HubSpot vs. Marketo

Marketing Software Comparison

Slide Library | Updated 10/21

Marketing Automation Software
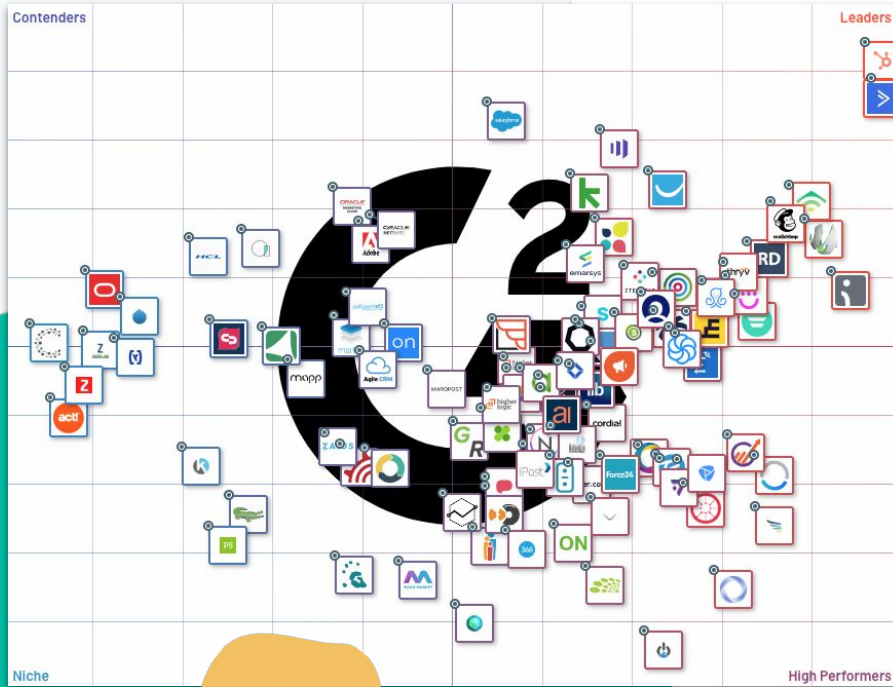Landscape Overview

Always easy, now deeply powerful.

Cream of the Crop

HubSpot is ranked #1 and Marketo is ranked #8 in Marketing Automation by G2 Crowd.

HubSpot was also named #1 in Best Products for Marketers in 2020 by G2 Crowd.

HubSpot vs. Marketo

HubSpot

HubSpot Marketing Hub is a Marketing Automation Software that enables users to create and deliver CRM-powered marketing. The powerful suite of tools is deeply integrated with your customer data and offers everything you need to create automated inbound marketing campaigns that consistently grow your business. Attract attention, convert more leads and report on your entire funnel from one central place.

HubSpot is ranked #1 in Marketing Automation by G2, and #3 Overall Best Product for Marketers by G2

Marketo

Marketo is a single tool that provides email nurturing and automation, and requires costly integrations or other tools to help with marketing, sales and customer success. In addition, to get the most out of a single email automation tool, it requires deep integration with a CRM which needs to be maintained by your team.

Marketo is ranked #12 in Marketing Automation by G2, and #49 Overall Best Product for Marketers by G2 Crowd

Total Cost of Ownership

The sticker price doesn't always tell the whole story of the software you're buying.

To help you understand the difference in total cost of ownership between HubSpot and Marketo, let's break down the common expenses.

- ✔ Users/Seats
- ✔ Contacts
- ✔ CRM database
- ✔ Implementation
- ✔ Platform Maintenance
- ✔ Customer Support

	HubSpot Marketing Hub Enterprise Pricing	Marketo Pricing
Users / Seats	Pricing based on your organization - add as many users as you need (source)	25 Users included, upgrade for more (source)
Contacts	Pay only for contacts that you market to	Pay for every contact in your database
CRM	Use HubSpot Sales Hub for an immediately seamless experience, leverage our native integration with other leading CRMs, including Salesforce Or use our underlying CRM technology just for your marketing team	Connect to your choice of leading CRMs, including comparable functionality with Salesforce (source)
Implementation	Flat rate of $6,000 for Enterprise onboarding. Additional technical consulting services available for additional fees (source)	Multiple launch packages that range in price from $6,000 - $19,500 (source)
Platform Maintenance	Enjoy a seamless platform built on one code base (source)	Maintain connections in-house for the rest of your tech stack, such as CRM, Help Desk, CMS, etc.
Customer Support Costs	Phone and email support included for all Professional and Enterprise plans (source)	Basic support included, full service available at additional cost (source)

What to look for in your Marketing software

Choosing the right Marketing Automation platform is foundational to your business.

When evaluating any Marketing Automation software it important to consider the following features.

- ✓ All-in-one solution
- ✓ Powerful features
- ✓ Tools to attract, convert and nurture leads
- ✓ CRM powered marketing
- ✓ Unparalleled support
- ✓ Scalability & customization
- ✓ Usability

Marketing Transformation

Investing in a marketing automation platform can transform your business. As a marketing leader for your business, it's important to choose tools that deliver power & flexibility, and are easy and delightful for your team to use every day.

