Fieldread

OCTOBER 9, 2026

COMPETITIVE INTELLIGENCE REPORT

HubSpot

HubSpot offers a two-user free CRM and shared database, but reports flag rising contact, seat and tier costs.

TOP COMPLAINT

71 of 627 records

Too expensive overall

TOP STRENGTH

60 of 627 records

Easy and intuitive

ENTRY PRICE

$7/mo

HubSpot Marketing Hub Starter, billed annually

Based on 413 review-site excerpts, 94 G2 reviews, 66 forum and social posts, 40 articles and reviews by third parties, and 14 Trustpilot excerpts, plus HubSpot's own pages. Evidence collected October 9, 2026.

Prepared by Fieldread · fieldread.co

Executive summary

HubSpot offers a two-user free CRM and shared database, but reports flag rising contact, seat and tier costs. [1-8, 20]

HIGH THREAT HubSpot pairs a free CRM for up to two users with an all-in-one platform, and one reviewer found it much easier to learn than Zoho CRM [13, 16, 20].

WHERE HUBSPOT IS EXPOSED

- Contact, seat and tier costs can climb; one team reports leaving an underused HubSpot contract over cost. [1-4]
- Marketing Hub Professional and Enterprise carry required onboarding fees, and cancellation complaints about annual terms recur. [5-8]
- Reviewers find reporting and attribution limited, with one citing less granular reporting than Salesforce and another saying meaningful attribution needs a pricier setup. [9-12]

WHERE HUBSPOT IS STRONG

- One reviewer found HubSpot easier to learn than Zoho CRM, and a competing vendor's article author found it easier to start with than Salesforce. [13-15]
- One contact database serves marketing, sales and service, which reviewers value as a single source of truth. [16-19]
- One reviewer calls the two-user free CRM usable rather than a trial; third-party articles echo that assessment. [20-23]

KEY FINDINGS

- **Pricing complaints are heavy.** Reviewers call HubSpot expensive, a web excerpt criticizes the Starter-to-Professional step, and one reviewer says it is worth the price [24-26].
- **Hard-to-exit contracts draw harsh complaints.** One 1-star review says there is no getting out of a contract, and web excerpts describe automatic 12-month renewals and billing for remaining months [27-29].
- **Reporting frustrates even satisfied users.** Two 4-star reviews cite limited reporting or attribution, and the pricing page lists multi-touch attribution only on the Enterprise card [5, 9, 10].
- **Urgent support can be hard to reach.** One 5-star review says urgent support has been challenging, and one article says live channels are limited to Professional and Enterprise [30, 31].

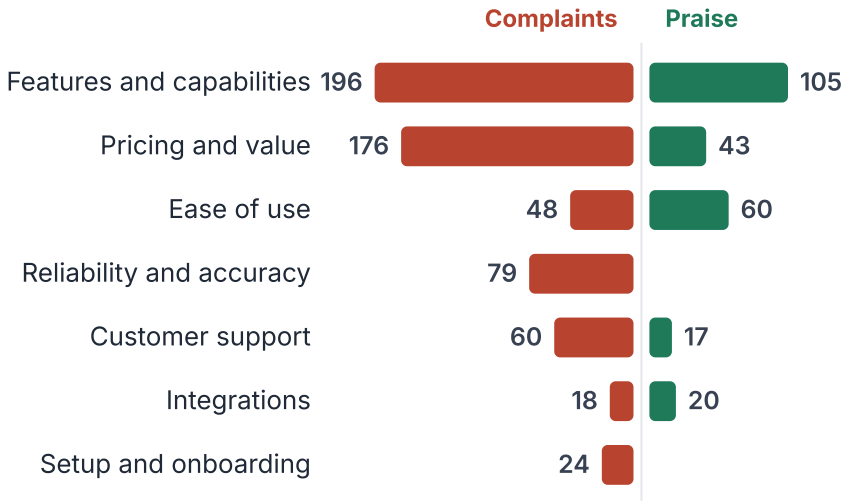
The collected evidence comprises 627 relevant records, including 476 first-hand accounts: 292 full reviews, 216 search excerpts, 26 search summaries, 53 discussion posts and 40 articles.

WHAT TO DO FIRST

1. Publish a cost-at-scale comparison covering HubSpot contact tiers, seat charges, onboarding fees and the Starter-to-Professional gap. product marketing, within 30 days
2. Ask HubSpot prospects early about reporting, attribution and advanced automation needs that sit in higher HubSpot tiers. sales, within 30 days
3. Offer flexible contract and exit terms, contrasting them with HubSpot's annual-commitment plans. executive team, within 90 days

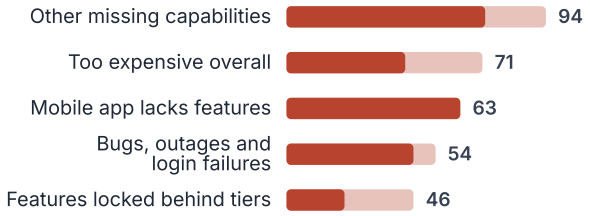
HubSpot at a glance

COMPLAINTS AND PRAISE BY PRODUCT AREA



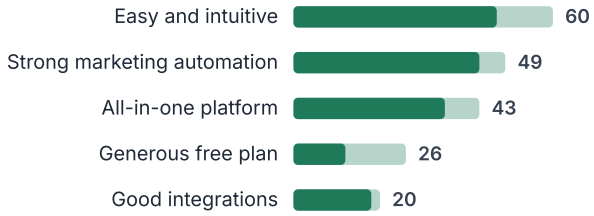
Distinct records with a complaint (left) or praise (right) about each area, out of 627 relevant records.

TOP COMPLAINTS



Records per theme; the solid part is first-hand accounts.

TOP STRENGTHS



Records per theme; the solid part is first-hand accounts.

G2 RATINGS

4.40

average of 100 recent reviews

73%

marked incentivized by G2

The 100 most recent G2 reviews (September 17, 2026 to October 8, 2026).

ENTRY PRICE

$7/mo

HubSpot, Marketing Hub Starter, billed annually

Cheapest paid plan on each live pricing page, HubSpot read October 9, 2026. HubSpot free option: Free plan at $0/mo for up to 2 users, no credit card required.

How to read confidence. High: at least 8 records from 2 or more source types, 5 of them full first-hand accounts. Moderate: 3 or more records. Low: one or two records, or an inference. Superscript numbers open the source.

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1 Who HubSpot is

> **Bottom line:** HubSpot is a broad, established customer platform that brings buyers in through a free CRM and earns more as they move up its paid tiers. A company competing with it should expect to face one or two of its hubs plus the pull of the shared customer database underneath them.

HubSpot describes its Customer Platform as an agentic platform with marketing, sales, customer service, content, data and revenue software, and calls its Smart CRM AI-powered [32, 33]. HubSpot offers a free CRM alongside its marketing, sales, service, content, data and revenue software [34]. HubSpot packages its software as product lines it calls hubs, such as Marketing Hub, Sales Hub, Service Hub, Content Hub and Data Hub [20]. It sells these hubs separately or bundled as the Starter Customer Platform [20]. Its homepage and pricing page address startups, small businesses and enterprises, along with the marketing, sales and service teams inside them [5, 32].

	HubSpot
How it describes itself	HubSpot is an AI-powered customer platform that unites marketing, sales, service, content, data and payments software around a single CRM and customer data set.
Category	CRM and customer platform
Sells to	Startups and small businesses; Enterprises; Marketing teams
Pricing model	Tiered per-seat and per-hub subscriptions (Free, Starter, Professional, Enterprise) with HubSpot Credits for AI features and required one-time onboarding fees on Professional and Enterprise[5]
Entry price	$7 per month (Marketing Hub Starter, billed annually)[5]
Free option	Free plan at $0/mo for up to 2 users, no credit card required
Evidence in this report	627 relevant records, 476 of them first-hand, including 100 G2 reviews

HubSpot enters accounts for free and charges more as they grow

HubSpot's Marketing Hub pricing page lists Free, Starter, Professional and Enterprise tiers, with Starter priced per seat and Professional including three core seats [5]. A seat is one paid user license. The free plan covers up to two users and asks for no credit card [5, 20]. Paid tiers include an allowance of HubSpot

Credits, a usage currency that AI features consume, and customers can buy more credits in packs or pay as they go [5].

Professional and Enterprise each carry a required one-time onboarding fee billed on top of the subscription [5]. The fee amounts and the plan-by-plan details are covered in Product and pricing. The pricing page also lists AI agents, including a customer agent that answers questions across chat, email, forms and calling, and an Agent Builder for creating custom agents [5]. HubSpot also sells a separate AEO plan, which tracks how a brand appears in ChatGPT, Gemini and Perplexity [5, 35].

