

Chapter I — Flat rate pricing (2010)

In June 2010 Hubspot offered a flat rate for its plans.

While there were some usage limits for lead nurturing and users, they didn't have a true usage-based pricing component.

This made sense with Hubspot's value prop. At this point, their focus was on helping SMBs grasp inbound marketing, so a simple and predictable price model made a ton of sense.

	Small	Medium	Large
GET FOUND			
Website Management	Required*	Optional	Optional
External Website Support	✗	✓	✓
SEO Tools	✓	✓	✓
Business Blogging	✓	✓	✓
Social Media Engagement	✓	✓	✓
Email Marketing	✓	✓	✓
CONVERT			
Prospect Identification	✓	✓	✓
Landing Pages	✓	✓	✓
Lead Segmentation	✓	✓	✓
Lead Grading	✗	✓	✓
Lead Nurturing Campaigns	1	5	100
Lead Tracking	✓	✓	✓
Salesforce Integration**	✗	✓	✓
ANALYZE			
Marketing Analytics	✓	✓	✓
Blog Analytics	✓	✓	✓
Social Media Analytics	✓	✓	✓
ADMINISTER			
Users	2	5	10
Support	Phone + Success Community	Phone + Success Community	Premium Support
Quick Start Program	\$500 + Site Migration	\$500	Included in Premium Support
Pricing & Payment Terms	\$250/month	\$9,000/year	\$15,000/year

Chapter II — Usage Tiers (2011)

In 2011, Hubspot pushed into Marketing Automation, making email and lead nurturing a bigger product focus.

This led to their first foray into usage-based pricing, charging by number of contacts.

Hubspot still appealed to the SMB/Mid-Market customer.

At the time, Marketo's pricing started at \$2,400/mo — which falls at the upper end of Hubspot's range.

Pricing and Plans

	< 100 Contacts	100 - 1K Contacts	1K - 10K Contacts	10K - 100K Contacts	100K - 500K Contacts	500K - 2M Contacts	Unlimited Contacts
Basic	\$200	\$300	\$400	\$700	-	-	-
Professional	\$400	\$700	\$1,000	\$1,400	\$1,800	\$2,400	-
Enterprise	\$700	\$1,000	\$1,400	\$1,800	\$2,400	\$3,000	\$5,000
	< 500 Visits per Month	Unlimited Visits					

* Price listed are per month. All products require annual contract.
** For a PDF version of HubSpot's full feature set, please click here: [HubSpot Product Editions](#).

[Free Trial](#) [Request A Demo](#)

Training

HubSpot Training ensures that you get up to speed quickly and easily, with a focus on driving leads as soon as possible.

Basic
\$300 Group Training

Professional & Enterprise
\$1200 Individual Training (8 hours) + semi-annual check-ins

Consulting

HubSpot Consulting ensures that you get personal attention over time from a professional marketing consultant.

Setup
Free Contact Social Media Matching
Free Content Optimization for Mobile & Social
\$5 per page site migration

Questions?

Give us a call. A friendly HubSpotter will pick up the phone and answer any questions you have, demonstrating how the all-in-one HubSpot platform can transform your marketing immediately.

Call us at **1-888-HubSpot**

* All products require annual contract
** For a PDF version of HubSpot's full feature set, please click here: [HubSpot Product Editions](#).

Chapter III — 2-Part Tariff (2012)

In 2012, Hubspot shifted to a 2-Part Tariff model. This meant charging a base platform fee along with a variable fee based on usage.

This change added some complexity, a sign of Hubspot's journey to the midmarket.

Alongside this change, Hubspot deprioritized the 'Demo' CTA on the pricing page, pushing visitors to get in touch with sales — who could help them figure out which plan and contact level would make the most sense.

The only marketing software you'll ever need.
Pricing that scales with your business.

1 Choose your base package

Basic \$200/mo
A complete marketing system for hosted small businesses.

Professional \$600/mo
A fully integrated software system for professional marketers.

Enterprise \$1,000/mo
Our most advanced system for marketing teams.

Don't know which package is the best for you? [Compare Packages](#)

2 Choose your number of contacts

How to calculate: To calculate the approximate number of contacts you'll need, simply add up the number of contacts in your email lists, your customer list, and the number of leads you generate yearly from your website.

Contacts	Price per 1,000	Price
50	—	\$0/mo
1,000	\$100	\$100/mo
2,000	\$100	\$200/mo
3,000	\$100	\$300/mo
<input checked="" type="checkbox"/> 4,000	\$100	\$400/mo
5,000	\$100	\$500/mo
6,000	\$100	\$600/mo
7,000	\$100	\$700/mo
\$40 per 1,000 contacts		
20,000	\$40	\$800/mo
25,000	\$40	\$1,000/mo
30,000	\$40	\$1,200/mo
35,000	\$40	\$1,400/mo
40,000	\$40	\$1,600/mo
\$10 per 1,000 contacts		
200,000	\$10	\$2,000/mo
500,000	\$10	\$5,000/mo
900,000	\$10	\$9,000/mo
\$5 per 1,000 contacts		
2 million	\$5	\$10,000/mo
3 million	less than \$5	Call us

3 Your estimated price

\$1,000/mo*

Professional package	\$600/mo
4,000 contacts plan	\$400/mo
Yearly pricing	x 12
<hr/>	
	\$12,000/yr

* Prices listed are per month. All products are billed on an annual basis.