"HubSpot is by far the easiest, most intuitive CRM platform for marketers that I have used. It's lightyears ahead of Pardot and Marketo. If you're working on demand/lead generation, this platform is essential for running campaigns at scale and tracking your success."
-G2 Review, Mid-Market User

HubSpot

To truly transform your marketing you need an integrated set of tools that help you get found, engage and nurture leads, and ultimately tie all your marketing efforts back to ROI.

In HubSpot, all of this functionality is already built into the product, with access to a broader set of tools and an expandable platform.

Marketo

Marketo specializes in a handful of proven digital marketing channels and helps users create custom solutions for a narrower range of uses.

This favors a conventional approach to marketing operations through specialization, rather than new and innovative techniques or technology.

HubSpot vs. Marketo

Get Found Online

Your website is the foundation of all your marketing, and it's your star salesperson. As a result, it's important to tie all of your content - across your blog, landing pages and website pages, to nurturing.

HubSpot

HubSpot empowers teams to create content using the tools and technologies they prefer, with products for both marketers and developers. Marketing Hub's web tools are built with the same technology as our standalone CMS Hub, making it easy for marketers to create content quickly, using a library of pre-built templates or completely custom with your choice of a drag-and-drop editor or manual coding.

Marketo

Marketo includes the ability to create landing pages, but any customization will likely require a developer or experience writing HTML and CSS. Marketo excels at reaching known leads once they've been identified but lacks built-in tools for content marketing. Similarly, Social Media features require Admin involvement and consistently receive lower user ratings on online review sites. (source)

HubSpot vs. Marketo

Tools to Attract

A complete marketing solution also addresses how you attract new leads to your business.

Even if you're focused on other marketing techniques, these features should be anything but an afterthought.

"Across three brands, I've loved being able to use HubSpot as my one-stop shop for social, email marketing, and lead gen. I love how easy it is to use to post for Facebook, Twitter, LinkedIn, Instagram, and our blog. I especially love that we can create workflows to perform nurture campaigns for lead gen for our B2B brands without having to use a separate app or software." -G2 Review, Small Business User

HubSpot

HubSpot Marketing Hub excels at attracting new leads through it's intuitive and powerful top of funnel tools. Publish your blog on HubSpot and track engagement through your CRM, incorporate SEO recommendations, manage all your ad campaigns, build and execute social media campaigns, host videos directly in HubSpot, or leverage our chat bots to capture and qualify leads.

Marketo

Marketo is primarily designed for traditional email campaigns, and doesn't enjoy the benefits of a complete marketing solution. Accordingly, fully integrating features like web forms, landing pages, and blogs with your emails campaigns may require additional tools and effort.

HubSpot vs. Marketo

Convert and Nurture Leads

Nurturing prospects into customers is at the core of every marketing automation tool.

Automation has started to evolve beyond just email to take care of the busy work for marketers and connect with customers in new ways.

HubSpot

HubSpot is all-in-one marketing software that includes content creation, email, a CRM, and automation in a single platform so all your setup is available visually and doesn't require a single line of code. Whether you're creating just a single email or a holistic campaign that nurtures prospects into customers -- it's all available in Marketing Hub.

Marketo

Marketo includes core capabilities of marketing automation, such as sending email, but requires integrations with CMS, CRM, and other tools to make the most of. Most integrations will require code to integrate into your applications and can take significant time to set up.

HubSpot vs. Marketo

CRM powered marketing

Marketing Hub is the only marketing automation platform that offers top of funnel and marketing automation tools, built inside of a world class CRM. This unique combination is the only true way to deliver CRM-Powered Marketing and break through the noise in today's noisy competitive environment.

HubSpot

With Marketing Hub, you'll attract the right customer and grow your audience faster, break through the noise with personalized messages delivered through the right channel, quickly turn attention into customers, and delight customers with a frictionless buying experience. With HubSpot, marketers become the architect of the flywheel, bringing marketing, sales, and service together.

Marketo

Marketo is an industry leader in marketing automation and has invested in deep integrations with many leading CRM solutions, like Salesforce. It can also be used in different configurations to adapt to the needs of your business.

Since being acquired by Adobe, however, the company has not added any organically developed CRM platform features and has continued to invest in core functionality.

HubSpot vs. Marketo

Building your Growth Machine

How you grow your company shouldn't be a mystery. Technology has evolved - and today it's possible to build a consistent, predictable, powerful machine to help your business scale.

Leveraging customer data, removing gatekeepers and optimizing through reporting are key tactics successful companies focus on in order to scale.

HubSpot

HubSpot comes with all the tools you need to build your growth machine, create a delightful customer experience and drive results for your business.

Combining HubSpot's Marketing Automation platform, CMS and CRM into one easy-to-use platform unifies and aligns internal teams to report across systems, use data to better target customers and manage your website.

Marketo

With Marketo, leaders need to entrust a handful of individuals with control over their tech stack. Instead of democratizing access to maximize effectiveness, your future growth is pinned to the skill, initiative, and availability of technical gatekeepers.

In this model, linking marketing initiatives to sales or service data becomes a chore rather than an essential function.

HubSpot vs. Marketo

Measure ROI

Measuring your entire funnel is important to making data-driven decisions. From the content you create, to contacts generated, to customers won, having a view of each piece of the funnel will allow you to focus on doing more of what matters -- and less of what doesn't.

