

HubSpot vs. Pardot

Marketing Software Comparison

Slide Library | Updated 1/3/23



Marketing Automation Software Landscape Overview



Always easy, now deeply powerful.

More control

Easy to Use



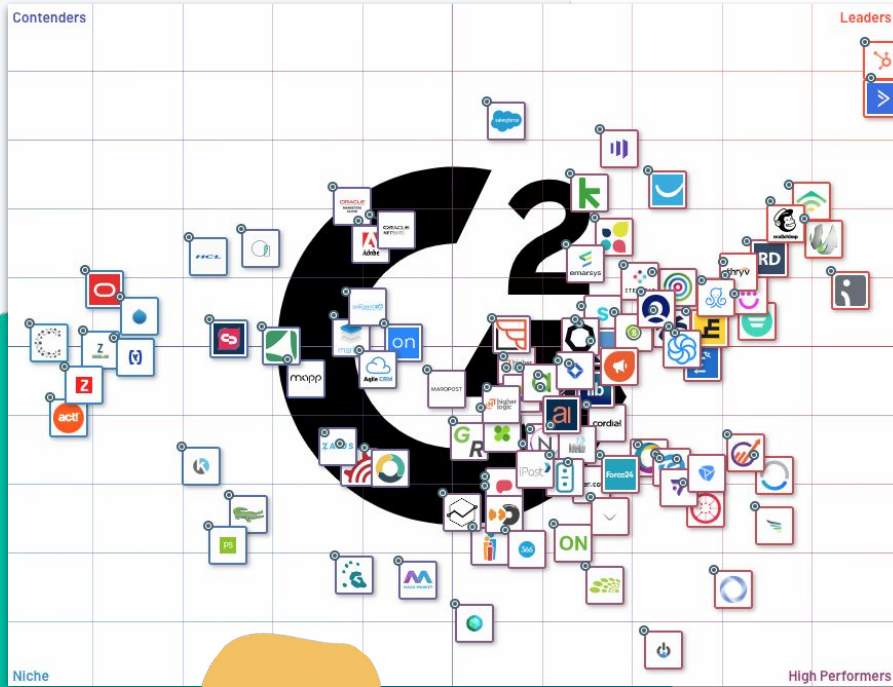
More flexibility

Powerful



Cream of the Crop

HubSpot Marketing Hub and Salesforce Pardot are top solutions for marketers at businesses of all sizes. They are both part of a full-line of CRM products.



HubSpot vs. Pardot



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.

Pardot

Salesforce is a cloud-based customer relationship management (CRM) platform with applications for sales, service, marketing and more that help bring customers and companies together. Pardot is a marketing automation solution that was developed as a stand-alone platform in 2007 and subsequently purchased by Salesforce.



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 Pardot, let's break down the common expenses.

- ✓ Advertised price
- ✓ Implementation
- ✓ CRM database costs
- ✓ Maintenance costs
- ✓ Customer Support costs
- ✓ Add-on tools (ABM, Reporting) cost



Total Cost of Ownership

	Salesforce Pardot	HubSpot Marketing Hub
HubSpot CRM	+\$\$\$	✓
Attribution Reporting	+\$\$\$	✓
Advanced Analytics	+\$\$\$	✓
Custom Objects	+\$\$\$	✓
24/7 Support	+\$\$\$	✓
CSM & Onboarding	X	✓

HubSpot Marketing Hub Enterprise Pricing

Salesforce Pardot Advanced Pricing

List Price

\$3,600/mo for 10k contacts [\(source\)](#)

\$4,000/mo for 10k contacts [\(source\)](#)

CRM

Included, use for your marketing team or include your whole business.

Leverage our native integration with other leading CRMs, including Salesforce

Connect to Salesforce CRM or purchase another product. [\(~\\$750/mo for 10 users\)](#)

Implementation

Flat rate of \$6,000 for Enterprise onboarding. Additional technical consulting services available for additional fees [\(source\)](#)

Salesforce offers a 'Jump-Start' implementation for \$5,000, or access 3rd party services on the AppExchange [\(source\)](#)

Platform Maintenance

Enjoy a seamless platform built on one code base [\(source\)](#)

Set-up and maintain connectors for multi-cloud integrations
Estimated 20 work hours to configure, with regular updates [\(source\)](#)

Customer Support Costs

Phone and email support included for all Professional and Enterprise plans [\(source\)](#)