This model lets HubSpot enter an account at no cost. It can then grow revenue through extra seats, credits and tier upgrades, with higher tiers including larger marketing-contact allowances [5]. A rival that sells a single tool will likely meet HubSpot twice: at the free tier when the buyer starts, and again when the buyer needs more than the lower tiers include.

Review volume points to a well-established vendor

The volume of customer writing about HubSpot suggests a mature, widely used product. This report collected 627 relevant records about HubSpot, and 476 of them are first-hand accounts from users. App Store reviews in the set run from December 2018 to October 2026, so customers have been writing about the product for years. All 100 G2 reviews collected were posted between September 17 and October 8, 2026, about three weeks.

Those G2 reviews split evenly between company sizes at the small and middle end. There are 44 from small businesses with 50 or fewer employees and 44 from mid-market companies with 51 to 1,000 employees. Only 11 come from enterprises with more than 1,000 employees. The 100 reviews average 4.40 stars. What this evidence does not establish explains the limits of this G2 sample.

For a competing company, the size split matters more than the star average. In this sample, 88 of the 100 G2 reviewers work at companies with 1,000 or fewer employees. That makes small and mid-market companies the segments where this evidence documents HubSpot's user base. The evidence does not measure market share, revenue or customer counts, so this report does not size HubSpot's market position.

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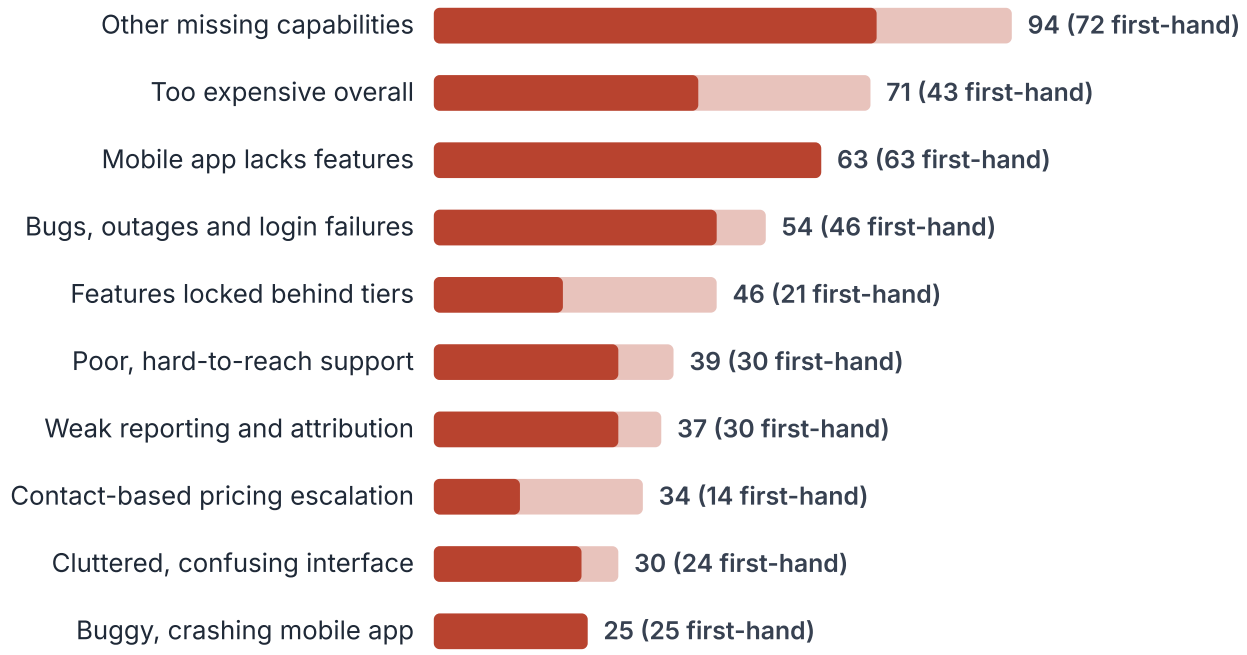
2 Where customers struggle with HubSpot

> **Bottom line:** Many of HubSpot's complaints arise after the purchase: annual contracts that are hard to exit, support that is hard to reach, attribution that needs a pricier setup, and workflows that lag [7, 10, 36, 37]. A competitor gains ground by making contract terms, support access and reporting depth explicit early in the deal.

Pricing draws the largest volume of complaints of any product area, and Product and pricing covers it. The largest single complaint theme collects assorted missing capabilities, such as bundled permissions and limited email building [49, 50]. The table at the end of this section summarizes that theme. The

complaints that weigh most on a buying decision concern operating and leaving the product: reliability, support access, reporting depth and contract exit. The first chart below ranks the complaint themes. The second chart shows reliability with 54 complaint records, including glitches with email tracking and workflow delays [36, 51]. Learning-curve complaints also appear, including one review that calls HubSpot hard to learn and another that calls advanced workflows steep [43, 52].

Figure 1. The complaints that recur most in the collected evidence



Distinct records that mention each theme. Base: 627 relevant records about HubSpot. A record can mention several themes. These counts describe what is public and collectable, not how common each experience is among all customers.

Workflow delays and sign-in friction disrupt daily use

High confidence · 54 records, 46 first-hand · September 2018 to October 2026 · 16 of 44 dated records in the last 12 months

Reliability complaints describe friction in daily operation more than large outages. Reviewers report frustrating login and two-factor authentication steps [53], frequent sign-outs [54] and screens that load slowly [55]. One G2 reviewer at a small business says email integration disconnects staff and that email tracking "stops working fairly often" [51]. Another Capterra reviewer says changes to workflows and lists can be slow to implement because so much data lives in the platform [56]. That reviewer's explanation is the only account of a cause in the evidence. One Capterra reviewer described automation failures this way:

> *The Workflows does not always work; there are delays, and almost every week, there's an issue with something.*
>
> Capterra · September 2026[36]

The theme draws on Capterra search excerpts describing bugs that disrupt operations and frequent sign-outs [54, 57]. The reviews that carry a star rating average 1.8 stars, so reliability problems coincide with sharply negative verdicts. The evidence also contains a fair counterpoint: one Capterra reviewer calls glitches infrequent [58]. A third-party status tracker shows a user report that HubSpot would not load in several browsers [59]. No status-page incident data was collected, so this report cannot say how often HubSpot has outages.

What this means for the reader: Do not claim better uptime than HubSpot unless your own status history proves it. In discovery, ask prospects who run HubSpot workflows whether automations fire on time and how often email tracking breaks. Show your own workflow run logs and public status history during the evaluation.

Live help is hard to reach for urgent and billing problems

High confidence · 39 records, 30 first-hand · April 2013 to October 2026 · 19 of 32 dated records in the last 12 months

Customers describe support that answers slowly or not at all when problems matter most. A G2 reviewer at a small business says "obtaining support for urgent matters has been challenging" [30]. A mid-market G2 reviewer finds the support bot unhelpful and prefers a live agent [60]. A Trustpilot excerpt describes customer service that remained "unresponsive and unhelpful when critical issues arose" [61]. One App Store reviewer calls customer service horrible and advises staying on the free plan [62]. Billing contact is a specific pain point, as one Better Business Bureau complaint shows:

> *I have been unable to get in touch with anyone in the billing department...*
>
> Web (search excerpt) · page dated April 14, 2026[37]

A blog post and a LinkedIn post with matching text say customer success felt procedural and defensive [63, 64]. Third-party articles explain part of the pattern through plan gating. A technology review site says the free plan has no telephone support [65]. An article by a rival CRM vendor says free users get community help and phone support starts on paid tiers [66]. One third-party article says live phone, email and chat support is limited to Professional and Enterprise [31]. These accounts disagree on whether Starter includes live support, and the HubSpot pricing facts collected for this report do not list support channels by plan.

The theme is carried mostly by App Store reviews and Trustpilot excerpts, and its rated reviews average 1.8 stars. HubSpot also earns real support praise: G2 reviewers call support quick and always

available [67, 68]. One LinkedIn commenter describes a responsive customer success manager [69]. The pattern points to uneven access by plan and by issue type rather than uniformly poor service.

What this means for the reader: Publish support response commitments for each paid plan, including billing questions. Ask prospects how long they waited for help on their last urgent HubSpot issue and who answered their last billing question.