HubSpot

With HubSpot, all of your analytics are readily available in one place - from top of the funnel performance metrics all the way to multi-touch revenue attribution. With the ability to connect every customer interaction to revenue, you can make strategic decisions rooted in business value. No manual integration is required.

Marketo

Using Marketo you have the ability to get robust reporting from high-level engagement analytics to revenue reporting. The reporting does require manual setup, which can take a significant amount of time.

HubSpot vs. Marketo

Cost of Ownership

As you consider marketing automation platforms, the cost of software is not the only cost to take into account. Also consider any new headcount that will be required as a result, as well as services and implementation fees.

HubSpot

Marketing Hub customers pay for a subscription cost and the number of marketing contacts in their database. This gives you the power grant access to as many users as you need and only charges you for the contacts that you use for marketing.
World-class support comes included, giving IT more time to focus on advanced projects and improving your business.

Marketo

Marketo customers also pay for a subscription based on the features needed and the number of contacts. However, only 25 users are included and all contacts count towards your limit. If you're syncing contacts with your CRM, you'll want to have your admin set rules on which ones are included in your marketing database. For most configurations, leaders will want to account for a full-time admin. (source)

HubSpot vs. Marketo

Account-Based Marketing

For most software platform purchases today, the buyer isn't a single person, but a committee.

Seamless coordination across sales and marketing to run powerful ABM programs is key to increasing win rate and closing more high-value deals.

HubSpot

With HubSpot, you can set up your ABM strategy with ease. Tools to help identify target accounts, attract key accounts, engage and deepen relationships, communicate across marketing and sales, and measure performance of your powerful ABM program are all available in both Sales Hub and Marketing Hub Pro + Enterprise at no additional cost.

Marketo

Marketo's ABM features are unlocked with a paid add-on to your instance, and individual licenses are issued to users who require access. In order to align Sales and Marketing, you'll need to make sure your various admins are coordinating closely on integrations and that users understand how both systems function.

HubSpot vs. Marketo

Unparalleled Support

Great marketing software should offer you the support you need to succeed, including reactive support, self service solutions, proactive strategy, training, and content.

"Whilst the platform itself delivers, what stood out to me the most vs the competition was the customer service from HubSpot. Excellent onboarding and ongoing strategic support, which very much focuses on 'us' and delivering against our objectives"

- (G2) Enterprise User (>1000 emp.) Dec 2019

HubSpot

HubSpot is invested in your success from day one. Our world-class support and customer success teams are available to all customers– with phone and email support at no extra charge for Pro and Enterprise customers– and you won't pay more for it as you grow. HubSpot Academy, consistently ranked as one of the top online learning platforms in the world (source), is also available right at your fingertips.

Marketo

Marketo provides a basic level of support with all subscriptions, and offers paid plans to access more complete coverage. Still, online reviewers consistently rate Marketo support below the industry average (source). Marketo University features some classes to help users get started, with several hours worth of content.

Why Marketing Hub?

Scale Confidently

HubSpot's product team is guided by the "mainsail." Security, privacy, and compliance are paramount. Teams ensure these elements above new feature development. This framework helps HubSpot scale with you.

Learn more.

Goals

Growth

Value

Usability

Performance

Guardrails

Reliability

Infrastructure

Security, Privacy and Compliance
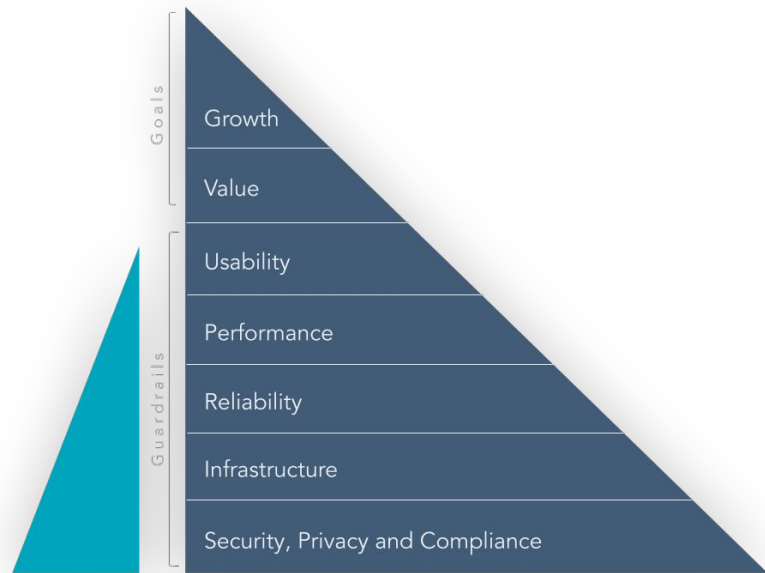
Gartner® Magic Quadrant™

B2B Marketing Automation

Figure 1: Magic Quadrant for B2B Marketing Automation Platforms

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20 September 2021

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Source: Gartner (September 2021)

HubSpot Marketing Hub

Why HubSpot?

