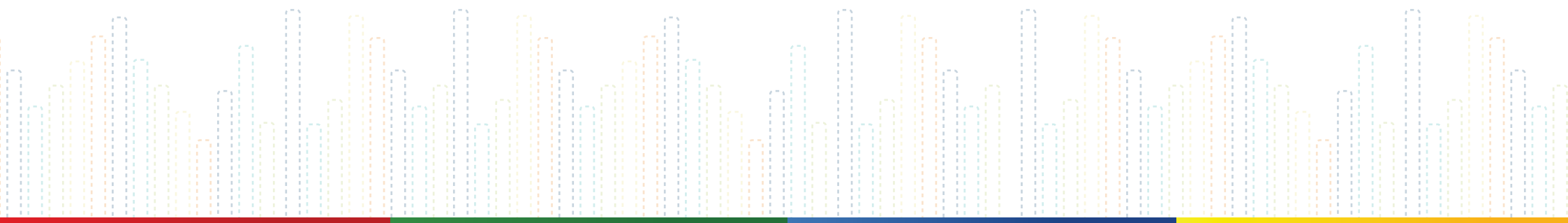




Why Choose Zoho CRM over Hubspot

The two terms that exemplify Zoho CRM are "feature-rich" and "pocket-friendly". Advanced features like Lead and Deal Prediction, Data Enrichment, and Best Time to Contact are powered by our in-house Artificial Intelligence tool, Zia, which has been built to help you sell smarter, better, and faster. You can easily customize the system to work alongside your business and suit your specific needs. With Zoho CRM's endless customization options, creating custom modules and fields is easier than ever. Zoho also provides powerful CRM Analytics with advanced Anomaly Detection. With Zoho CRM, you can enjoy the software for as long as you need it, with no hidden charges or special pricing.





Zoho CRM vs Hubspot

Edition Comparison

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Pricing	Free	Free	\$12 Per user/month billed annually \$18 month-to-month	\$50/month (1 User included) [Add-ons include 1) Reports - \$200/month and 2) API - \$500/month]	\$35 Per user/month billed annually \$45 month-to-month	\$400/month (5 users included) [Add-ons include 1) Reports - \$200/month and 2) API - \$500/month]
Maximum no.of users	3 users	No upper limit	No upper limit	No upper limit	No upper limit	No upper limit
Data storage (leads,contacts, etc.)	25000 records	1 million contacts and companies	100,000 records	1 million contacts and companies	Unlimited	1 million contacts and companies
File storage (DOC, PDF, etc.)	1 GB	5 docs/user/month	1 GB/org + 512 MB/user	100 docs/user/month	1 GB/org + 1GB/user	1000 docs/user/month
Classic Support (FREE)	Email Support only	-	Yes (8 x 5 Phone and Chat)	✓	Yes (8 x 5 Phone and Chat)	✓
Premium Support	-	-	Yes (20% of license fee, 24 x 5 Phone and Chat support)	-	Yes (20% of license fee, 24 x 5 Phone and Chat support)	-

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Enterprise Support	-	-	Yes (25% of license fee, 24 x 7 Phone and Chat support)	-	Yes (25% of license fee, 24 x 7 Phone and Chat support)	-
Dedicated Customer Relationship Manager	-	-	Yes (With Enterprise Support)	-	Yes (With Enterprise Support)	-
Sales automation						
Leads	✓	✓	✓	✓	✓	✓
Accounts	✓	✓	✓	✓	✓	✓
Contacts	✓	✓	✓	✓	✓	✓
Opportunities	✓	✓	✓	✓	✓	✓
Tasks, call logs, calendar, notes	✓	✓	✓	✓	✓	✓
Feeds, Team Collaboration,	✓	-	✓	-	✓	✓
CRM view	✓	-	✓	-	✓	✓
Blueprint	-	-	-	-	Yes - 3 Blueprints (Includes the default Blueprints)	✓
SalesSignals	-	-	-	-	✓	✓
Advanced Filters	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Macros	-	-	-	-	✓	✓
Scoring rules	-	-	10/module	-	30/module	(*)
Sales Forecasts	-	✓	✓	✓	✓	✓
Product catalogue	✓	-	✓	-	✓	-
Competitor tracking	-	-	✓	-	✓	-
GameScope	-	-	-	-	✓	-
BCC dropbox for email	-	✓	-	✓	✓	✓
Calendar sync via CalDAV	-	-	✓	-	✓	-
Email insights	-	-	✓	✓	✓	✓
Lead Assignment Rules	-	-	-	-	20 rules & 50 rule entries	✓
Social						
User level FB & Twitter	✓	(*)	✓	(*)	✓	(*)
Social Tab (Fb, Twitter, Google Plus)	-	(*)	-	(*)	✓	(*)
Capture Leads from Facebook, Twitter	-	(*)	-	(*)	✓	(*)
Social Interactions with Leads/Contacts	-	(*)	-	(*)	✓	(*)