Reporting and attribution feel rigid even to satisfied users

High confidence · 37 records, 30 first-hand · April 2013 to October 2026 · 25 of 33 dated records in the last 12 months

Reporting complaints come from users who otherwise like HubSpot: the rated reviews in this theme average 4.2 stars. One G2 reviewer describes free-tier reporting as "basic" and focused on vanity metrics [70]. They say cross-object reports "often" take workarounds [9] and that lists cannot be built from people who clicked specific email links [71]. A sales leader on GetApp says sequences cannot be sorted by opens or clicks [72]. One third-party article says rigid reporting usually means exporting to a spreadsheet or paying for a third-party business intelligence tool [73]. A Capterra reviewer tells B2B and SaaS companies to "FORGET it" and calls the paid reporting add-on poor value [74]. Attribution draws the most pointed complaint, from a mid-market G2 reviewer:

> *...for attribution, we would need to choose a significantly more expensive setup...*
>
> mid-size company, 51 to 1000 employees · G2 review · rated 4 of 5 · October 2, 2026[10]

Small-business and mid-market reviewers carry the G2 records that state a company size, with only one enterprise reviewer. Tier placement explains much of the complaint. A third-party review says reporting is limited on lower tiers [75], and the pricing page lists multi-touch revenue attribution in Enterprise [5] (see Product and pricing). Positioning and messaging covers reviewers' comparisons with Salesforce on reporting granularity. One LinkedIn author says a custom-built system already produces better reporting than HubSpot did [76].

What this means for the reader: Raise reporting and attribution in the first discovery call, before the prospect commits to HubSpot's entry tiers. If your product offers cross-object reports or attribution at its entry price, demonstrate them with the prospect's own questions. If it does not, avoid leading with reporting.

Cancellation complaints carry the lowest average rating of any theme

High confidence · 24 records, 12 first-hand · March 2021 to September 2026 · 13 of 21 dated records in the last 12 months

Customers trying to leave annual contracts give HubSpot its harshest scores: the theme's rated reviews average 1.0 star. Three records in the theme describe the issue as a dealbreaker. One web excerpt says accounts that miss the renewal deadline roll into another 12-month term [28]. Another web excerpt gives an example: cancel after 8 months of a 12-month contract and you are still charged for the remaining 4

months [29]. One web complainant says the contract allowed cancellation only once a year [8]. Two reviewers describe a gap between sales promises and contract terms. One says a sales representative promised a monthly subscription that could be canceled at any time [77]. A Capterra reviewer says the sales team changed their contract at signing from month-to-month to something else, but the excerpt cuts off before saying what [78]. App Store reviewers describe being unable to exit after a year without use [27] and being unable to turn off auto-renewal on the website [79]. A G2 excerpt captures the reaction:

> *Being stuck in a year-long commitment for a tool I don't use or want feels predatory.*
>
> G2 (search excerpt) · page dated November 12, 2025[7]

The theme rests mostly on search excerpts and third-party pages, with few full first-hand reviews, so individual accounts are partial. Marketing Hub offers monthly billing for Starter and Professional, but Professional still requires annual commitment; Enterprise's listed rate is annually billed [5].

What this means for the reader: Contract flexibility is a concrete counter to HubSpot when your terms allow it (see Recommended actions). Ask prospects for their HubSpot renewal date and notice period, and time outreach to the weeks before that deadline.

Mobile and interface complaints are large but narrower than they look

Mobile app complaints are numerous but mostly old and single-sourced. Mobile complaints include a 2026 App Store review saying the app barely supports Help Desk and another saying a recent update broke many functions [42, 80]. Nearly all of these records come from App Store reviews. Complaints about disruptive interface changes appear in mid-market G2 reviews, such as three from September 18, 2026 that cite constant UI changes or unhelpful UX updates [45, 81, 82].

The table below lists every complaint theme not covered above, with its counts, confidence and an example quote.

Complaint	Records	First-hand	Confidence	Example
Other missing capabilities	94	72	**High**	*"...it lacks the ability to look things up..."*[38]
Mobile app lacks features	63	63	**High**	*"...hours in hours to actually hunt down your company customizations..."*[39]
Contact-based pricing escalation	34	14	**High**	*"...how quickly costs scale as your contact database grows..."*[40]

Complaint	Records	First-hand	Confidence	Example
Cluttered, confusing interface	30	24	**High**	*"...certain interface menus can feel a bit cluttered..."*[41]
Buggy, crashing mobile app	25	25	**Moderate**	*"The new changes have made many functions not work."*[42]
Steep learning curve	24	18	**High**	*"...it takes real effort to learn."*[43]
Sync errors and duplicates	18	2	**Moderate**	*"...the HubSpot Community is full of threads from people who hit them: duplicate companies, fields that won't map..."*[44]
Frequent disruptive UI changes	18	18	**High**	*"Constant changes of the user interface can get confusing..."*[45]
AI credit costs	14	2	**Moderate**	*"...started billing for those credits and are demanding thousands of dollars monthly..."*[46]
Business card scanner problems	12	12	**Moderate**	*"Card scan is a joke..."*[47]
Seat-based pricing increases	11	2	**Moderate**	*"Seat limitations."*[48]
Mandatory onboarding fees	10	1	**Moderate**	*"...the Pro and Enterprise plans require a 12-month contract and very pricey on..."*[6]

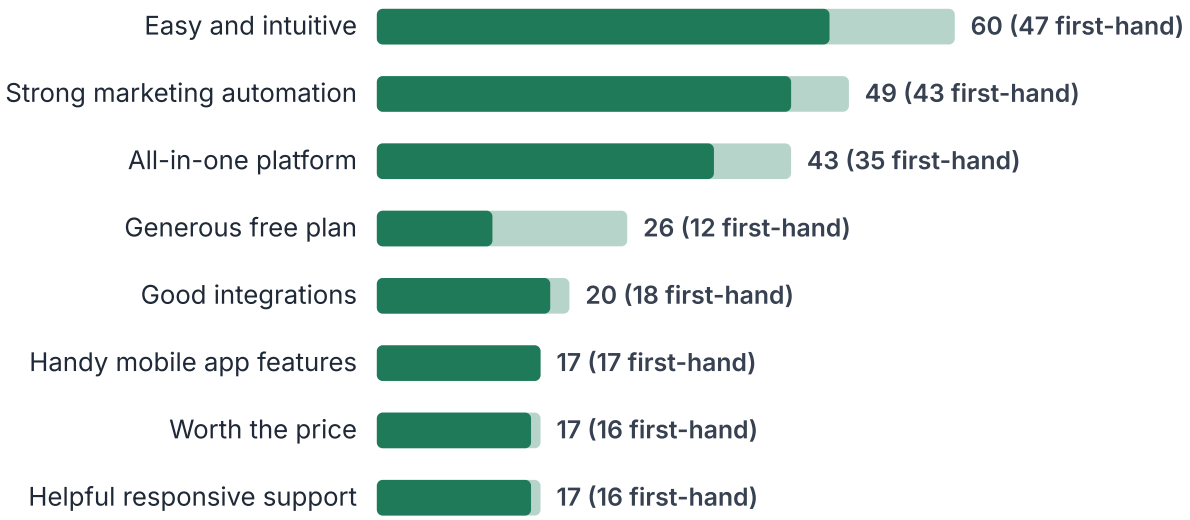
3 Why customers choose HubSpot

> **Bottom line:** Reviewers cite ease of use and one connected customer record shared by customer success and marketing as strengths of HubSpot [15, 16]. These strengths are

> well supported across source types, so a competitor should concede them and compete on what happens as accounts grow.

The chart below shows that ease of use, marketing automation and the all-in-one platform are the three largest strength themes, well ahead of the free plan and integrations [15, 19, 88].

Figure 2. The strengths that recur most in the collected evidence



Distinct records that mention each theme. Base: 627 relevant records about HubSpot. A record can mention several themes. These counts describe what is public and collectable, not how common each experience is among all customers.

Reviewers find HubSpot easy to learn, including next to Zoho CRM

High confidence · 60 records, 47 first-hand · January 2019 to October 2026 · 43 of 60 dated records in the last 12 months

Ease of use is HubSpot's broadest strength, and it appears in reviews, discussion posts and articles alike. One G2 reviewer describes a platform that is easy to understand and navigate [15]. They also describe a clean interface with clearly marked features [89]. One G2 reviewer at a mid-market company says powerful features are available without deep programming knowledge [90]. A third-party article says marketers and sales reps can build workflows, reports and landing pages without an admin or a developer [91].