Ease of Use

✔ Cohesive, not clunky

✔ Flexible, not frustrating

✔ Empowering, not overpowering

A Unified Data Model

✔ Built differently

✔ Powerful CRM

✔ Single source of truth for customer experience

Marketing Execution

✔ Differentiated

✔ Data-driven

✔ Designed to deliver personalized campaigns

A Global Ecosystem

✔ Solutions partners

✔ Countless integrations

✔ Crafted to extend your software stack

"More than 335,000 organizations rely on Momentive (previously SurveyMonkey) products and enterprise solutions. As we continue to sell into the world's top enterprises, we need a streamlined tech stack that makes it easy for Sales and Marketing to do their best work.

HubSpot's 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. And it will help us enable organizations around the world to turn feedback into action."

Leela Srinivasan
Momentive, Chief Marketing Officer

> **"** Monday.com is the work operating system of choice by more than 100,000 organizations worldwide. HubSpot is a key foundation of our massive scale, enabling us to nurture our customers and prospects with great content that's segmented by and personalized to industry and persona. **"**

Oren Ezra
Monday.com, Head of Enterprise Marketing

Trusted by the Best

Marketing Hub offers ultimate security, reliability, performance, usability, and value.

It is trusted by growing mid-market B2B companies, enterprise brands, high-growth unicorns, B2C brands, and many others. See for yourself.

A Trusted Name in the Industry

G2 Leader — Enterprise — FALL 2021

G2 Leader — Mid-Market — FALL 2021

G2 Leader — Small Business — FALL 2021

G2 Easiest To Use — Enterprise — FALL 2021

G2 Best Results — Enterprise — FALL 2021

Highly rated by users for an intuitive experience, with support to match

HubSpot was built from the ground up with a focus on the end user experience - because when your marketers spend less time figuring out their tools, they can spend more time engaging with potential customers.

Consistently top ranked for ease of use on G2Crowd

HubSpot Marketing Hub User Ratings

8.5 **Ease of Use**
Marketing Automation
Average: 8.6

8.8 **Quality of Support**
Marketing Automation
Average: 8.9

8.0 **Ease of Setup**
Marketing Automation
Average: 8.4

Here's what customers are saying:

The Easiest to Use Lead Automation Management Platform

Marketing Hub's onboarding experience was amazing and the training and support are excellent. I have used Marketo and Pardot in the past, they both did what I wanted - but now that I work with a larger marketing team I find HubSpot is suited much better to the less technical user as everything is easy to use and intuitive.

-MidMarket Customer Review, G2 Crowd

The All-In-One Marketing Tool for Marketing Operations

HubSpot's Marketing Hub is one of the most user-friendly Marketing tools in the market now. I like how it provides the user with easy options, so even an amateur can excel. HubSpot Support has a swift turnaround, and they provide a good community where I can get answers for almost anything.

- Enterprise Customer Review, G2 Crowd

Exceeded My Expectations

As a former Marketo and Pardot user, to say I was impressed would be an understatement. It's easy to use, looks professional and does everything you need an enterprise tool to do. The reporting and analytics are easy to configure and integrate seamlessly with our website and tech stack."

- Small Business Customer Review, G2 Crowd

Switching to Marketing Hub

Services to help you succeed
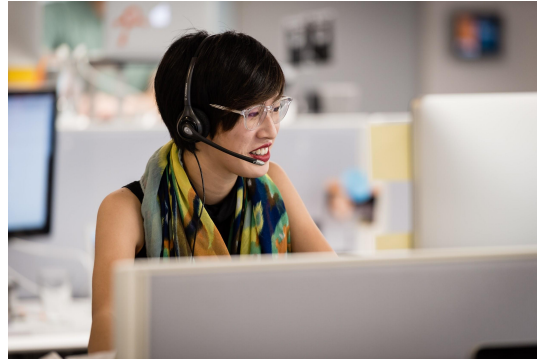
Dedicated Onboarding
Easily switch to HubSpot
and get the most out of your marketing
software with dedicated onboarding.

