

HubSpot for Marketers

vs Salesforce Marketing Cloud Engagement

Why Choose HubSpot?



Launch & Iterate Quickly

Generate, personalize, and repurpose content across email, SMS, web, social, ads, podcast, video, and more using AI - all consistent with your brand voice.



Uplevel Your Personalization

Use AI to build segments with your marketing, CRM, and web visitor data. Generate content variations, analyze segment performance, and map customer journeys with ease.



Get the Support You Need

Access 24/7 support via email, chat, and phone. Plus, get dedicated onboarding, training, community, and customer success resources - no add-ons required.

See Business Results, Fast

+134%

Web traffic¹

+133%

Inbound leads¹

	HubSpot	salesforce
Email Marketing	✓	✓
SMS Marketing	\$\$\$	\$\$\$
WhatsApp Marketing	✓	✓
Forms	✓	✓
Landing Pages	✓	✓
Drag & Drop Website Builder	✓	X
SEO Recommendations	✓	X
Memberships & Members Blogs	✓	X
Video Editor	✓	X
Podcast Hosting	✓	X
Social Media Management	✓	X
Ad Management	✓	X
Site Chat	✓	X
Messaging & Shared Inbox	✓	X
AI Multi-Channel Campaign Builder	✓	✓
Automation	✓	✓
AI-Powered Segmentation	✓	✓
Segment Performance Analytics	✓	\$\$\$
Lead Scoring	✓	✓
ABM Tools	✓	X
AI Customer Agent ²	✓	X
AI Content Generation	✓	✓
AI Content Remix	✓	X
AI Content Translation	✓	X
AI Assistant/Copilot	✓	✓
A/B Testing	✓	✓
Adaptive Page Testing	✓	X
Dynamic Content Personalization	✓	✓
Custom Reports & Dashboards	✓	\$\$\$
Web Traffic Analytics	✓	X
Multi-Touch Revenue Attribution	✓	X
Customer Journey Analytics	✓	X

HubSpot for Marketers Enterprise vs Salesforce Marketing Cloud Engagement Enterprise shown

1. [Source](#), 2. May incur additional charges, see [here](#) for more details

“Building landing pages was more technical in Salesforce than we could have imagined and beyond the capability of my team. We needed an outside developer to hard code them... HubSpot has removed the barrier for our smaller teams and brands that don't necessarily have the technical expertise on staff.”

Elise Gabriele
Director of Digital Marketing Operations at [SANDOW Design Group](#)

Meets Requirements	8.5	8.3
Ease of Use	8.6	7.7
Ease of Setup	8.1	7.3
Ease of Admin	8.5	7.5
Quality of Support	8.7	7.7

Based on [G2 reviews](#) as of 08/2025