The comparisons favor HubSpot on getting started. One TrustRadius reviewer described the difference with Zoho CRM this way:

> *...we found the HubSpot much easier for our team to learn and implement...*
>
> TrustRadius · September 9, 2026[13]

A TrustRadius record describes a team that tried Zoho CRM before HubSpot and found it too hard to learn [92]. An article by a rival CRM vendor also says HubSpot is easier to learn than Zoho CRM [93]. A third-party review scored Zoho CRM 3.2 on ease against HubSpot's 4.5 [94]. On Salesforce, the evidence is thinner: one blog by a competing CRM vendor says HubSpot felt relatively easy to start with by comparison [14]. A G2 reviewer at an enterprise found the interface simpler than NetSuite [95].

Satisfaction tracks this theme closely. Reviews praising ease average 4.6 stars from 35 rated reviews, while reviews describing a cluttered interface average 3.4 from 16. Ease has limits for advanced workflows and crowded menus (see Positioning and messaging).

What this means for the reader: In a trial or first demo, buyers will likely find HubSpot easy, and arguing otherwise will cost credibility. Match HubSpot on time to a first working result, then move the conversation to cost at scale (see Battlecard: competing with HubSpot).

Email tracking, workflows and AI assistants draw praise from working marketers

High confidence · 49 records, 43 first-hand · January 2019 to October 2026 · 42 of 45 dated records in the last 12 months

Marketing automation praise comes mostly from full G2 reviews written by daily users. The theme leans toward smaller accounts: 17 records come from mid-market reviewers and 15 from small-business reviewers, against 3 from enterprises.

Email tracking is the most concrete benefit reviewers name. One G2 reviewer calls tracking opened emails and where they land the standout feature [96]. A founder at a small business described the effect on daily work:

> *I can see who opened my pitch and when, which changed how I follow up.*
>
> Founder, small business, 50 or fewer employees · G2 review · rated 4 of 5 · October 7, 2026[83]

Reviewers also credit the integrated AI assistants. One G2 reviewer says Claude works really well, helping the team digest data to make marketing and budget decisions [88]. Another uses the AI integration to cross-reference work with team goals [97]. A Software Advice reviewer finds the email and SMS tools intuitive and easy to deploy [98]. A G2 excerpt says automated follow-ups and scheduling save sales reps hours of admin work each week [99].

One Medium author reported that HubSpot's chatbot raised the chat-to-meeting-booked rate from 12% to 23% [100]. That author also found the chatbot less smart than the previous one, and the gain came from contacts entering workflows [100]. This is one account, not a measured result.

The G2 sample behind this theme covers a short window and is largely incentivized (see What this evidence does not establish). Advanced automation also sits in higher tiers (see Product and pricing).

What this means for the reader: Buyers who use HubSpot's email and workflow tools tend to like them, so a feature checklist alone will not win the deal. Find out early which automation the buyer needs and which HubSpot tier delivers it. Then demo the same job in your product at your price.

Reviewers value one customer record shared by marketing, sales and service

High confidence · 43 records, 35 first-hand · August 2021 to October 2026 · 29 of 38 dated records in the last 12 months

Reviewers treat the shared database as the reason the separate tools add up to more than their parts. G2 reviewers describe tracking interactions from first contact through resolution [101] and gaining a 360-degree view of customers [17]. Others describe lead generation, bulk email and campaigns in one dashboard [102]. One reviewer says HubSpot replaced separate email, landing page and social tools [103]. An article by a rival CRM vendor concedes that a form lead, a deal and a support ticket all sit on the same record [19].

The value reviewers describe is organizational. A client success manager at an enterprise put it this way:

> *It gives us a single source of truth, so our CS and marketing teams aren't operating in silos...*
>
> Client Success Manager, enterprise, over 1000 employees · G2 review · rated 5 of 5 · October 7, 2026[16]

Third-party writers agree that one contact database behind marketing, sales and service delivers real value [18, 104]. The value depends on using several hubs. One author on stray.tips left HubSpot over unused capacity and cost [3]. The same author still wrote that HubSpot "still puts more of the work in one system" and would stay if those teams relied on it [105]. One App Store reviewer moved from Zendesk to unite CRM and help desk, yet rated the app one of five stars [106].

What this means for the reader: A buyer who needs marketing, sales and service on one record at once is a hard deal to win (see Battlecard: competing with HubSpot). Buyers who need one or two of those jobs are better targets. Show them how your product connects to their existing CRM, and ask how many of HubSpot's hubs they will actually use.

The table below lists the remaining strength themes that this section does not cover in depth, with counts and an example quote for each.

Strength	Records	First-hand	Confidence	Example
Generous free plan	26	12	**High**	*"HubSpot's CRM is genuinely free, and the Starter tier is honest value at..."*[84]
Good integrations	20	18	**High**	*"I no longer have to waste time manually integrating everything."*[85]
Handy mobile app features	17	17	**Moderate**	*"Love that I can actually make calls from it and when I open it, it's already synced with the next call..."*[86]

Strength	Records	First-hand	Confidence	Example
Worth the price	17	16	**High**	*"...it feels like a cost-effective CRM in the market right now..."*[87]
Helpful responsive support	17	16	**High**	*"Support is also very quick with resolutions..."*[67]

4 Product and pricing

> **Bottom line:** HubSpot is cheap to start and expensive to grow. The free plan and Starter tier win small teams, while advanced features, contact caps and required onboarding fees push growing teams toward a much higher Professional price. A competitor should concede the free entry point and aim its pricing at that second step.

HubSpot sells separate hubs, which are product lines for marketing, sales, service, content and data. Marketing Hub comes in Free, Starter, Professional and Enterprise tiers [5]. HubSpot's Starter Customer Platform starts at $7/seat/month annually under a new-customer promotion (select offers time-limited), or $20/seat/month monthly, with 500 credits and 1,000 marketing contacts; it bundles marketing, sales, service, content and data tools [20]. The pricing page lists HubSpot Credits and marketing contact allowances for Starter, Professional and Enterprise, and core seats for Professional and Enterprise only [5]. HubSpot AEO (answer engine optimization) is a separate plan that tracks how a brand appears in ChatGPT, Gemini and Perplexity [5]. The table below lists every plan with its prices and key limits.

Product	Plan	Monthly	Annual	One-time	Key limits
HubSpot	Marketing Hub Free[5]	$0 /mo	-	-	Free for up to 2 users; No credit card required
	Marketing Hub Starter[5]	$20 /mo/seat	Starts at $7 /mo/seat	-	500 HubSpot Credits; 1,000 marketing contacts

Product	Plan	Monthly	Annual	One-time	Key limits
	Marketing Hub Professional[5]	$890 /mo	Starts at $800 /mo	-	Includes 3 Core Seats; Additional Core Seats start at $45 /mo; 3,000 HubSpot Credits
	Marketing Hub Enterprise[5]	-	Starts at $3,600 /mo	$7,000 one-time	Includes 5 Core Seats; Additional Core Seats start at $75 /mo; 5,000 HubSpot Credits
	HubSpot AEO[5]	$50 /mo	$45 /mo if you pay annually	-	Track 25 prompts across 3 answer engines daily; Additional prompts purchasable
	Free Tools (CRM)[20]	$0 /mo	-	-	Free for up to 2 users; No credit card required
	Starter Customer Platform[20]	$20 /mo/seat	Starts at $7 /mo/seat	-	500 HubSpot Credits; Includes 1,000 marketing contacts

Prices as shown on the live pricing pages (HubSpot read October 9, 2026).

Upgrade pressure sits in features and contact caps above Starter

High confidence · 46 records, 21 first-hand · February 2020 to October 2026 · 30 of 36 dated records in the last 12 months

Starter covers what a small marketing team needs first: email marketing, live chat, ad management and what the page calls simple marketing automation [5]. Professional adds social media tools, video creation and editing, and several AI agents that HubSpot labels BETA [5]. Enterprise adds multi-touch revenue attribution, customer journey analytics, email approvals and behavioral event triggers [5].

