

HUBSPOT VS. KLAVIYO: WHICH MARKETING AUTOMATION SYSTEM IS RIGHT FOR YOU?



	HUBSPOT FREE TOOLS <i>(Marketing Free & CRM)</i>	HUBSPOT PRO	KLAVIYO
WHO IS IT BEST FOR?	Small B2B companies	Small to mid-size B2B companies	eCommerce companies
PRIMARY FUNCTION	Lead management Lead generation	Lead management Lead generation Lead nurturing	Email nurturing
USER INTERFACE	Intuitive with clear navigation and contextual information about use of the tool integrated within the interface.		Intuitive with clear navigation, however, lacking contextual information about use of the tool within the interface (i.e., must navigate outside the tool for help instructions).
LEARNING CURVE	The limited number of features lends itself to relatively quick mastery of the system.	Relatively easy to get started with the basics, however, the sheer magnitude of features means it takes more time and training to become adequate at using, let alone mastering them all.	After a somewhat steep initial learning curve (due to the lack of contextual help cues), the limited number of features are easy to master with repetition rather quickly.
FLEXIBILITY	Limited due to the scope of features included.	High	Limited due to focused nature of platform
FEATURES	<p>Marketing:</p> <ul style="list-style-type: none"> Contact forms Lead capture pop-up forms Contact database Traffic & conversion analytics <p>CRM:</p> <ul style="list-style-type: none"> Contact & company insights Contact management-Deals Tasks Meeting scheduling (limited) Email scheduling 	<ul style="list-style-type: none"> All HubSpot Free features Blog & content creation tools Content optimization Email marketing Custom templates Advanced segmentation Social media tools Lead management Contact & company insights Analytics dashboard Attribution reporting Goal based nurturing Custom workflows Smart content User roles A/B testing CTAs & emails Personalized content Predictive lead scoring Landing pages Mobile optimization SEO & content Strategy Facebook advertising 	<ul style="list-style-type: none"> Custom templates Advanced segmentation Facebook advertising Real-time tracking A/B testing emails Abandon cart series Welcome emails Autoresponders Email throttling Custom workflows
NATIVE INTEGRATION	<ul style="list-style-type: none"> MailChimp WordPress Weebly Drupal Shopify Magento Gmail & Outlook 	<ul style="list-style-type: none"> Salesforce Wistia GoToWebinar SurveyMonkey Zapier WordPress HubSpot Sales Google Calendar HubSpot Sales Calling Eventbrite UberConference Google Chrome Facebook Ads eCommerce Websites for \$50-\$100/mo (Magento, BigCommerce, Shopify, Custom integrations) 	<ul style="list-style-type: none"> eCommerce websites (Magento, Shopify, WooCommerce, Bigcommerce, Volusion, Spree)
OPEN API	Yes	Yes	Yes
CUSTOMER SUPPORT	<ul style="list-style-type: none"> Community forum 	<ul style="list-style-type: none"> Help documentation & training Phone & email support Community forum <p>*Premium support packages (additional cost)</p>	<ul style="list-style-type: none"> Help documentation Email support Live chat during business hours <p>*Dedicated agent (large accounts only)</p>
LEARNING RESOURCES	Extensive including local user groups, certification system, community forum, idea center, resource center, and blog		Limited featuring a help documentation center and daily webinars and Q&A sessions during business hours
USER-BASE	23,000 customers		4,000 customers
BASE PRICE	\$0	\$800 per month	\$25 per month
PRICING STRUCTURE	Free – limited	Base price (1,000 contacts)+ 50/mo per 1,000 additional contacts, additional cost for website and reporting add ons	Base price (400 contacts) +25/mo per 600 additional contacts *up to 45,000 contacts
SET UP/ ONBOARDING FEE	None	\$3,000	None
CONTRACTS & BILLING	Not applicable	Annual contract required, billed annually	No contract needed, billed monthly
G2 CROWD RATING	4.4/5stars (1606 reviews)		4.5/5 stars (74 reviews)
MARKETERS TAKE AWAY	Great option for a company looking to get started with lead generation at no cost.	Great for small teams looking to optimize their workload and deliver better results with limited human capital.	Perfect for email heavy eCommerce companies looking for email attribution reporting and micro-segmentation based on store activities.

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