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Artificial Intelligence						
Lead and Deal prediction	-	-	-	-	✓	-
Email Sentiment	-	-	-	-	-	-
Best time to contact	-	-	-	-	✓	-
Zia Reminder (based on Best time to contact)	-	-	-	-	✓	-
Data enrichment	-	-	-	-	Y (Extension \$)	✓
Zia Voice	-	-	-	-	10	-
Marketing Automation						
Web to lead capture	✓	(*)	✓	(*)	✓	(*)
Website visitor tracking	-	(*)	\$	(*)	\$	(*)
Campaigns	✓	(*)	✓	(*)	✓	(*)
Mass email	-	Yes (limited to 200 recently opened emails)	Yes (Note: Includes response tracking & limited options under advanced filters.)	✓	✓	✓
Email templates (HTML/Plain-text)	10	5/account	100	1000/account	Unlimited	1000/account

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Mass email	-	-	250/DAY	✓	1000/DAY	✓
Auto responders	-	(*)	-	(*)	3	(*)
Integration with Google Adwords	-	(*)	-	(*)	✓	(*)
Document Management						
Documents Storage (Max storage - 5GB)	✓	✓	✓	✓	✓	✓
Data backup	\$10/request	✓	2 data backups/ month (\$10/request)	✓	2 data backups/ month (\$10/request)	✓
Notes & file attachment	✓	✓	✓	✓	✓	✓
Folders search	✓	✓		✓	✓	✓
Customer Support						
Cases	-	-	-	-	✓	-
Case assignment rules	-	-	-	-	20 rules and 50 rule entries	-
Case escalation rules	-	-	-	-	✓	-
Solutions (knowledge base)	-	✓	-	✓	✓	✓

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Portals	-	-	-	-	Yes (First portal user type creation is free and upto 10k client users can be invited for free. Creation of more than one portal user type will include pricing)	-
Inventory Management	-	-	-	-	✓	-
Sales quotes	-	-	-	-	✓	-
Sales orders	-	-	-	-	✓	-
Purchase orders	-	-	-	-	✓	-
Invoices	-	-	-	-	✓	-
Products	-	-	-	-	✓	-
Price books	-	-	-	-	✓	-
Vendors	-	-	-	-	✓	-
Integrated procurement fulfillment	-	-	-	-	✓	-
Analytics						
Standard reports	✓	Yes (Canned reports)	✓	Yes (Canned reports and sales productivity reports)	✓	✓

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Custom reports	-	\$200/month	100 reports	\$200/month	Unlimited	\$200/month
Report scheduler	-	\$200/month	20 schedulers/user Maximum 100 schedulers/day for Org.	-	✓	✓
Standard dashboards	-	Yes (1)	✓	Yes (1)	✓	Yes (2)
Custom dashboards	-	\$200/month	10	\$200/month	Unlimited	\$200/month
Anomaly Detection (Powered by Zia)	-	-	-	-	10 Detectors	-
Advanced CRM analytics	-	-	✓	-	✓	-
Product Customization						
Home page customization	✓	-	✓	-	✓	-
Page Layouts	-	-	-	-	3/module	-
Layout Rules (conditional layouts)	-	-	-	-	10/layout	-
Validation Rules	-	-	-	-	10/layout	-
Sub Forms	-	-	-	-	2/module	-
Translations	-	-	-	✓	-	✓
Layout editor	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Rename tabs	✓	✓	✓	✓	✓	✓
Multi-select Lookup Fields	-	-	-	-	2	-
M: N relationship	-	-	-	✓	✓	✓
Copy customization	-	-	✓	-	✓	✓
Custom fields	-	✓	10 fields/module	✓	310 fields/module (Note: Activities module has only 230 fields)	✓
Custom formula fields	-	✓	-	✓	15 fields/module	✓
Custom links	-	-	-	-	10 links/module	-
Custom modules	-	-	-	-	50	-
Custom buttons	-	Using API	-	Using API	50	Using API
Custom related lists	-	-	-	-	5/module	-
Tab groups	-	-	10	-	25	-
Web tabs	-	-	-	-	25	-
Security Administration						
Profiles	2	✓	5	✓	25	✓

