



# HubSpot vs. Mailchimp

## A quick comparison

HubSpot and Mailchimp are familiar names and excellent business enablement products. Both provide companies large and small with critical tools, but they aren't made to do the same things. In fact, their differences are substantial and can have a real impact on your business and its ability to grow.











## HubSpot is a complete, scalable solution

**Mailchimp** is a leading marketing automation and email marketing service. It is not a full CRM, so its customers are limited to using its email marketing tools to connect with audiences and drive conversions. It offers some extra integrations for expanded capabilities, but Mailchimp can become either obsolescent or a part of a complicated solution stack as business needs grow.

**HubSpot** also provides full-fledged email and marketing functionalities through Marketing Hub – which includes advanced social, mobile, advertising automation, and other tools. And since Marketing Hub is part of the larger, fully integrated HubSpot CRM, customers gain a much richer portfolio of integrated services out of the box. These services connect marketing, sales, content management, customer service, and operations, resulting in a highly scalable, one-stop tool for evolving businesses.

## Scale however you need to























Try HubSpot for free and seamlessly upgrade for more powerful features:

 Increased limits	 Conversation routing	 Task queues	 Sales automation
 Remove HubSpot branding	 Calling SDK	 Premium hosting (CMS)	 Global Content Delivery

The right features,  
right away

Growing businesses need comprehensive solutions that can grow alongside them – not cobbled-together stacks that require constant upgrades and someone else’s IT support to manage. Whether you work with a team of two or a force of thousands, HubSpot gives you what you need. Right now.



CRM	Single CRM database for sales, service, marketing, and operations	Marketing CRM
Forms	 Free	 Free
Email marketing	 Free	 Free
Meeting scheduler	 Free	 Free
Ad management	 Free	
Live chat	 Free	
Service ticketing	 Free	
Historical data sync	 Free	
Default field mapping	 Free	
Contact management	 Free	
Calling	 Free	
Sales automation	 Starter	

# HubSpot vs. Mailchimp

The difference is in the capabilities



<b>Email marketing</b>	Convenient features including drag-and-drop editor, custom templates, personalization, and A/B testing. Fully integrated campaigns based on information gathered within broader CRM.	Convenient features including drag-and-drop editor, custom templates, personalization, and A/B testing (available with paid upgrade). Allows you to manage marketing contacts but doesn't have a traditional, broader CRM.
<b>Contact management</b>	Built on the CRM; provides granular visibility into contacts' full experiences with your company, not just with your email campaigns.	Grouping built on segments and tags; premium subscription allows for advanced segmentations.
<b>Marketing automation</b>	Automation goes far beyond email. Additional capabilities such as conditional logic, lead management, and customized workflows assist the entire business, not just email campaigns.	Emails triggered based on various recipient actions. Automation only controls sending emails.
<b>Social and ads</b>	Publish to all channels (Facebook, Instagram, LinkedIn, Twitter) and manage from one central tool. Highly granular targeting. Leads automatically sync to CRM.	Only publish on Facebook and Instagram. Limited channel integration and targeting capabilities. Facebook requires additional connected ecommerce platform.
<b>Landing pages and forms</b>	Simple, convenient landing page editor and forms. Can add HubSpot tracking code to enable progressive profiling and custom web experience based on historical contact behavior.	Simple, convenient landing page editor and forms. Submissions feed to a list.
<b>Platform integration</b>	Full, integrated marketing solution. Includes email and marketing, plus related tools like live chat, programmable bots, blog, SEO tools, video hosting and management, meeting booking, lead scoring, ticket and deal automation, customer feedback tools, and more.	Primarily just an email and marketing tool; doesn't include broader marketing automation platform integration.

## Add value, not hassle

No company wants to stay frozen where it started, so marketing and CRM solutions should enable seamless growth at the pace of business. HubSpot does that.

HubSpot enables not just full-fledged marketing functionality out of the box, but single-source CMS integration that makes evolving your operation simple and fast. With it, your teams can align around one source of truth to drive a more delightful customer experience, no matter how your business size and needs evolve. Use it to improve the buyer experience, reduce your total cost of ownership, scale with confidence, and stay in sync without silos or cobbled-together solutions.

**To learn more about getting started with HubSpot CRM, visit [hubspot.com](https://www.hubspot.com).**