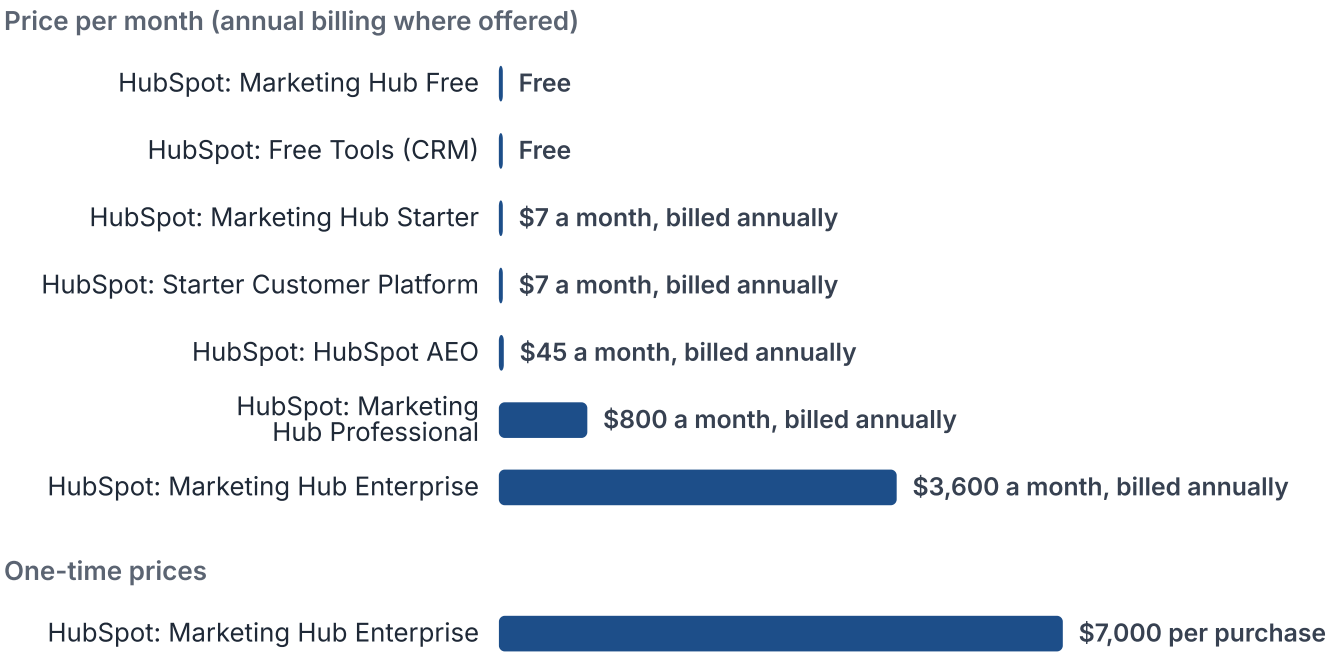
Reviewers place the capabilities they want most above Starter. Two G2 reviewers at mid-market companies say lower tiers block many features and lack advanced automation and custom reporting [109, 110]. An article by a rival CRM vendor says advanced workflows, custom reports and custom objects sit on Professional or Enterprise [111]. One Capterra reviewer wrote that "sometimes there's ONE feature you need but then have to pay for the pro tier which is too expensive to justify" [112].

Contact caps add a second source of pressure. The pricing page lists marketing contact allowances of 1,000 on Starter, 2,000 on Professional and 10,000 on Enterprise [5]. Credit allowances rise from 500 on Starter to 3,000 on Professional and 5,000 on Enterprise [5]. A buyer who evaluates HubSpot on Starter

may not see these costs until later, so a competitor should price the same features openly in the first conversation.

The chart below places HubSpot's plans on one price scale and shows how far Professional sits above Starter.

Figure 3. Price ladder



From the vendors' live pricing pages. Subscription plans show the price per month for annual billing where the page offers it, otherwise the monthly price. One-time prices are per purchase; a range is drawn at its upper end.

The step from Starter to Professional draws the sharpest reaction

Moderate confidence · 20 records, 5 first-hand · June 2023 to October 2026 · 14 of 20 dated records in the last 12 months

Marketing Hub Starter is priced per seat; Professional bundles three core seats and requires annual commitment even with monthly billing [5]. Annual-billing cards advertise discounted new-customer Starter pricing and Professional starting rates, not like-for-like totals; contact allowances, credits, seats and onboarding differ [5]. Marketing Hub Professional requires a separately billed, one-time $3,000 onboarding fee; additional core seats beyond its three included seats cost extra [5].

Third-party articles carry most of this theme, and few records are first-hand accounts. One pricing article stated the gap this way:

> *The gap between $20 a seat and $890 a month is not an accident.*
>
> Web (search excerpt) · page dated September 16, 2026[26]

One LinkedIn post describes the jump from Starter to Pro as unaffordable for people who leave larger companies or startups [113]. A competitor with a middle tier between these two price points has a clear story to tell.

HubSpot's cost per job ranges from free to an Enterprise contract

The reader's product is not in the evidence, so each scenario gives HubSpot's cheapest qualifying plan from the pricing page. Sales teams should add their own price for the same workload and billing period.

- **A two-person team needing CRM and basic email.** Free costs $0/month for up to two users, with 2,000 branded email sends per calendar month and no credit card required [5, 20]. The free tools page lists 2,000 email sends per calendar month with HubSpot branding [20]. A competitor will rarely win this buyer on price.
- **A small team needing simple automation for 1,000 marketing contacts and up to 5,000 monthly email sends.** Marketing Hub Starter includes 500 credits at $20/seat/month monthly or promotional $7/seat/month annually for new customers; select offers are time-limited [5, 20]. The Starter Customer Platform, at the same prices, adds the Starter sales, service, content and data hubs [20]. The contact cap and the time-limited discount are the openings here.
- **A marketing team that needs multi-touch revenue attribution, billed annually.** Of the plan cards collected, only the Enterprise card lists multi-touch revenue attribution [5]. Marketing Hub Enterprise starts at $3,600/month billed annually: five core seats, 10,000 marketing contacts, 5,000 credits, plus required $7,000 one-time onboarding [5]. The page as collected shows no monthly billing option for Enterprise [5]. A competitor that offers attribution at a lower tier can win this deal on cost.

Price reactions run heavily negative, with value praise as the counterweight

High confidence · 71 records, 43 first-hand · February 2020 to September 2026 · 41 of 57 dated records in the last 12 months

In the pricing and value themes, 71 records say HubSpot is too expensive overall, against 17 that say it is worth the price [24, 25]. Short search excerpts and articles carry most general cost complaints, and full reviews carry fewer of them. A mid-market G2 reviewer wrote "Cost is astronomical!" [24]. An article by a rival support-software vendor says review sites describe HubSpot as one of the more expensive CRMs [114]. The table below gives the narrower price themes.

Price reaction theme	Records (of 627 relevant)	First-hand records (of 476)	What the records describe
Contact-based pricing escalation	34	14	Costs rise with marketing contact tiers
Generous free plan	26	12	Free CRM praised as a strong entry point

Price reaction theme	Records (of 627 relevant)	First-hand records (of 476)	What the records describe
Worth the price	17	16	Value or cost versus competitors judged good
AI credit costs	14	2	Credits consumed by AI and email actions, overages
Seat-based pricing increases	11	2	New seat charges and seat inflexibility
Left over cost	11	3	Leaving or abandoning for cheaper tools
Mandatory onboarding fees	10	1	Required setup fees and hidden setup costs
Renewal price increases	7	0	Uplifts and lost discounts at renewal

Contact-pricing complaints come from reviewers who still rate HubSpot well: the seven rated reviews in that theme average 4.4 stars. G2 reviewers describe costs that climb as the contact database grows [1, 40]. One third-party article says the contact-tier upgrade can trigger mid-contract with no grace period [115]. One company's account on Medium describes the effect after its startup discounts expired:

> *We had gone from paying $3,000 a year to facing a $35,000 annual bill.*
>
> Article on medium.com · March 10, 2026[107]

Credit complaints are recent, with only one full first-hand review among the 14 records, and most are search excerpts [46, 116]. That newsletter reports a customer pilot in which an AI agent spent its allowance quickly:

> *That agent was so effective that it used up all of the included credits in 4 hours.*
>
> Web (search excerpt) · page dated October 9, 2026[108]

One G2 reviewer at a small business wrote that "use of ai credits is a bit expensove" [117]. HubSpot's pricing page lists HubSpot Credits for the Starter, Professional and Enterprise plans, and says they power features and agents that do work for you [5]. For onboarding fees, a reviewer at a 50-person company calls

onboarding and upgrade costs poor value [118], and one third-party article says the fee is non-refundable [119]. Reported fee amounts conflict with the page (see What this evidence does not establish).

The free plan is the positive counterweight. One founder at a small business wrote on G2:

> *The free CRM is genuinely usable — not a crippled trial.*
>
> Founder, small business, 50 or fewer employees · G2 review · rated 4 of 5 · October 7, 2026[21]

A G2 reviewer at an enterprise finds HubSpot more cost effective than other systems [120], and a Software Advice reviewer calls its plan structure the best for small teams [121]. Departures over cost are thin: only three of the left-over-cost records are first-hand. One Capterra reviewer said HubSpot was very expensive to grow with and moved to the next tier [122], and one article author with a team of fewer than ten moved to Attio [3]. Reddit summaries describe similar moves [123, 124]. Reviewers who rate the product well while objecting to cost are the most open to a cheaper alternative with comparable features.