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Roles	2	✓	5	✓	250	✓
Field level security	-	✓	-	✓	✓	✓
Data sharing rules	-	✓	-	✓	15	✓
Group level security	-	✓	✓	✓	✓	✓
Record level sharing	-	✓	-	✓	✓	✓
Territory management	-	✓	-	✓	150	✓
Data Security by Encryption (EAR)	-	-	-	-	5	-
CRM Analytics						
Chart	✓	-	✓	-	✓	-
KPI	-	-	✓	-	✓	-
Funnel Analytics	-	-	-	-	✓	-
Target	-	-	-	-	✓	-
Comparator	-	-	-	-	✓	-
Anomaly Detection (Powered by Zia)	-	-	-	-	✓	-

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Workflow Management						
Workflow rules	1 rule/module	-	6 rules/module 5 conditions/rule	-	50 rules/module 10 conditions/rule	✓
Workflow alerts	5/action	-	5/action	-	(No. of Users *200) or 10,000	✓
Workflow tasks	5 tasks/action	-	5 tasks/action	-	5 tasks/action	✓
Workflow field updates	-	-	-	-	3 field updates/ action	✓
Workflow approval	-	-	-	-	10	-
Workflow Insights	-	-	-	-	✓	✓
Workflow Notification by Zia	-	-	-	-	-	-
Webhooks	-	-	-	-	1/action 20000 calls/day or 500 calls per user license for the org. (whichever is lower)	✓
Schedules	-	-	-	-	✓	✓
Time-based actions	5/rule	-	5/rule	-	5/rule	-
Custom function via Deluge script	-	-	-	-	1 Instant Action and 5 Scheduled actions per Rule	-
Workflow Multiple Condition	-	-	5 conditions/rule	-	10 conditions/rule	-

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Mobile						
iOS	✓	✓	✓	✓	✓	✓
Android	✓	✓	✓	✓	✓	✓
Mobile SDK	-	-	-	-	✓	-
Globalization						
Multi-currency	-	✓	✓	✓	✓	✓
Multi-language support	✓	✓	✓	✓	✓	✓
Time zone	✓	✓	✓	✓	✓	✓
Number, date, and calendar formats	✓	✓	✓	✓	✓	✓
Add-ons & Integrations						
Plug-in for Microsoft Outlook	-	✓	-	✓	✓	✓
Plug-in for Microsoft Office	-	✓	-	✓	✓	✓
Office 365 Integration	-	✓	✓	✓	✓	✓
Email integration (POP/IMAP)	-	✓	-	✓	✓	✓
Gmail integration	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Free	Hubspot - Free	Zoho CRM Standard	Hubspot - Starter	Zoho CRM Enterprise	Hubspot - Professional
Google apps integration	✓	✓	✓	✓	✓	✓
Slack Integration	-	-	✓	-	✓	-
CTI– Hosted PBX systems	-	Upto 15 minutes of calling/user/month	✓	Upto 200 minutes of calling/user/month	✓	Upto 500 minutes of calling/user/month
CTI– On-Premise PBX systems	-	Upto 15 minutes of calling/user/month	✓	Upto 200 minutes of calling/user/month	✓	Upto 500 minutes of calling/user/month
Developers						
Catalyst	-	-	-	-	✓	-
Web services API	-	\$500/month	Max: 5000 calls/day Min: 2000 calls/day	\$500/month	Max: 25000 calls/day Min: 4000 calls/day	\$500/month
Third-party Applications Integration	-	✓	✓	✓	✓	✓

\$ Indicates that the feature is available as a paid add-on.











- Indicates the feature isn't available in this version.

✓ Indicates the feature is available in this plan.



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