



# Why choose Zoho CRM over HubSpot Sales Hub

## About Zoho CRM

Zoho CRM empowers a global network of over 250,000 businesses in 180 countries to convert more leads, engage with customers, and grow their business. Zoho CRM—with its broad coverage, advanced features, and intuitive UI—can go head-to-head against any other big brand name when it comes to technology and functionality.

For the last 15 years, we have invested extensively in product R&D, resulting in a mature, enterprise-grade software solution. We put security and privacy at the heart of everything we do. We offer flexible contracts, zero hidden costs, 24/7 enterprise support and also the fastest implementation in the enterprise CRM market. Thanks to Zoho CRM, businesses can now bring the very best of their customer-facing teams and deliver success.



[zoho.com/crm](https://zoho.com/crm)

# Does HubSpot have all that you need?

HubSpot Sales Hub is a good CRM for small businesses when they are just starting out. This is because it includes a range of basic functions required by SMBs, who may not be in a position to purchase a different tool for every process in their organization. But businesses grow fast, and soon they start requiring enterprise grade functionality, which is where HubSpot fails to deliver. HubSpot suffers from limited customization options, a lack of process automation capabilities, in-depth analytics, productivity enhancing artificial intelligence features, and developer platform functions.

Zoho CRM—with its broad coverage, advanced features, and intuitive UI—can go head-to head against HubSpot when it comes to technology and functionality. Zoho CRM's bottom-up approach—starting with serving the mid-market and steadily growing to now serve enterprise markets as well—has enabled us to carry forward our intuitive UI and user friendly experiences while still delivering all the in-depth functions needed by larger enterprises. Both CRM power users and people new to CRM software can be onboarded quickly to start using the platform effectively. For the last 15 years, Zoho CRM has invested extensively in product R&D, resulting in a mature, enterprise-grade software solution.



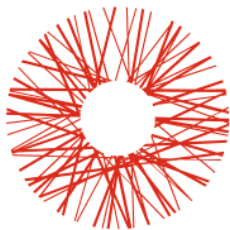
[zoho.com/crm](https://zoho.com/crm)

# Forbes

## Best CRM Software Of 2024

From all the vendors that were evaluated, we stood out for our wide range of features and robust customization capabilities. The editor believes that we deliver a range of features at a reasonable price, thereby delivering high value to our users.

## Nucleus Research - Leader CRM Technology Value Matrix



**NUCLEUS**  
RESEARCH

Nucleus Research creates the Value Matrix based on in-depth interviews with end users and customers, vendor participation, and extensive ROI assessments of technology deployments. Assessed within the context of the CRM market today, Zoho is placed as a leader in the 2024 CRM Technology Value Matrix.

## Visionary in 2023 Magic Quadrant™ for Sales Force Automation Platforms



Gartner named Zoho a Visionary in its 2023 Magic Quadrant for Sales Force Automation. Zoho CRM has been a consistent part of this Gartner MQ for several years, which we believe is thanks to the robust feature set, exceptional customer experience, and wide market presence.



## Gartner Peer Insights: Customer Choice Awards for B2B Marketing Automation Platform, 2024.



## Capterra - Top Performer in CRM Software Category, 2024

In 2024, Capterra crowned as the top performer in several categories, including CRM Software, Sales Force Automation Software, Lead Management Software, and more.



## CX Today - Winner, Best CRM Platform, 2024

### The Zoho CRM Family



**The sales teams now enjoy a better grip on their day-to-day activities which are planned centrally instead of being spread across various disparate tools/apps. Teams have also pivoted to a more formal method of reviews via Zoho. All in all, it has been a worthwhile investment.**



**Suresh Iyer**  
Chief Information Officer, Blue Star



**Zoho had all of the functionality that we could ever need, at a fraction of the cost of Salesforce. It felt much more intuitive, and I was sure we would be very happy moving forward with Zoho. In less than a year, The NetMen Corp has witnessed an increase of repeat customer sales from 20 percent up to 40 percent, as well as an overall increase in net income.**