Customer Success Manager
Collaborate with your customer success
representative to develop your marketing
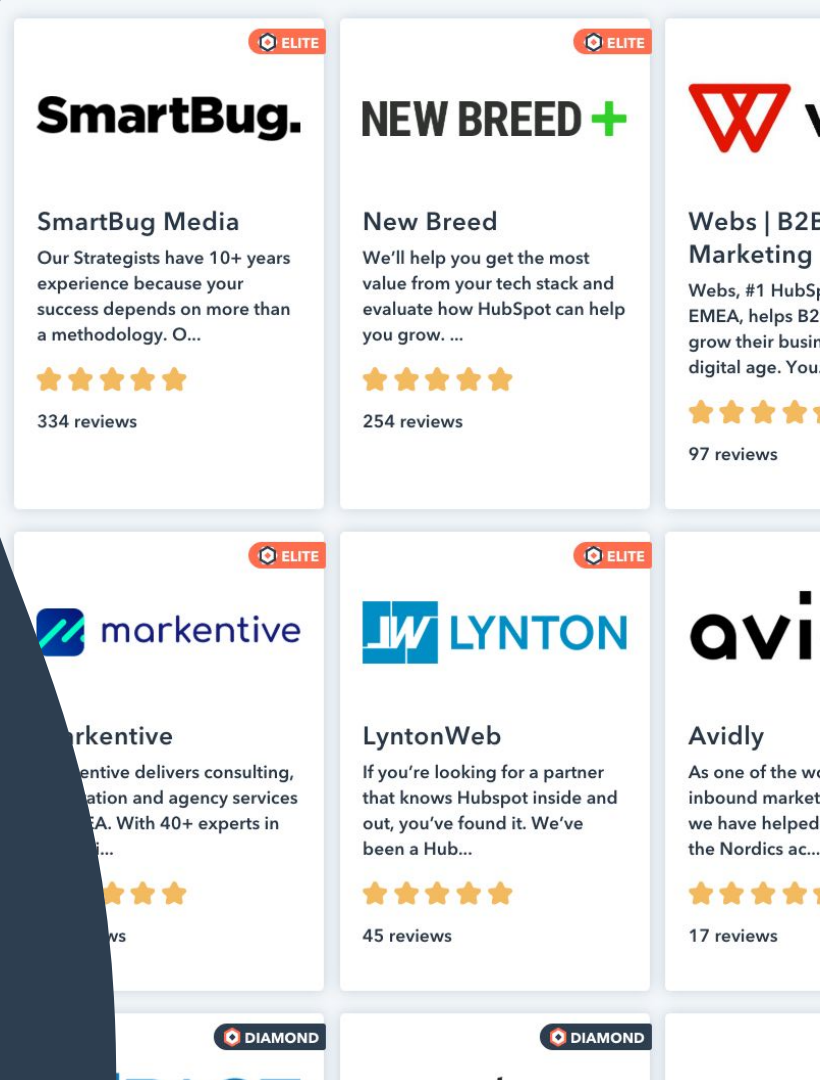strategy.

24/7 Phone Support
Call our talented team of HubSpot
experts to answer questions about your
HubSpot can supercharge your marketing
process.

An Extensive Partner Ecosystem

Find your perfect match.
Explore the thousands of service providers in our global community who can work with you to implement your marketing software and supercharge your marketing process.

ELITE

SmartBug.

SmartBug Media

Our Strategists have 10+ years experience because your success depends on more than a methodology. O...

★★★★★

334 reviews

ELITE

NEW BREED +

New Breed

We'll help you get the most value from your tech stack and evaluate how HubSpot can help you grow. ...

★★★★★

254 reviews

ELITE

W

Webs | B2B Marketing

Webs, #1 HubSp... EMEA, helps B2... grow their busin... digital age. You...

★★★★★

97 reviews

ELITE

markentive

...rkentive

...entive delivers consulting, ...ation and agency services ...EA. With 40+ experts in ...i...

★★★

...ws

ELITE

LYNTON

LyntonWeb

If you're looking for a partner that knows Hubspot inside and out, you've found it. We've been a Hub...

★★★★★

45 reviews

avi...

Avidly

As one of the wo... inbound market... we have helped... the Nordics ac...

★★★★★

17 reviews

DIAMOND

DIAMOND

Successfully switch from Marketo to HubSpot

Our dedicated migrations team is here to help you confidently move your marketing team onto HubSpot. You'll be up and running quickly with our proven migration process.

Our team consistently moves customers from legacy software like Marketo, to HubSpot, with minimal disruption to their business.

Successfully Switch From Marketo to HubSpot

We often hear that the pain of switching marketing platforms outweighs the benefits made by the switch.

At HubSpot, it's the mission of the onboarding team to eliminate that notion.

Our team consistently moves customers from legacy software like Marketo, to HubSpot, with minimal disruption to their business.

You can rest assured our team of experts and proven model for moving customers on to HubSpot will work for you regardless of your industry or previous tool.

"Getting HubSpot for our company was a wise decision and we already see great results from it. Our implementation specialist went above and beyond to get us onboarded successfully and efficiently. They were well prepared and extremely knowledgeable."

ZOLA ENKHBOLD
Director of Marketing
BidMed

Your Committed Crew

The Enterprise Onboarding team are some of HubSpot's most senior consultants. Not only are they technical experts in HubSpot and switching, they come with a strong business acumen. They'll start with your business goals and then work backwards to ensure you're set up for success.
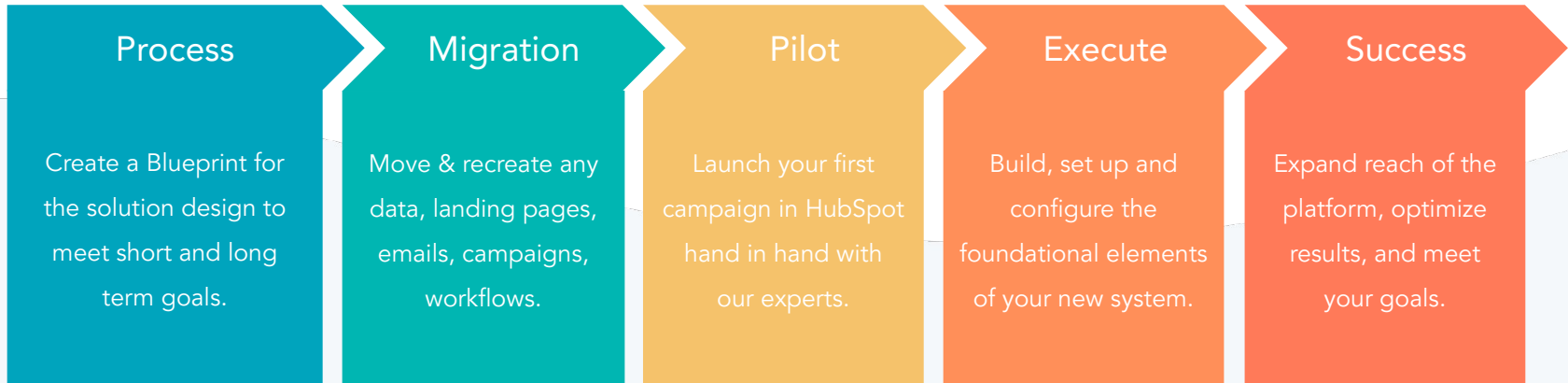
Our Goals:
- ✅ Ensure quick time to value
- ✅ Ensure minimal disruption to your business
- ✅ Ensure your stack stays integrated
- ✅ Ensure your data stays intact and clean
- ✅ Ensure your team doesn't lose work
- ✅ Ensure you can port all assets and campaigns
- ✅ Ensure you have a plan to drive behavior change
- ✅ Much much more