HubSpot admits branding, calling and targeting limits on lower tiers

The free tools page states that live chat on Free includes HubSpot branding, and lists removing HubSpot branding as a feature on Starter [20]. HubSpot-provided phone numbers are not supported in all countries [20]. Free calls-to-action (CTAs) do not include custom targeting by device type, country or referral URL [20]. These limits give a competitor an argument with buyers outside supported calling countries and with teams that want unbranded tools.

Third-party pages date the recent pricing changes

The What's New page as read shows no pricing changes in the excerpt [125]. One web page says HubSpot moved all hubs to seat-based pricing as of March 5, 2024 [126]. A LinkedIn post from January 2024 expected costs to rise unless many users became read-only [127]. Third-party pages also describe accounts moving to seat-based pricing at renewal (see What to watch). Credit complaints appear in records dated from April 2026 onward [128]. Without archived pages, this report cannot date when HubSpot introduced credits. Prospects on older contracts that are approaching renewal are the buyers most likely to reconsider their spend.

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5 Positioning and messaging

> **Bottom line:** HubSpot presents itself as one platform that gives teams of every size both ease and power. Customers confirm the ease and the shared database, but reviewers who compare it with Salesforce describe less depth, which gives a challenger a credible argument on reporting and customization for growing teams.

HubSpot claims one AI platform that scales without losing ease

HubSpot's homepage says all of its marketing, sales and customer service software runs on one agentic platform [32]. HubSpot's homepage describes its customer platform as agentic, and the pricing page lists AI agent features such as Agent Builder and Data Agent [5, 32]. The homepage also claims that after one year, customers acquire 129% more leads, close 36% more deals and improve ticket closure rates by 37% [32]. These are vendor figures, and no record in the evidence tests them. A third claim targets larger buyers: the homepage says enterprises using its integrated platform do not have to give up power to get ease of use [32].

HubSpot names startups, small businesses and enterprises as its audience, along with marketing, sales and service teams [32]. It publishes comparison pages against Zoho [130], Attio [131], Monday [132], Salesforce's marketing product [133], Klaviyo [134] and Zendesk [135]. These pages show which rivals HubSpot chooses to argue against. The collection found no HubSpot page written about the reader's company. The reader should therefore expect to face HubSpot's general ease and all-in-one messaging, not a targeted attack.

Reviewers who compare HubSpot with Salesforce dispute the enterprise power claim

The enterprise message is HubSpot's weakest claim in the evidence. Reviewers comparing it with Salesforce describe reporting and customization as less granular [11], sales-side customization as lacking [136] and dashboard reporting as less clean [12]. One Capterra reviewer described the gap this way:

> *...doesn't have quite all the power that some enterprise teams need at scale...*
>
> Capterra · September 2026[129]

This evidence is thin, resting on four records, and only 11 of the 100 G2 reviews collected come from enterprises (see What this evidence does not establish). It is still the clearest contradiction of a HubSpot claim, and it matters to a reader selling to teams that expect to outgrow mid-market tools. An article by a rival vendor makes a similar point, saying HubSpot's CRM is limited compared with Salesforce and Pardot [137], but that source sells a competing product.

The ease-of-use claim holds up better, because ease is HubSpot's most praised quality (see Why customers choose HubSpot). It still has limits. Some reviewers describe cluttered menus [41] and many redundant places to create an email [138]. Others describe a steep learning curve for advanced workflows and documentation that feels out of date [52]. One Capterra reviewer says implementing workflows can require hiring a HubSpot expert [139]. HubSpot appears easy to start and harder to master, and the second stage is where a challenger can compete.

HubSpot competes on a shortlist led by Salesforce and Zoho CRM

High confidence · 18 records, 17 first-hand · June 2019 to September 2026 · 7 of 12 dated records in the last 12 months

In collected 'chosen over' records, Salesforce leads with 14 mentions; Salesforce Sales Cloud is separately listed with five [12, 140-142]. Zoho CRM follows with 4 records [13, 92-94]. ActiveCampaign [4, 143, 144] and Pipedrive [23, 145, 146] appear in 3 records each. Mailchimp, Zendesk and NetSuite appear in one or two records each [95, 103, 106].

Records of moves to HubSpot explain why those buyers arrived. Capterra excerpts about moves from Salesforce cite reducing platform costs to improve return on investment [142, 147]. One LinkedIn author reports lower spending after adopting HubSpot, without specifying comparable Salesforce plans, seats or usage [148]. One team left Zoho CRM because it was too hard to learn and fit poorly with other tools [92]. Another team left Zoho for stronger marketing automation and reporting [149]. Other excerpts describe moves from Pardot [150], from ActiveCampaign over price [143] and from Pipedrive for integrations [145]. In these records, HubSpot beats Salesforce on cost and Zoho CRM on ease. A reader who competes on price therefore meets HubSpot's own main argument against Salesforce.

The evidence holds too few real switches away from HubSpot to show where departing customers go; the named destinations include GoHighLevel, in a LinkedIn post by a competing vendor [151], and Attio [3].

Buyers frame the choice as one system against paying for unused tools

These exact phrases from the evidence express what buyers value or fear, and they can be reused in messaging:

- On consolidation: "HubSpot still puts more of the work in one system" [105].
- On marketing strength against Salesforce Marketing Cloud, from one TrustRadius reviewer: "Marketing platform on HubSpot beats it 9/10." [152]
- On the fear of outgrowing the product: "The reporting and customization options are noticeably less granular than enterprise rivals like Salesforce." [11]
- On paying for capacity a small team does not need: "paying for a lot of HubSpot we didn't use" [3].

The first and last phrases come from one third-party article, by an author who moved a small team to Attio [3, 105]. That author credits HubSpot's single system and still left over cost. A challenger can use this pairing to concede consolidation while questioning what a small team actually uses.

6 Battlecard: competing with HubSpot

Use this card in any deal where the buyer is evaluating or already running HubSpot. It concedes HubSpot's easy start and sells against the cost of growing on it.

HubSpot

Battlecard · evidence collected October 9, 2026

HOW TO RECOGNIZE HUBSPOT IN A DEAL

- HubSpot's free tools serve up to two users without a credit card, so a buyer may already be on them [5, 20].
- Some reviewers praise ease of use after trying Zoho CRM, Salesforce or other CRMs [92, 140, 153].
- A buyer may value one contact record shared by marketing, sales and service teams [16, 18, 19].

QUESTIONS TO ASK THE BUYER

1. How many marketing contacts, the contacts HubSpot bills for, do you expect to hold in two years? Evidence: Starter includes 1,000 marketing contacts and Professional includes 2,000, and reviewers say costs climb quickly as the database grows [1, 5, 40].
2. Which advanced workflows, custom reports or attribution views must you have in the first year? Evidence: Reviewers say these sit in higher tiers. Marketing Hub Professional starts at $890/month, billed monthly with annual commitment: 3 Core Seats, 2,000 marketing contacts, 3,000 credits, plus $3,000 one-time onboarding; reviewers flag upgrade pressures [5, 10, 110].
3. If the tool stops fitting your needs mid-year, how would you cancel or downgrade? Evidence: Reviewers describe rigid terms and a contract they could not exit; one guide says cancellation during a 12-month contract leaves remaining payments due [27, 29, 161].

WHAT THEY SAY, AND WHAT TO ANSWER

What HubSpot fans say	Honest answer
HubSpot is easy to understand and use [15, 89].	Reviewers praise basic usability but report a steep learning curve for advanced workflows and reporting [52, 154, 155].
The free CRM lets us start at no cost [21, 22].	Free supports up to two users [20]; upgrade-cost complaints span leaving Free and moving from Starter to Professional, not one universal jump [113, 156, 157].
Everything lives in one database [16, 103].	That is real value, but costs can rise with billable marketing contacts, paid seats and higher hub tiers [2, 158, 159].

What HubSpot fans say	Honest answer
HubSpot is worth the price [120, 160].	Some reviewers agree, but contract complaints and guides describe automatic 12-month renewals and once-a-year cancellation [8, 27, 28].

WHERE YOU WIN

- HubSpot bills can rise with marketing contacts and seats; cost complaints include one small team's account of leaving [1, 3, 122, 158].
- Marketing Hub requires onboarding fees on Professional and Enterprise, and cancellation complaints recur [5, 8, 27].
- One G2 reviewer calls custom reporting limited, another says it is less granular than Salesforce, and one article lists reporting limited on lower tiers as a reason companies leave [9, 11, 75].