**Ignacio Galarraga**  
CEO, The Netman Corp





## Zoho CRM vs HubSpot Sales Hub

Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Pricing (per user/ month)						
Billed Monthly	\$35	\$20	\$50	\$500 For 5 users	\$65	\$1500 For 10 users
Billed Annually	\$23	\$15	\$40	\$450 For 5 users	\$52	\$1500 For 10 users
Sales Force Automation						
Leads	✓	✓	✓	✓	✓	✓
Contacts	✓	✓	✓	✓	✓	✓
Accounts	✓	✓	✓	✓	✓	✓
Deals	✓	✓	✓	✓	✓	✓
Tasks, Events, Call Log, Notes	✓	✓	✓	✓	✓	✓
CRM Views	✓	✓	✓	✓	✓	✓
Sales Forecasting	✓	✓	✓	✓	✓	✓
BCC dropbox for email	✓	✓	✓	✓	✓	✓
Email insights	✓	✓	✓	✓	✓	✓
Macros	✓	✓	✓	✓	✓	✓
Multiple currencies	-	5 currencies	✓	30 currencies	✓	100 currencies
SalesSignals	✓		✓		✓	



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Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Custom signals			✓		✓	
Advanced filters	✓	✓	✓	✓	✓	✓
Scoring rules	20 rules/module		30 rules/module	✓	50 rules/module	✓
Assignment rules	✓	✓	✓	✓	✓	✓
Reminders	✓	✓	✓	✓	✓	✓
Email parser			✓		✓	
Email Association with Deals	✓	✓	✓	✓	✓	✓
Wizards			✓		✓	
Multiple Pipelines	✓	✓	✓	✓	✓	✓
Product Customisation						
Page Customisation	✓	✓	✓	✓	✓	✓
Rename tabs	✓	✓	✓	✓	✓	✓
Custom fields	✓	✓	✓	✓	✓	✓
Picklist history tracking			✓		✓	
Custom links	✓	✓	✓	✓	✓	✓
Web tabs			✓		✓	
Custom modules	✓	✓	✓	✓	✓	✓
Custom buttons			✓		✓	



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Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Sandbox			✓		✓	
Page layouts			✓		✓	
Canvas views			✓		✓	
Layout rules			✓		✓	
Validation rules	✓		✓		✓	
Subforms			✓		✓	
Translations			✓		✓	
Custom list views	Unlimited		Unlimited		Unlimited	
Tab groups	✓		✓		✓	
Automation & Process Management						
Workflow rules	✓	✓	✓	✓	✓	✓
Approval Process			✓		✓	
Schedules			✓		✓	
Review Process			✓		✓	
Webhooks	✓		✓		✓	✓
CommandCenter			✓		✓	
Blueprint	✓		✓	✓	✓	✓





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Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Prediction & Artificial Intelligence (ZIA)						
Lead Conversion Prediction			✓		✓	
Deal Closure Prediction			✓		✓	
Data Enrichment			✓		✓	
Zia Voice			✓		✓	
Zia Reminder			✓		✓	
Best time to contact			✓		✓	
Macro Suggestion			✓		✓	
Zia Intelligence for Automation	✓		✓		✓	
Prediction Builder			✓		✓	
Assignment Suggestions			✓		✓	
Workflow Suggestions			✓		✓	
AI for emails			✓		✓	
Image Validation			✓		✓	



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Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Reports						
Standard Reports	✓	✓	✓	✓	✓	✓
Custom Reports	✓	✓	✓	✓	✓	✓
Schedule Reports	✓		✓		✓	
Analytics						
Charts	✓	✓	✓	✓	✓	✓
KPIs	✓	✓	✓	✓	✓	✓
Funnels			✓		✓	
Target Meters		✓	✓	✓	✓	✓
Comparators		✓	✓		✓	
Cohorts			✓		✓	
Quadrants			✓		✓	
Wave charts			✓		✓	
Anomaly Detectors (Powered by Zia)			✓		✓	
Standard dashboards	✓	✓	✓	✓	✓	✓
Custom dashboards	✓	✓	✓	✓	✓	✓
Webform Analytics			✓		✓	



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Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Webform A/B Testing			✓		✓	
Analytics Mobile App	✓		✓		✓	
Workflow Reports			✓		✓	
<b>Social Media</b>						
Enrich data with Twitter profile	✓		✓		✓	
Enrich data with Facebook profile	✓		✓		✓	
Social tab	✓		✓		✓	
Automated lead generation from Social media	✓		✓		✓	
Social interaction from CRM	✓		✓		✓	
Social Lite*	✓		✓		✓	
<b>Marketing Automation</b>						
Email templates	✓	✓	✓	✓	✓	✓
Email opt-out	✓	✓	✓	✓	✓	✓
Website visitor tracking	✓		✓		✓	