The 5 Phases of Switching Success

The Enterprise Onboarding team has helped public companies, tech unicorns, B2C brands, and companies in regulated industries move from legacy systems to HubSpot successfully.

We don't just copy paste your old, sub-optimal process. We help you design a new, better system, one that will scale for years to come. Below is a look at our proven phased approach for switching.

Process	Migration	Pilot	Execute	Success
Create a Blueprint for the solution design to meet short and long term goals.	Move & recreate any data, landing pages, emails, campaigns, workflows.	Launch your first campaign in HubSpot hand in hand with our experts.	Build, set up and configure the foundational elements of your new system.	Expand reach of the platform, optimize results, and meet your goals.

Sample Onboarding Success Metrics

Revenue Increase Through More Inbound Leads:

- Website visitor to lead conversion rate improved by 9%
- Number of contact created improved by 28%
- Number of blogs increased by 40%
- Number of landing pages increased by 71%
- Annual number of inbound leads (net new customers) increased by 22%

**Revenue Increase Through Higher Lead Conversion:**

- Number of emails sent to Prospects improved by 5%
- Open rate for emails sent improved 27%
- Number of workflows improved by 150%
- Conversion rate from leads to won sales opportunities improved by 10%
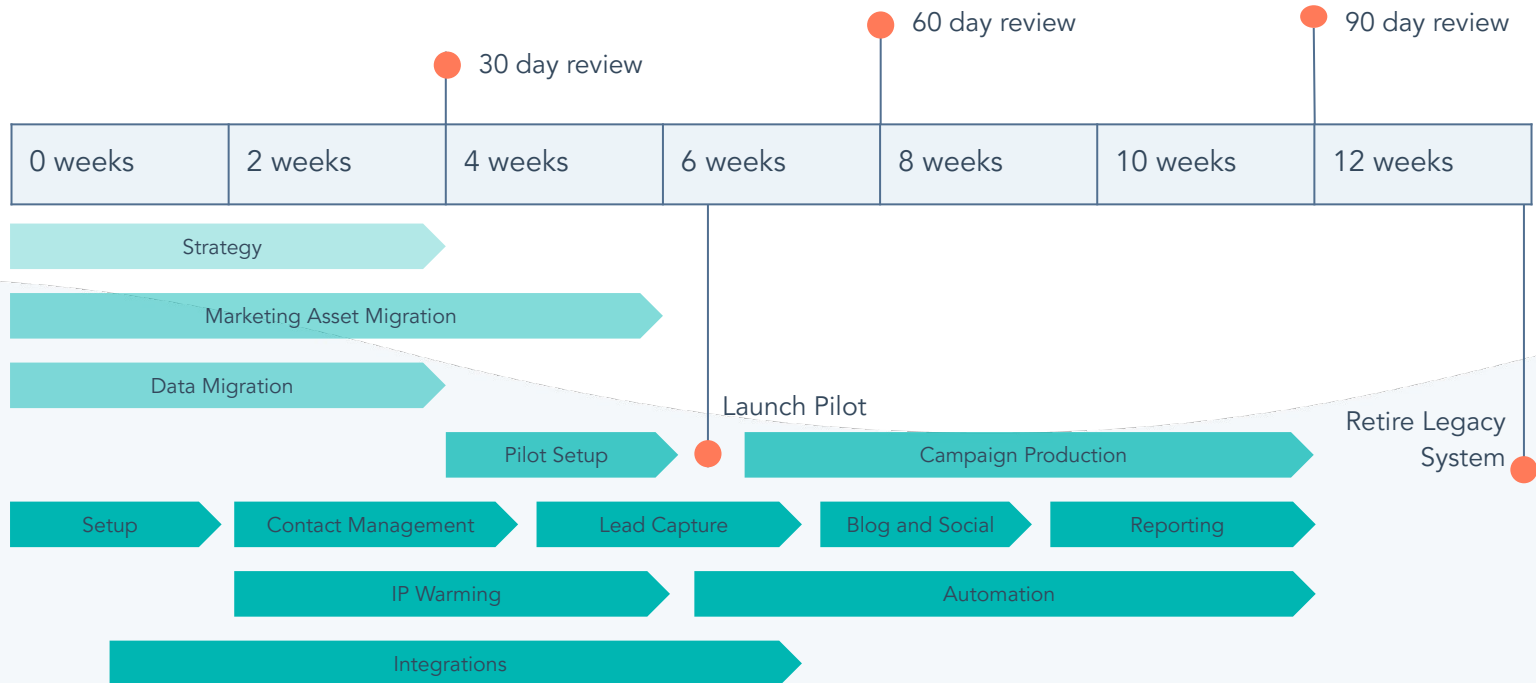
Sample Deliverables