20% of net-cost for phone support and 24/7 coverage
30% of net-cost for additional feature access
(Add 5% for [U.S. based support](#)) [\(source\)](#)

Approximate Total cost
(1 year, 10k contacts)

\$49,200 [\(Breakdown\)](#)

\$80,600 [\(Breakdown\)](#)



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-on-one solution
- ✓ Powerful features
- ✓ CRM powered marketing
- ✓ Full attribution reporting
- ✓ Unparalleled support
- ✓ Scalability & customization
- ✓ Usability



HubSpot vs. Pardot

All-on-one solution

Great marketing software should serve as an all-in-one solution that is both comprehensive and integrated.

"We switched over from Salesforce & Pardot a few months ago. So far, one of the main benefits we're seeing is having sales and marketing streamlined in one platform. We're able to better report on our marketing efforts and enjoy the ease-of-use of HubSpot."

- [G2](#) Mid-Market User (51-1000 emp.) April 2019

HubSpot

HubSpot's Marketing Automation, CRM Sales, & Service suites have all been built by HubSpot. The result is a unified and consistent user experience where customer data, reporting, and individual tools are all similar and work in concert with each other. Using HubSpot is intuitive, even the advanced features. This means a faster time to value for your employees, and faster time to market for your business.

Pardot

Pardot was acquired by Salesforce to build out their portfolio of products. The Salesforce platform of products has grown primarily through acquisitions such as Pardot, which necessitates manual connections and maintenance to create a unified user experience and adds to technical complexity.



HubSpot vs. Pardot

Powerful Features

Great marketing software should offer powerful features to help supercharge your marketing process.

“The best thing about Marketing Hub is the ability to automate just about everything we do. From audience building for ads to email workflows and triggering notifications for sales, as a growth marketer, it is a game changer. Campaigns and tracking have been so helpful to see the success of our campaigns.”

- [G2](#) Mid-Market User (51-1000 emp.) October 2020

HubSpot

HubSpot Marketing Hub has an integrated set of tools designed to nurture prospects along the complete buyer's journey, such as website hosting, ads, landing pages, blogging, email, ABM, social, workflows, automation and attribution reporting. These tools are easy to use right out of the box. And they all speak to each other seamlessly.

Pardot

Pardot also supports lead generation with a host of tools that have become the standard for marketing platforms (e.g., landing pages, email, workflow, A/B testing, etc.) However, Pardot has remained more focused on email automation, and so users may find they need to connect more tools as they scale.



HubSpot vs. Pardot

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.

"HubSpot is critical to our company's lead generation tactics through every part of the funnel. Having high quality landing pages and the latest technology available (responsive page design, smart forms, smart lists, workflows, etc.) allows us to consistently generate new leads."

- [G2](#) Enterprise User (> 1000 emp.) May 2014

HubSpot

HubSpot Marketing Hub excels at attracting new leads through its 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.

Pardot

Pardot offers many tools to generate leads for your business, including standard features like forms and landing pages as well as other tools for managing SEO and publishing to social media accounts. Inbound marketers may need to incorporate other solutions or choose best-in-class alternatives to bolster Pardot's out of the box functionality.



HubSpot vs. Pardot

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's native integration between CRM/marketing tools is a major plus. Tools are scalable and easy to use, with access to the strongest marketing automation technology on the market."

- [G2](#) Enterprise User (> 1000 emp.) July 2018

HubSpot

Marketing Hub is the only marketing automation platform that offers top of funnel 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.

Pardot

Pardot doesn't have a built-in CRM. You'll need to purchase Salesforce or an alternative CRM separately, and set up an integration. This experience is cumbersome and disconnected.



HubSpot vs. Pardot

Full Attribution Reporting

Great marketing software should ensure your marketing team gets the credit they deserve.

"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 generating, this platform is essential for running campaigns at scale and tracking your success."

- [G2](#) Mid-Market User (51-1000 emp.) October 2020

HubSpot

With HubSpot, revenue and contact attribution reporting help your team track their influence at every stage of the sales process, from demand generation to closed deals. Attribution reporting makes it easier to make smarter, data-backed decisions when allocating your budget by letting you identify which channels are performing the best, and which ones might need some fine-tuning.

Pardot

In terms of out-of-the-box functionality, Pardot cannot compare to HubSpot's reporting and analytics. Salesforce offers several paid add-ons which can be purchased to provide additional functionality. Even with these paid add-on, though, reporting requires internal user management to operationally maintain.