WHERE HUBSPOT WINS

- A reviewer found HubSpot easier to learn than Zoho; articles favor its usability, including easier setup than Salesforce [13, 14, 94].
- Reviewers value HubSpot's connected CRM and marketing data as a single source of truth across teams [16, 17, 162].
- A reviewer and third-party articles describe the free CRM as a working system rather than a trial [21, 22, 163].

WALK AWAY WHEN

- The buyer is a two-person team that is satisfied with the free CRM and its 2,000 monthly email sends [20, 164].
- The buyer prioritizes shared marketing, sales and service data and has validated HubSpot's fit, including service limitations reported by one reviewer [16, 103, 106].

7 Recommended actions

The actions below focus on the cost and commitment of growing on HubSpot, both recurring sources of complaints. Competing companies should concede the easy start and the free CRM, because reviewers credit HubSpot on both (see Why customers choose HubSpot) [13, 21]. Recurring pricing and contract complaints justify prioritizing those actions, without establishing an evidence-volume lead. Support feedback is mixed; onboarding-fee records do not establish onboarding speed, so neither supports a broad service advantage.

#	Action	Owner	When	Why (the finding)	How to tell it worked
1	Publish a cost-at-scale comparison covering HubSpot contact tiers, seat charges, onboarding fees and the Starter-to-Professional gap.	product marketing	30 days	Reviewers say costs climb as contact databases and tiers grow [1, 24]. Marketing Hub Professional also requires a one-time $3,000 onboarding fee [5].	Sales uses the comparison in HubSpot deals, and prospects raise contact growth and onboarding fees on their own.
2	Ask HubSpot prospects early about reporting, attribution and advanced automation needs that sit in higher HubSpot tiers.	sales	30 days	Reviewers say lower tiers lack advanced automation and custom reporting [109, 110]. One reviewer describes cross-object reports as needing workarounds [9]. The pricing page lists multi-touch revenue attribution on Marketing Hub Enterprise [5].	Discovery notes record these needs in HubSpot deals, and win-loss notes cite reporting depth.
3	Offer flexible contract and exit terms, contrasting them with HubSpot's annual-commitment plans.	executive team	90 days	Web excerpts describe automatic 12-month renewals and remaining charges after cancellation during a 12-month contract [28, 29]. One G2 excerpt calls a year-long commitment "predatory" [7].	Prospects mention contract terms as a reason to choose the reader's product.
4	Publish support response commitments for every paid plan.	executive team	90 days	Reviewers criticize bot help and difficulty obtaining urgent support [30, 60]. One article says live channels are limited to Professional and Enterprise [31]. Other reviewers praise quick or helpful support, making this a potential differentiator, not a proven advantage [67, 68].	Support commitments appear in HubSpot deal notes as a factor in the decision.

Collected AI-credit records are recent and mostly search excerpts; only one is a full review [46, 117, 128]. They justify monitoring (see What to watch), not a roadmap priority.

What would change these recommendations

- If a like-for-like model of plans, billing terms, usage, seats and onboarding favors HubSpot, a cost-at-scale comparison may hurt more than help; model it before publication.
- If discovery shows that HubSpot prospects rarely need reporting, attribution or automation beyond Starter, sales should shift its questions toward contract terms and cost.
- Marketing Hub Professional's pricing page specifies annual commitment even with monthly billing [5], consistent with the third-party account [6]; the contract message should distinguish billing frequency from commitment length and focus on renewal and exit terms.
- If win-loss notes show that support never influences HubSpot deals, remove the support commitment from the competitive action list.
- If trial data shows the reader's product already matches HubSpot on time to a first workflow, product effort should move to the gaps behind actions 1 and 2.

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8 What to watch

> **Bottom line:** HubSpot's current pricing page points to three moves worth tracking: more credit-based billing for AI features, a deeper push into AI visibility tracking, and continued migration of older contracts to seat-based pricing at renewal. Each would change how you price against HubSpot, so check its pages monthly and log what prospects report.

HubSpot extends credit-based billing for AI features

The pricing page lets customers buy HubSpot Credits, its usage units for AI features, in packs or pay-as-you-go. Complaints about credit costs appear in records dated from April 2026 onward. One technology reviewer described the cost risk this way:

> *Some features like the Customer Agent operate on a credits system, which can add unpredictability to your costs.*
>
> Article on techradar.com · April 2026[128]

The confirming signal would be more features on the pricing page or the What's New page described as consuming credits. A change in the credit allowance included in each plan would also confirm it [5, 125]. If this happens, product marketing should show a prospect's likely monthly AI cost on both products side by side. Product marketing should check both pages monthly.

HubSpot pushes further into AI visibility tracking

The pricing page lists a separate HubSpot AEO plan (answer engine optimization). The page says this plan shows how a brand appears in ChatGPT, Gemini and Perplexity [5]. The Professional tier lists AEO features marked beta [5]. HubSpot also publishes a page comparing its AEO Grader with Otterly.ai [166]. The confirming signal would be AEO features losing the beta label, moving into lower tiers, or being bundled into more plans. If this happens, product management should decide whether AI visibility reporting belongs in your roadmap or your partner list. Product marketing should check the pricing page and the AEO product page monthly [35].

HubSpot keeps moving older contracts to seat-based pricing at renewal

One agency page describes the practice directly:

> *At renewal, HubSpot typically migrates accounts to the current seat-based model.*
>
> Web (search excerpt) · page dated July 20, 2026[165]

A web page says the new model carries a renewal uplift of about 5%, which it calls negotiable [167]. The confirming signal would be more customers reporting higher costs on the new plan, as one LinkedIn post anticipated for its own costs unless many users become read-only [127]. If this happens, sales should time outreach to HubSpot customers' renewal dates and lead with flexible terms (see Recommended actions). Sales should log every renewal-price complaint a prospect raises, and product marketing should review the log quarterly.

A Company fact sheet

HubSpot

Pricing model: Tiered per-seat and per-hub subscriptions (Free, Starter, Professional, Enterprise) with HubSpot Credits for AI features and required one-time onboarding fees on Professional and Enterprise. **Free option:** Free plan at $0/mo for up to 2 users, no credit card required.[5]

Pricing notes

- Limited-time Starter discount for new customers[5]
- Starter discount applies to new customers and select offers are time-limited[5]
- Professional onboarding is required and billed separately[5]
- Enterprise onboarding is required and billed separately[5]
- AEO has a 28-day trial and annual discount[5]
- Credits can be bought in packs or pay-as-you-go[5]

Who it says it is for

- Startups and small businesses
- Enterprises
- Marketing teams
- Sales teams
- Customer service teams

What it claims

- All marketing, sales and service software on one agentic platform[32]
- Customers acquire more leads and close more deals[32]
- Power without sacrificing ease of use for enterprises[32]

Limits it admits

- Free and Starter plans carry HubSpot branding on some tools[20]
- HubSpot-provided phone numbers not supported in all countries[20]
- Free CTAs lack custom targeting[20]

What it says about competitors

None found on the pages read.

Recent changes

None found on the pages read.

B What this evidence does not establish

The evidence shows what reviewers and third-party pages say about HubSpot. It does not measure HubSpot's commercial performance.

- **No market share, churn or win rates.** The records collected do not measure any of these. The reader's own product is absent from the evidence, so head-to-head points compare HubSpot with typical alternatives. HubSpot's own homepage claims customers acquire 129% more leads after one year, a vendor claim this report did not test [32].
- **G2 reviews cover a short window, and enterprise data is thin.** The 100 G2 reviews were posted between September 17 and October 8, 2026, and 73% are marked incentivized. Only 11 of the 100 come from enterprises, so enterprise conclusions are weak.
  - One G2 reviewer criticizes the pricing jump from free to Starter [168]. Starter: $20/seat/month, billed monthly; 500 credits, 1,000 marketing contacts [5].
  - One Reddit summary cites 5,000 Starter credits [169]. The page shows 500 [5].
  - Articles give onboarding figures with inconsistent plan specificity [170, 171]. Marketing Hub Professional requires $3,000 one-time onboarding [5].
- **Some source types returned no records.** No status-page incidents, job listings or archived pricing pages were collected. Direct collection from PeerSpot, TrustRadius and Product Hunt returned nothing. As a result, outage frequency is unknown. Pricing history rests on third-party pages, such as one search excerpt noting HubSpot's March 5, 2024 move to seat-based pricing [126].
- **Mobile complaints are mostly full reviews.** 60 of the 63 mobile-gap records are full reviews, and only 6 fall in the last 12 months [172]. One of the 25 mobile-bug records, a 1/5 App Store review, describes the app breaking after an update [42]. These records may not describe the current app.
- **Departures over cost are thinly documented.** The 26 relevant Reddit records are search summaries, so they cannot be quoted or counted as first-hand. Six of the 11 records about leaving over cost are such summaries [123, 124, 173, 174].
- **The evidence on support is mixed.** Recent records both praise support [67] and criticize it [30]. Reviewers praise easy navigation [15], while others describe cluttered menus [41]. The records and pages reviewed do not show which experience is more common in any segment.