With Advanced Onboarding, each phase of your journey comes with an associated plan and timeline. Our team of senior consultants works with you and your team (or partners) to:

- Establish custom goals
- Map your new marketing process
- Build a solution architecture
- Conduct trainings
- Assess data quality
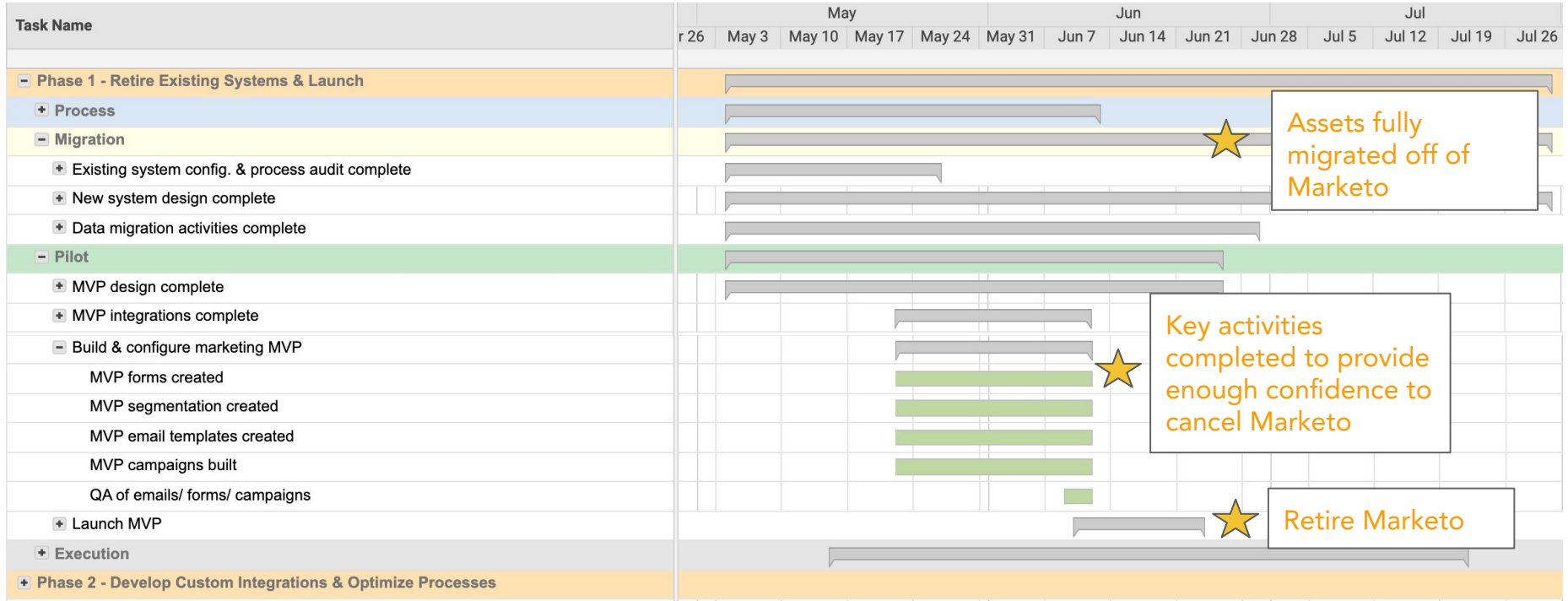- Execute on a shared roadmap
- Much more
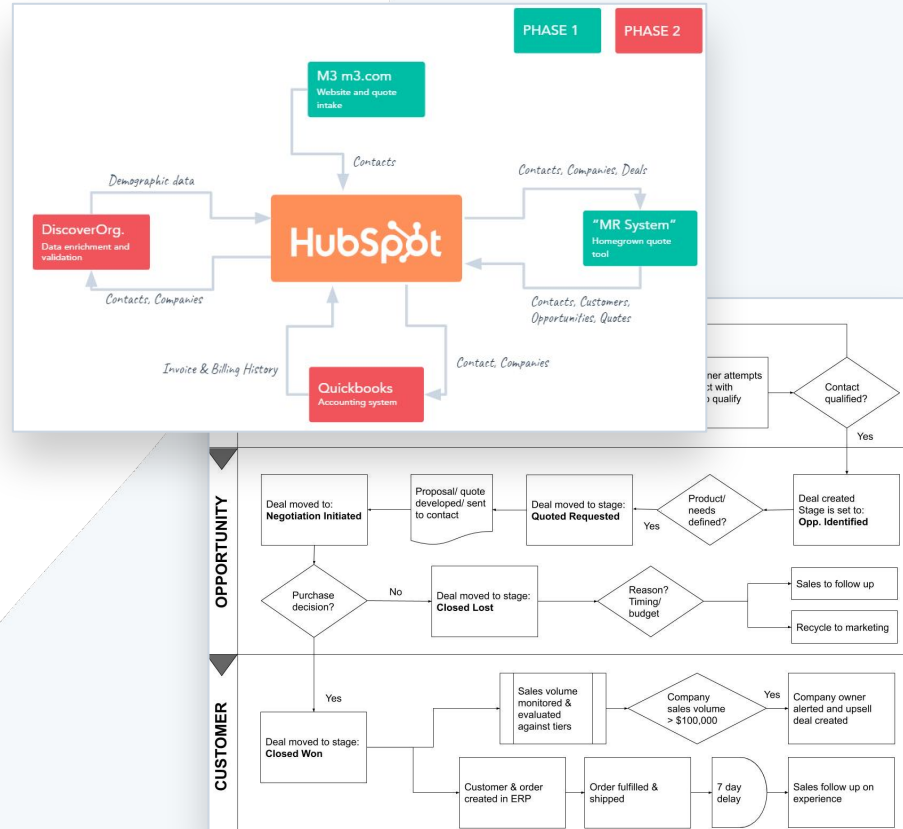
Onboarding Approach