HubSpot vs. Pardot

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.

Pardot

Pardot charges 20% of your net contract price for 24/7 premier support, while additional feature access costs 30% of your net contract price. With percentage pricing, as you spend more on additional seats and add-on features, you’ll have to pay more for the same support. When choosing a Pardot support plan, you’ll want to carefully forecast how much your team will need.



	HubSpot Support	Salesforce and Pardot Support		
	Included	Standard	Premier	Premier +
Community	✓	✓	✓	✓
Chat	✓	✗	✓	✓
Email	✓	✗	✓	✓
Phone	✓	✗	✓	✓
Admin Assist	✗	✗	✗	✓
Total cost	Included with all Professional and Enterprise plans	Included	20% of contract	30% of contract



HubSpot vs. Pardot

Scale & Customization

HubSpot and Pardot both offer powerful software for fast-scaling businesses. As a business evolves, it's important for both your CRM and Marketing Automation software to be able to grow and change with your business needs. With this in mind, having the flexibility and control to customize your CRM is critical.

"I loved our legacy CRM, but HubSpot had the functionality I needed to ensure our team could continue to scale. It's made our lives much simpler while still delivering on the power that I need to drive results."

-Kari Fairbanks, HubSpot Administrator at ARC

HubSpot

HubSpot prioritizes ease-of-use and prescriptive recommendations to make it easier for businesses to get started. HubSpot's usability means that you have the flexibility to change and adapt your HubSpot instance over time, layering in more customization and complexity as your business scales.

Pardot

Pardot offers endless customization for the most complex organizations. However, these advanced features may require more admin and developer support, which can make it difficult for businesses to change and adapt their Pardot instance over time.



HubSpot vs. Pardot

Usability

Great Marketing software should be easy to use and loved by both users and leadership.

Both Marketing Hub and Pardot marketing software offer powerful tools for marketing teams. But what good is power if the tools aren't easy to learn, understand, and put to use?

"I have used a few Marketing Automation tools - Pardot, Marketo, Salesforce Marketing Cloud, Mailchimp and ExactTarget. Out of these, I have found HubSpot to be the easiest to use, and I am amazed by its flexibility."

- [G2](#) MidMarket User (51-1000 emp.) Oct 2020

HubSpot

HubSpot is uniquely dedicated to ease-of-use and simplicity for admins, reps, and managers. This way, you spend less time (and money) getting your sales system to work how you want it to. Customers have the freedom to organize and administer their tools in the way that works best for their business.

Pardot

Salesforce Pardot implementation and maintenance requires experienced and well-trained administrators. Most Salesforce customers need to bring in a consulting agency or hire one or more full-time admins (with an average salary of \$77,503 according to [Glassdoor](#)), or have current employees take on additional administrative tasks in order to make the system work.



Why Marketing Hub?



Decision makers are more likely to choose HubSpot

% Highly Likely to Purchase

“Saves my business/organization time.”

“Is expandable as my business/organization grows”

“Regularly updates software with newest features.”

“Is good value for the money”

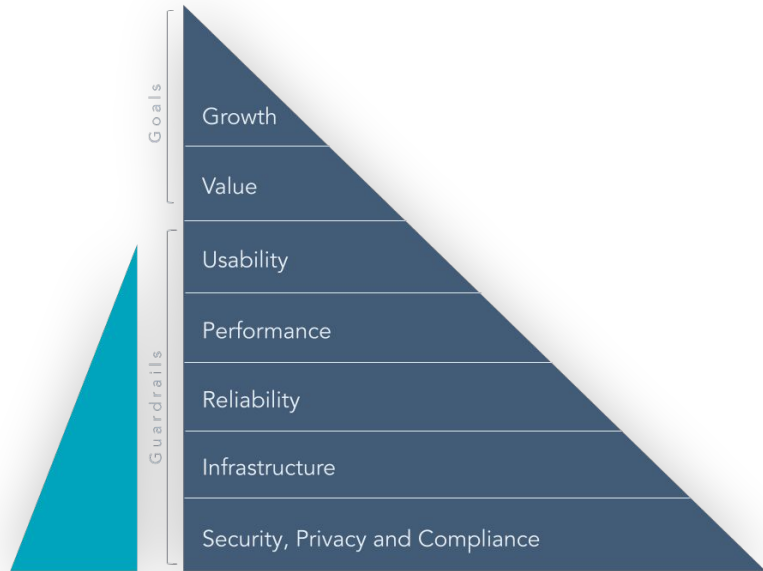
	Salesforce Pardot	HubSpot Marketing Hub
% Highly Likely to Purchase	33%	38%
“Saves my business/organization time.”	40%	42%
“Is expandable as my business/organization grows”	38%	44%
“Regularly updates software with newest features.”	37%	42%
“Is good value for the money”	32%	40%



