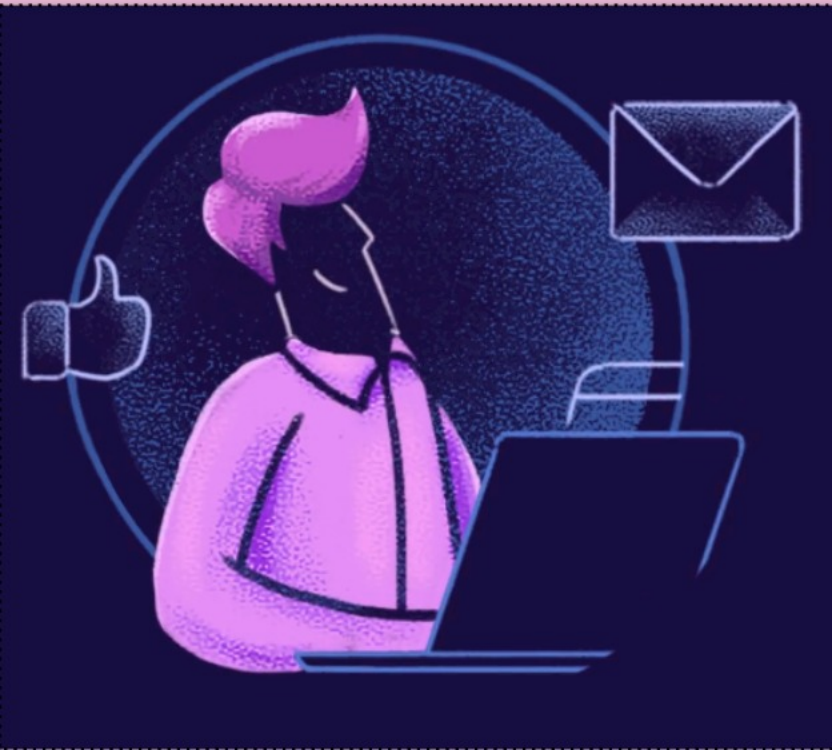
### HubSpot

Only offered with paid integration.

**Complex configuration** with basic templates.

## Automation

Build, automate, and personalize using connected workflows.



<b>Zoho Marketing Automation</b>	<b>HubSpot</b>
Track lead entry paths with journey Xrays to learn about the most and least effective marketing channels.	Not available.
Offers a wide variety of automation templates with journey path tracing.	Lacks templates for journeys.
Create SMS automation journeys for automated messaging and seamless customer interactions.	With third-party integrations.



## Campaign management

Organize, collaborate, and track campaigns—online and offline.



<b>Zoho Marketing Automation</b>	<b>HubSpot</b>
Send out unlimited emails.	Limited based on the plan and number of marketing contacts.
Plan and collaborate with your colleagues from the beginning of a campaign.	Not available.
Offers advanced ROI tracking capabilities.	Not available.

## User management

Make user management easier and more efficient

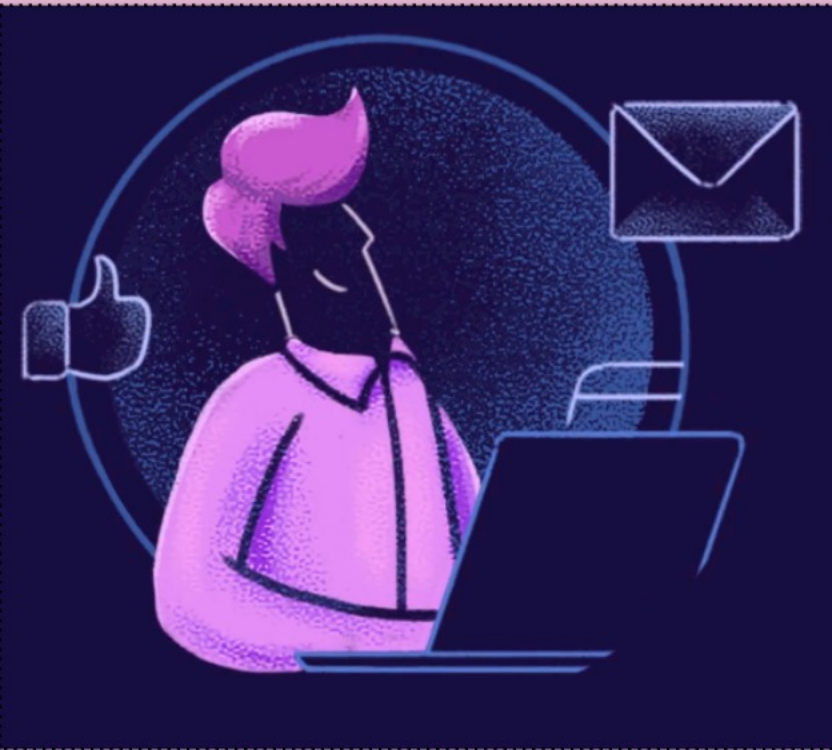


<b>Zoho Marketing Automation</b>	<b>HubSpot</b>
Customize team permissions by role and region for relevant content access and editing.	Not available.
Complies with stringent data protection regulations, including GDPR and HIPAA.	Only for Enterprise plans; requires third-party integrations.

**Zoho Marketing Automation's workspaces serve as focused online hubs to organize teams and resources for specific projects or divisions.**

## Website behavior tracking

Gain user insights with advanced web analytics.



<b>Zoho Marketing Automation</b>	<b>HubSpot</b>
Built-in link shortener enables you to customize links effortlessly .	With paid integration.
Set goals and track every visitor's behavior on your website.	With paid integration.

# Why choose Zoho Marketing Automation?



## Value-driven excellence

Experience a wide range of features, all available at an exceptionally budget-friendly price.



## Marketing symphony

Get a 360-degree view of your campaign performance across multiple channels on a single dashboard.



## Personalization

Map the entire customer experience, automate interactions, and deliver tailored content via multiple touchpoints.



## Ecommerce solution

Connect your ecommerce site to send follow-up emails after purchases, recover abandoned carts, and promote special offers.



## Revenue insights

Track and attribute revenue across touchpoints and campaigns, measure marketing effectiveness, and optimize your budget.



## Marketing planner

Efficiently plan, organize, and execute marketing campaigns with a built-in marketing planner.



## Dedicated support

Migrate to Zoho Marketing Automation seamlessly with expert guidance and 24/7 support.



## Integrations

Enhance productivity by integrating effortlessly with apps across Zoho's ecosystem, as well as countless third-party apps.

**Our customers love**

# **Zoho Marketing Automation**

**Hear what they have to say!**





### Marketing and advertising

"Zoho Marketing Automation allows us to easily update and segment our leads, contacts, and accounts on the fly. Having used Mailchimp for years, Zoho Marketing Automation allows us to focus on important tasks instead of learning yet another system. Time is money in sales. Zoho is saving us time. Win-win."

- **Steve Snyder**

*President, Visual App Inc*



### Consumer electronics

"We had issues with managing and monitoring our business. Zoho Marketing Automation really helped us to streamline and progress further. Zoho Marketing Automation, all in one!"

- **Arun Narasimhan,**

*Partner, Super Enterprises*

Click [here](#) to watch the full video



# Thank you

For more information, please reach us at  
[support@zohomarketingautomation.com](mailto:support@zohomarketingautomation.com)