Our onboarding approach allows for a **quick time to value** while reducing the risk of deploying the full system and enabling other capabilities

30 day review

60 day review

90 day review

0 weeks	2 weeks	4 weeks	6 weeks	8 weeks	10 weeks	12 weeks

Strategy

Marketing Asset Migration

Data Migration

Launch Pilot

Pilot Setup

Campaign Production

Retire Legacy System

Setup

Contact Management

Lead Capture

Blog and Social

Reporting

IP Warming

Automation

Integrations

Detailed Onboarding Plan

Example: Migration Phase

During Onboarding, our team provides guidance as you move and recreate your data, landing pages, emails, campaigns, workflows, & more. Advanced Onboarding will give your team even greater support during this process.

Data

- Export data from current platform into .csv and clean (remove unneeded columns)

- Create new contact properties

- Import list using the HubSpot Import Tool

- If your data is in a CRM and is too large for a .csv, use our Integrations or APIs

Emails & Pages

- Copy content from emails / landing pages you want to migrate

- Create new templates in HubSpot's drag and drop design editor or:

- Chose a template from our marketplace (many are free)

- For complex templates, save the HTML and HubSpot's migration team rebuild

Campaigns

- Document automation rules, drip programs, specifically:
  - (Targeting / scoring criteria) & (Delays / actions)

- Re-think, simplify and optimize the design of how these should be set up

- Re-build campaigns in HubSpot's Workflow tool

Forms & Lists

- Inventory all active forms in current tool (fields used, location)

- Replace all current website forms with new HubSpot forms before switching

- Rebuild your forms with HubSpot's form builder

Pre-Sale Checklist

We recommend considering the following to help prepare for your HubSpot implementation:

- ✓ Review & document your existing marketing process(s)

- ✓ Inventory existing system customization: workflows and automation, landing pages, emails, and campaigns

- ✓ Prepare your data by merging and eliminating stale/ out of date records & underutilized fields

- ✓ Upskill your team on HubSpot product knowledge by completing the

- ✓ HubSpot Marketing Software Certification

- ✓ Start developing a change management and communication plan

Training Options

Customer Led

- HubSpot "trains the trainer"
- Customer creates training materials
- Customer conducts training
- HubSpot supports customer during training
- Customer manages change management / adoption

Customer has a qualified resources to do the training, with guidance

Partner Led

- Partner creates training materials
- Partner conducts training (onsite / remote)
- Customer is actively involved in training activities
- Partner manages change management / adoption

Customer wants all of the training and change management done for them

HubSpot Led

- HubSpot creates training materials
- HubSpot provides on site / Remote classroom training
- Customer is actively involved in training activities
- Customer manages change management / adoption

Customer wants all of the training done for them

Ongoing Success

Once your initial migration is complete, your journey with HubSpot is far from over.

We're here to guide you as you grow and scale. Our customer success program focuses on providing the following:

- Answer questions and provide help (reactive)
- Provide strategy & recommendations to ensure your growth with HubSpot (proactive)
- Best in class enablement resources to ensure continuous learning

Service	Standard	Premium
24/7 Product Support	✓	✓
HubSpot Academy (free training)	✓	✓
Customized Roadmap and Growth Plan	✓	✓
Customer Success Manager	✓	✓
Annual Health Checks & Strategy	✓	✓
Ongoing Campaign Strategy & Optimization		✓
Ongoing Technical Strategy, Architecture, and Integration Support		✓

Defining How We Get There

You decide how we execute this approach. We work with you to evaluate how the work will be done across your team, HubSpot and any partners. Regardless of the model you choose, HubSpot will lead your overall solution and ensure that you are achieving your business goals.

HubSpot Led

Customer does the work:

HubSpot provides best practices and recommends an overall solution design HubSpot migrates needed assets. Customer perform set up, configuration, and integration activities

Partner Led

Partner does the work:

Partner recommends an overall solution design and sets it up.

Partner teaches and trains customer to support system

Hybrid

Shared work completion:

HubSpot provides best practices and recommends an overall solution design Partner / customer deliver specific project activities and remainder of work.

Thank you