

# HubSpot for Marketers

## vs Salesforce Marketing Cloud Engagement

### Why Choose HubSpot?



**Faster Time to Value**

Salesforce is complex and challenging to implement. HubSpot provides faster onboarding, adoption, and ultimately, results.



**More Unified Platform**

The Salesforce ecosystem is cobbled and requires integrations. HubSpot is a unified customer platform built on one, seamless code-base.



**Better Service & Support**

Salesforce requires expert admins and charges extra for premium support. HubSpot is easier to use and includes industry-leading support.

### See Business Results, Fast

After just 6 months



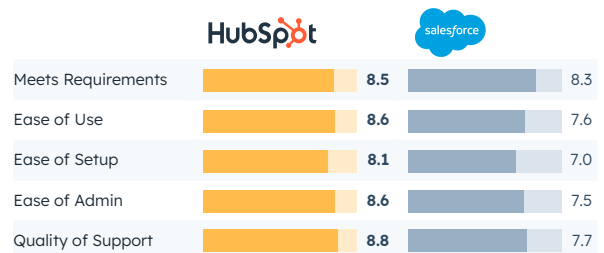
	HubSpot	salesforce
Email Marketing	✓	✓
SMS Marketing	\$\$\$	\$\$\$
Forms	✓	✓
Landing Pages	✓	✓
Drag & Drop Website Builder	✓	X
AI Blog Generator	✓	X
Memberships & Members Blogs	✓	X
SEO Recommendations	✓	X
Social Media Management	✓	✓
Ad Management	✓	X
Site Chat	✓	X
Messaging & Shared Inbox	✓	X
Multi-Channel Campaigns	✓	✓
Automation	✓	✓
Lead Scoring	✓	X
ABM Tools	✓	X
AI Content Agent (Generate Landing Pages, Blogs, Podcasts & Case Studies)	✓	X
AI Content Remix	✓	X
AI Page & Post Translations	✓	X
AI Campaign Assistant	✓	X
A/B Testing	✓	✓
Adaptive Page Testing	✓	X
Dynamic Content Personalization	✓	✓
Custom Reports & Dashboards	✓	\$\$\$
Web Traffic Analytics	✓	X
Multi-Touch Revenue Attribution	✓	X
Customer Journey Analytics	✓	X

HubSpot for Marketers Enterprise vs Salesforce Marketing Cloud Engagement Enterprise shown

“ Building landing pages was more technical in Salesforce than we could have imagined and beyond the capability of my team. We needed an outside developer to hard code them... HubSpot has removed the barrier for our smaller teams and brands that don't necessarily have the technical expertise on staff. ”

**SANDOW**

ELISE GABRIELE  
 Director of Digital Marketing Operations  
[SANDOW Design Group](#)



Based on G2 reviews as of 09/2024