C How this report was made

Evidence was collected on October 9, 2026 from public pages only: the vendors' own websites and archived pricing pages, review sites, forums, search engine results, and news. No accounts or logins were used, robots.txt rules were followed, and requests to each site were spaced out. Reddit was reached only

through search engines, and Trustpilot only as short excerpts returned by search. Reviewer names and handles were removed.

Every record was read by a language model that recorded each distinct statement about the product (a complaint, praise, a price reaction, a switch), with a verbatim quote and the passage that supports it. Code compared each quote and passage with the record, ignoring differences in spacing and quotation-mark style, and dropped any that did not match. Statements were grouped into themes, a second check removed statements that did not fit their theme, and code counted distinct records per theme, per source, per month and per product area. The counts, dates and prices given to the writer come from that code; the writer's numbers were then compared with those values.

Confidence levels follow fixed rules. High: at least 8 records from at least 2 source types, including at least 5 full first-hand reviews or posts. Moderate: at least 3 records. Low: fewer than 3. A pattern with 1 or 2 records is called a one-off signal.

The report was planned and written by Anthropic's Claude Opus. Each cited sentence was then checked against the passages behind its citations by a model from a different company (OpenAI's GPT), which also compared absences, comparisons and recommendations with the vendors' own pages. Code flagged numbers that do not appear in the computed values and quotes that do not appear in the cited record. These checks reduce errors; they do not guarantee that every sentence is free of them. Of 428 sentences and table rows, 70 were flagged and corrected, and 2 that could not be supported were removed.

HubSpot: 959 records collected, 627 relevant, 476 of them first-hand records written by customers or users (one person can appear in more than one record). 88% of relevant records carry a date, and 63% of the dated ones are from the last 24 months.

What was collected, by source

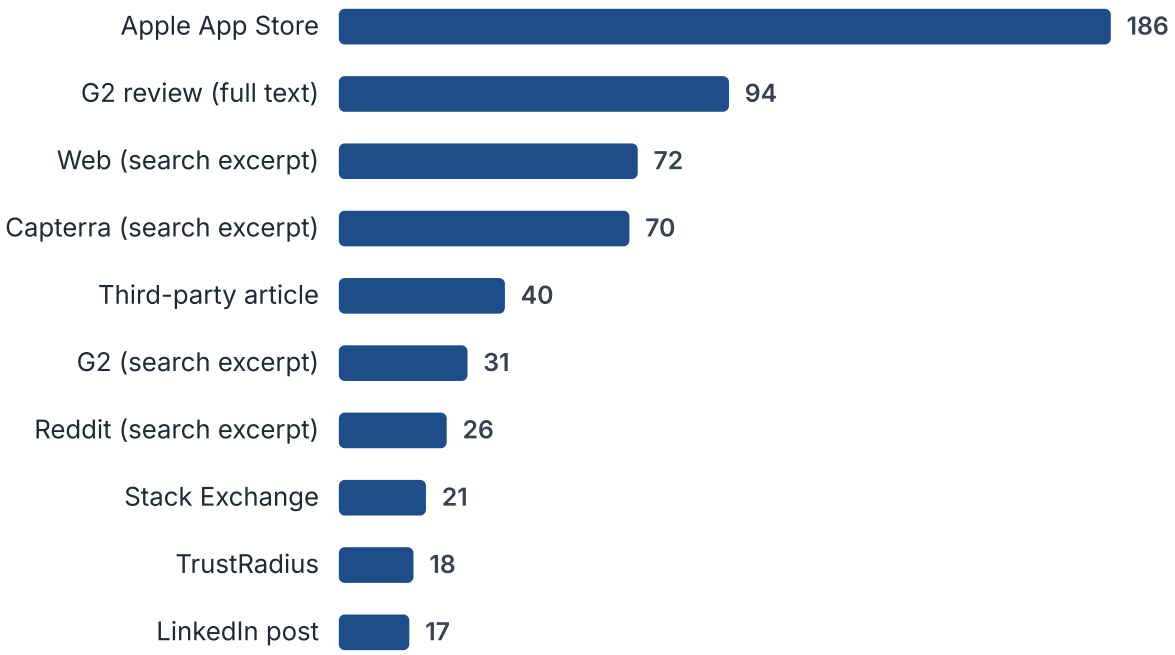
- HubSpot: site pages: 23 records
- HubSpot: search (Claude and OpenAI indexes): 429 records
- HubSpot: Exa (page text and Trustpilot highlights): 69 records
- HubSpot: G2 reviews (Bright Data): 100 records
- HubSpot: Hacker News: 199 records
- HubSpot: Stack Exchange: 60 records
- HubSpot: GitHub: 50 records
- HubSpot: App Store: 250 records
- HubSpot: WordPress.org: 30 records
- 6 other searches or sources returned no records.

Evidence inventory

Product	Source	Collected	Relevant	Dates of relevant records	Kind
HubSpot	Apple App Store	250	186	December 2018 to October 2026	full review
HubSpot	G2 review (full text)	100	94	September 2026 to October 2026	full review
HubSpot	Web (search excerpt)	93	72	March 2023 to October 2026	search excerpt
HubSpot	Capterra (search excerpt)	99	70	March 2022 to September 2026	search excerpt
HubSpot	Third-party article	48	40	April 2022 to October 2026	article
HubSpot	G2 (search excerpt)	38	31	February 2020 to October 2026	search excerpt
HubSpot	Reddit (search excerpt)	94	26	May 2024 to September 2026	search summary
HubSpot	Stack Exchange	60	21	January 2015 to February 2024	discussion post
HubSpot	LinkedIn post	21	17	July 2022 to August 2026	discussion post
HubSpot	TrustRadius	23	14	March 2021 to March 2022	search excerpt
HubSpot	Trustpilot (search excerpt)	18	14	December 2025 to August 2026	search excerpt
HubSpot	WordPress.org	30	12	August 2022 to October 2025	full review
HubSpot	LinkedIn post (search excerpt)	9	7	August 2019 to January 2024	search excerpt
HubSpot	Software Advice	5	5	March 2026 to September 2026	discussion post

Product	Source	Collected	Relevant	Dates of relevant records	Kind
HubSpot	PeerSpot	6	4	June 2023	search excerpt
HubSpot	Product Hunt	5	4	July 2026	search excerpt
HubSpot	TrustRadius	4	4	April 2013 to September 2026	discussion post
HubSpot	Capterra	3	3	September 2026	discussion post
HubSpot	GitHub	50	1	October 2026	discussion post
HubSpot	Product Hunt	1	1	undated	discussion post
HubSpot	GetApp	1	1	September 2026	discussion post
HubSpot	Hacker News	1	0	undated	discussion post
Both	Vendor websites and archives	23	-	Read on the dates shown in the sources, or archived	vendor page

Figure 4. Where the evidence about HubSpot comes from



Relevant records by source. Base: 627 relevant records about HubSpot.

D Sources

Each number in the text links here. Excerpts were captured on October 9, 2026, so a claim stays checkable if a page later moves or disappears.

1. **G2 review, rated 4/5, Small-Business (50 or fewer emp.)**, October 1, 2026. *"Pricing scales quickly with marketing contacts and tier upgrades, which makes it hard to justify adding features as our database grows."* g2.com/products/hubspot-marketing-hub/reviews/hubspot-marketing-hub-review-13...
2. **Article on thepipelinereport.com**, August 2026. *"the bill grows on two axes at once"* thepipelinereport.com/hubspot-competitors
3. **Article on stray.tips**, August 17, 2026. *"paying for a lot of HubSpot we didn't use"* stray.tips/tips/attio-vs-hubspot
4. **Article on dev.to**, March 24, 2026. *"Competitors like ActiveCampaign and Klaviyo offer more competitive pricing structures for high-volume senders."* dev.to/onsen/hubspot-review-2026-pros-cons-pricing-4lc0
5. **HubSpot website: Marketing Software Pricing**, read October 9, 2026. *"...Sales - Service - Content - Data - Revenue Save up to 65% on Starter Smarter tools, lower price. Get special Starter pricing when you choose a monthly or annual subscription. New customers only. Select offers available for a limited..." "...Sales - Build pipeline - Close deals - - Customer Service - Scale support - Drive retention - - Content - Create content - Manage content - - Startups & Small Businesses - Find and reach customers - Grow sales and..."* hubspot.com/plans
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Fieldread

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