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.](#)



Gartner® Magic Quadrant™ for B2B Marketing Automation Platforms

Figure 1: Magic Quadrant for B2B Marketing Automation Platforms



Source: Gartner (September 2022)

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Why HubSpot ?



Ease of Use

- Cohesive, not clunky
- Flexible, not frustrating
- Commerce-powered platform



Community, Support, & Education

- Personalized support
- Community network
- Crafted to extend your software stack



A Global Ecosystem

- Solutions partners
- Countless integrations
- Single source of truth with a unified data model





With a partner like HubSpot, we have been able to communicate more effectively with our customers, employees, and prospects. HubSpot's Marketing Hub Enterprise has enabled our team to start putting a strategy in place that allows us to collaborate more, execute and launch campaigns faster, and continually communicate the power of async work to our customers. Plus, Marketing Hub is giving us the foundation we need to really learn and listen to our customers' behaviors. These insights help us meet customers where they are with automation and data-driven decisions. Our Marketing Hub is becoming a powerful tool to scale and unlock growth.



Troy Arias

Loom, Marketing Operations Manager



// 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





One of the main reasons we ended up choosing the HubSpot software was its user-friendliness. My team has a real mix of skills, from people who are comfortable coding an email to those who are new to the world of digital marketing. Marketing Hub Enterprise suits every level of expertise; it is powerful yet straightforward. I knew that it would help us get all our activities working together and prove that they were getting results.



Sarah Callaghan

Insights, Global Marketing Manager



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



Leader
Enterprise
FALL
2021



Leader
Mid-Market
FALL
2021



Leader
Small Business
FALL
2021



**Easiest
To Use**
Enterprise
FALL
2021



**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



Ease of Use

Marketing Automation
Average: 8.6



Quality of Support

Marketing Automation
Average: 8.9



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



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

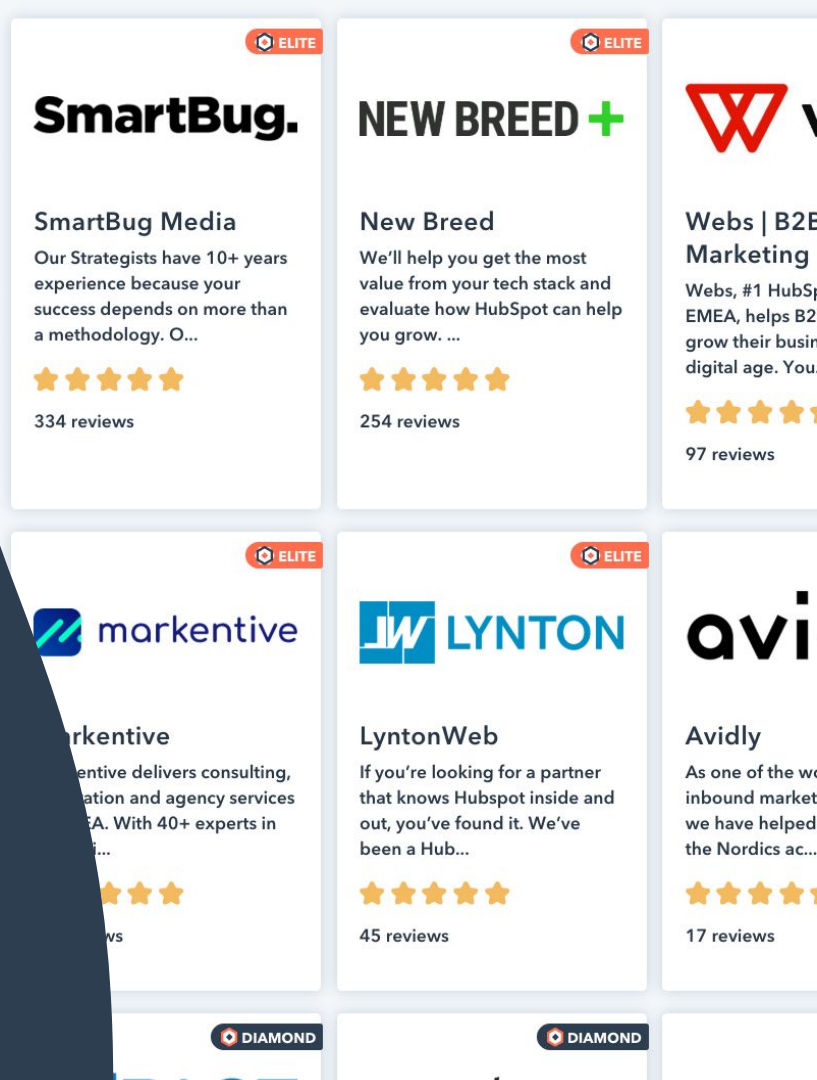
Call our talented team of HubSpot experts to answer questions about your HubSpot can supercharge your marketing process.