\*Lite edition of Zoho Social bundled for free with paid Zoho CRM plans. For more information - visit <https://zoho.to/YRo>



## Zoho CRM vs HubSpot Sales Hub

Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Mass email	✓	✓	✓	✓	✓	✓
Email relay	✓	✓	✓	✓	✓	✓
Email Authentication	✓	✓	✓	✓	✓	✓
Marketing campaigns	✓	✓	✓	✓	✓	✓
Customer Segmentation			✓		✓	
Marketing attribution			✓		✓	
Auto-responders	✓	✓	✓	✓	✓	✓
Zoho CRM for Google Ads	✓		✓		✓	
<b>Web Forms</b>						
Web-to-lead form	✓	✓	✓	✓	✓	✓
Web-to-contact form	✓	✓	✓	✓	✓	✓
Web-to-case form	✓		✓		✓	



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Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Team Collaboration						
Gamescope	✓		✓		✓	
Calendar	✓	✓	✓	✓	✓	✓
Calendar sync through CalDAV	✓		✓		✓	
Calendar Booking	✓		✓		✓	
Status Updates	✓		✓		✓	
Direct Messages	✓		✓		✓	
Attach files to feeds	✓	✓	✓	✓	✓	✓
Follow-up rules	✓		✓		✓	
Groups for team collaboration	✓		✓		✓	
Tagging	✓		✓		✓	
Inventory Management						
Products	✓	✓	✓	✓	✓	✓
Price books	✓		✓		✓	
Sales quotes	✓	✓	✓	✓	✓	✓
Sales orders	✓	✓	✓	✓	✓	✓



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Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Invoices	✓	✓	✓	✓	✓	✓
Vendors	✓		✓		✓	
Purchase orders	✓	✓	✓	✓	✓	✓
Customer Support						
Cases	✓	✓	✓	✓	✓	✓
Solutions	✓		✓		✓	
Business hours	✓		✓		✓	
Case escalation rules			✓		✓	
User Portal						
Portals			✓		✓	
Document Library						
Folder sharing	✓	✓	✓	✓	✓	✓
Attach documents	✓	✓	✓	✓	✓	✓
File versioning	✓	✓	✓	✓	✓	✓
Reviews	✓		✓		✓	



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Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
<b>File Storage</b>						
Free storage/org	1 GB		1 GB		5 GB	
Free storage/user license	512 MB	3 GB	1 GB	10 GB	2 GB	15 GB
Additional file storage	\$4/month/5GB		\$4/month/5GB		\$4/month/5GB	
<b>Data Administration</b>						
Import data (records/batch)	✓	✓	✓	✓	✓	✓
Export module data	✓	✓	✓	✓	✓	✓
Free data backup	✓	✓	✓	✓	✓	✓
Additional data backup	\$5/request		\$5/request		\$5/request	
De-duplicate data	✓		✓		✓	
Import history	✓	✓	✓	✓	✓	✓
<b>Security Administration</b>						
Profiles	✓	✓	✓	✓	✓	✓
Organizational hierarchy (Roles)	✓	✓	✓	✓	✓	✓
Reporting Hierarchy			✓	✓	✓	✓
Field-level security	✓	✓	✓	✓	✓	✓



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Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Data Encryption	✓	✓	✓	✓	✓	✓
Territory management		✓	✓	✓	✓	✓
Audit logs	✓		✓		✓	✓
Allowed IPs	✓	✓	✓	✓	✓	✓
GDPR Compliance	✓	✓	✓	✓	✓	✓
<b>Developer Tools</b>						
Mobile SDK			✓		✓	
Web Apps SDK			✓		✓	
Widgets			✓		✓	
Connections			✓		✓	
API	✓	✓	✓	✓	✓	✓
<b>Integration with Microsoft</b>						
Microsoft Outlook Plugin	✓	✓	✓	✓	✓	✓
Microsoft 365 Plugin	✓	✓	✓	✓	✓	✓





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Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Integration with Google Workspace						
Zoho CRM contextual gadget for Gmail	✓		✓		✓	
Export events to Google Calendar	✓	✓	✓	✓	✓	✓
Export to Google Tasks	✓		✓		✓	
Zoho CRM web forms for Google Sites	✓		✓		✓	
Sync Google Calendar	✓	✓	✓	✓	✓	✓
Sync Google Contact	✓	✓	✓	✓	✓	✓

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Zoho CRM is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

[www.zoho.com/crm](http://www.zoho.com/crm)

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