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.





Successfully switch from Pardot 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 Pardot, to HubSpot, with minimal disruption to their business.



Successfully Switch From Pardot 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 Pardot, 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:

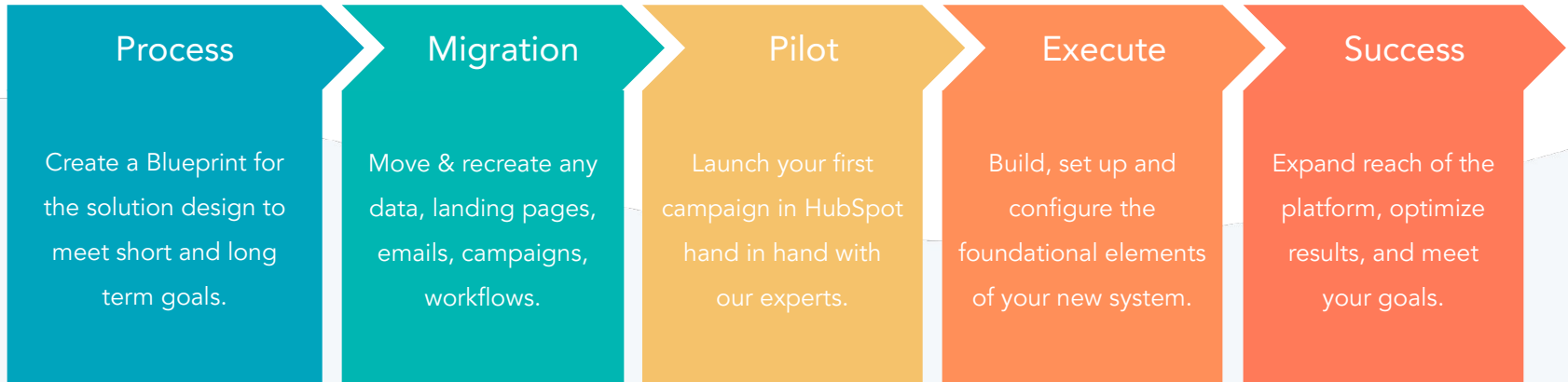
- ✓ Ensure quick time to value
- ✓ Ensure minimal disruption to your business
- ✓ Ensure your stack stays integrated
- ✓ Ensure your data stays intact and clean
- ✓ Ensure your team doesn't lose work
- ✓ Ensure you can port all assets and campaigns
- ✓ Ensure you have a plan to drive behavior change
- ✓ 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.



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:

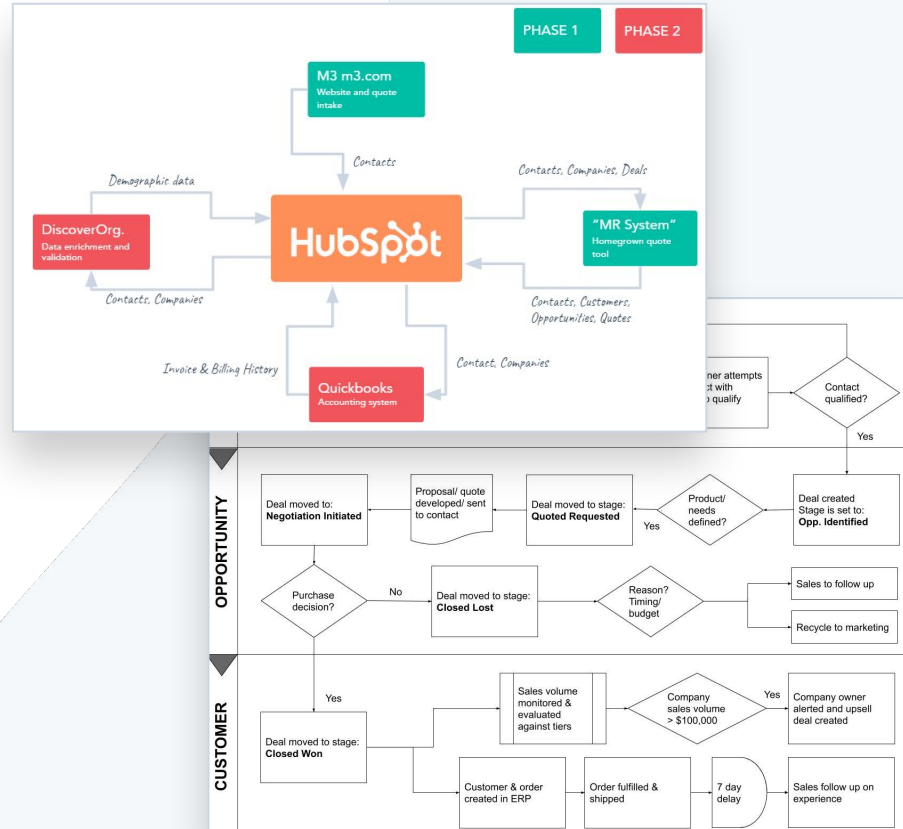
- Number of emails sent to Prospects improved by 5%
- Open rate for emails sent improved 27%
- Number of workflows improved by 150%
- Conversion rate from leads to won sales opportunities improved by 10%



Sample Deliverables

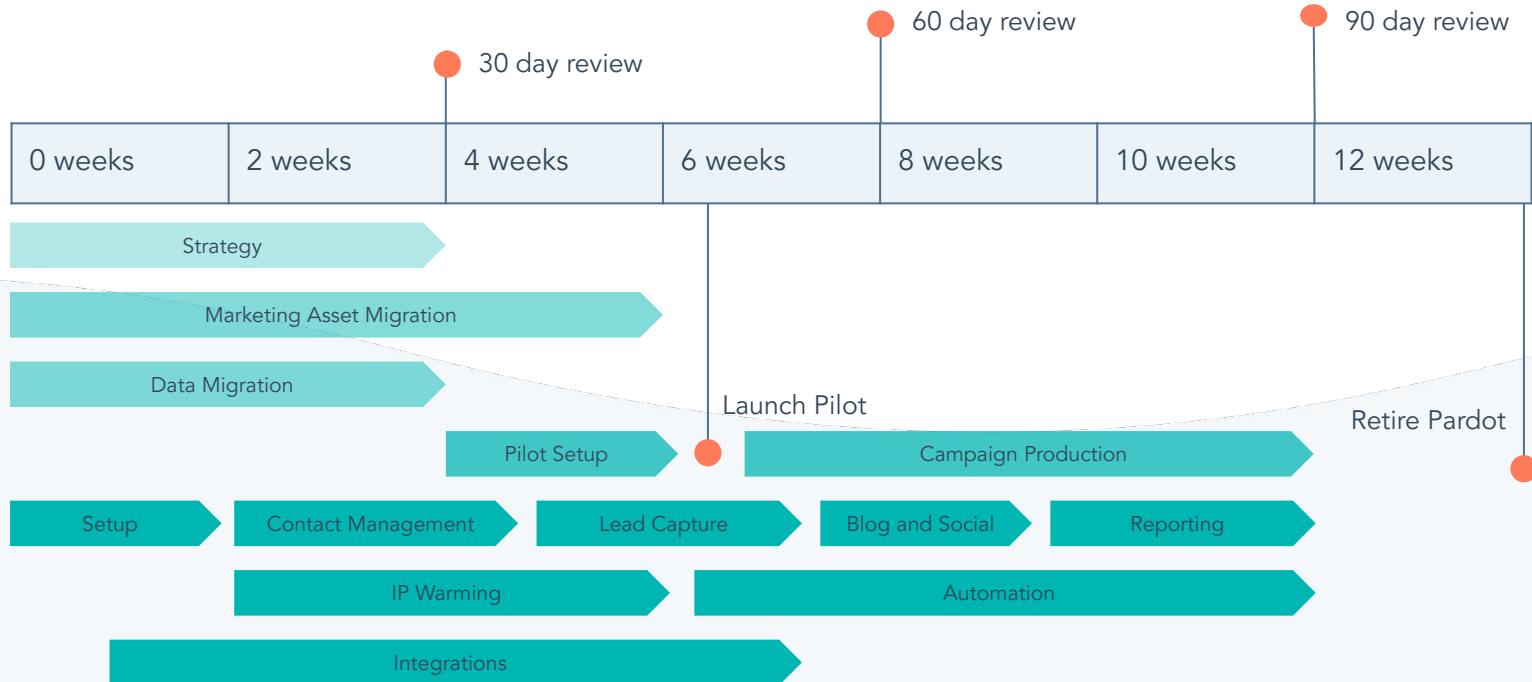
With Advanced Onboarding, each phase of your journey comes with an associated plan and timeline. Our team of senior consultants works with you and your team (or partners) to:

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

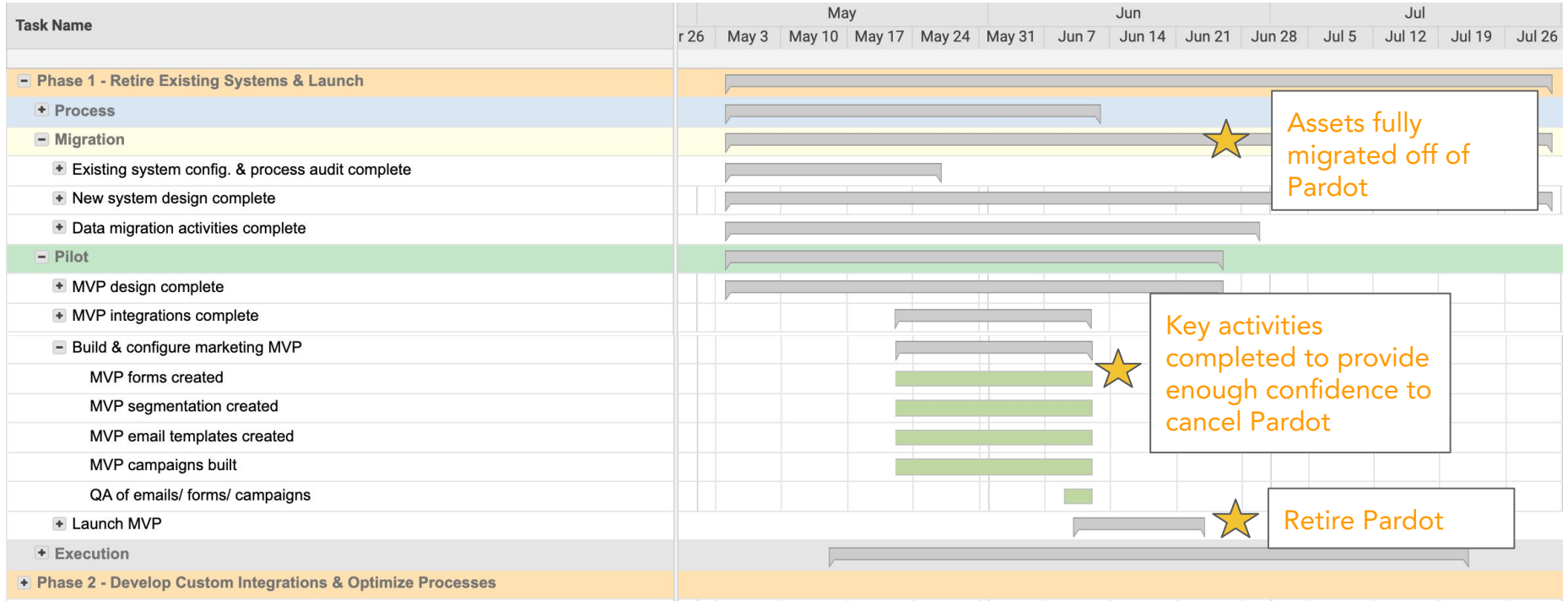


Onboarding Approach

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



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.



SEE ALSO:

[HubSpot Sales Hub vs
Salesforce](#)



Thank you