Consulting and setup

HubSpot offers several consulting and setup plans to ensure you get up to speed quickly with our software.

- Inbound Success Training** – \$2,000 (required)
- **Partner Inbound Success Training** – \$2,000
- **Advanced Inbound Success Training** – \$7,000
- **Website Migration** – \$10/page
- **Support Plus** – \$200/mo
- **Sender Plus** – \$200/mo

Want a quote? [Contact Us](#)

Have questions? **1-888-HUBSPOT**

Contact us and a member of our sales team will schedule a time to chat specifically about your needs. Give us a call and a friendly HubSpotter will answer any questions you have.

The are also other ways to explore the HubSpot platform. You can get a [demo of the software](#) or you can get a [free inbound marketing assessment](#), where our specialists will evaluate your marketing and show you how HubSpot can dramatically improve your results.

Chapter IV — 3-Part Tariff (2013)

In 2013, Hubspot moved to a 3-Part Tariff model. This model is like a 2-Part Tariff, but includes a base usage level in the platform fee.

This model allowed Hubspot to capture more value from customers because they would often buy larger plans than they might immediately need.

The model also aligned Hubspot's pricing with its product. Since the price for additional contacts decreased with more contacts, larger customers were incentivized to purchase larger plans.

Deliver an Inbound Experience.
Pricing for software and services that scales with your business.

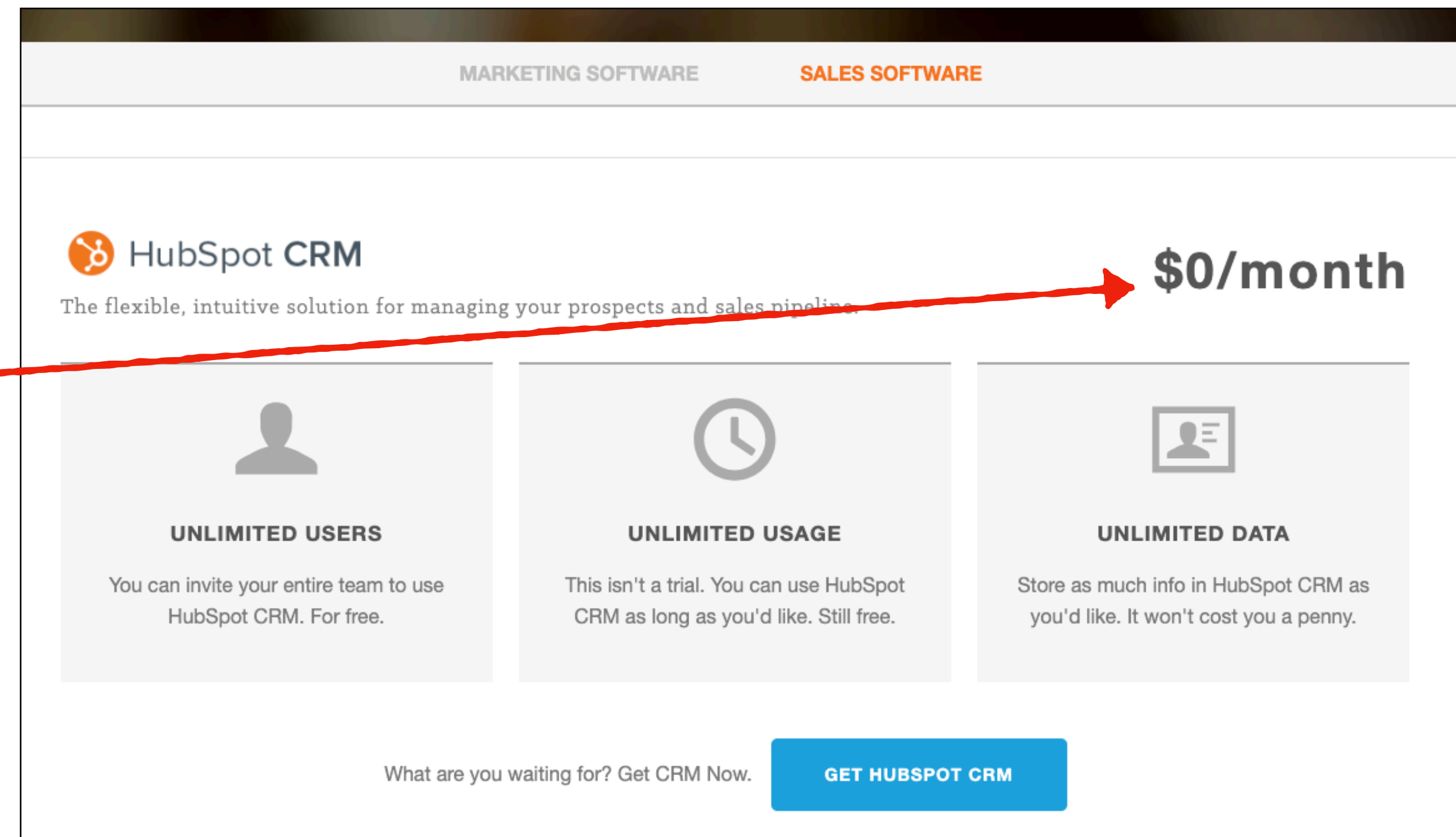
BASIC	PRO	ENTERPRISE
200 /month	800 /month	2,400 /month
"An entry tool for those new to inbound marketing"	"An integrated solution for professional marketers"	"An advanced platform for marketing teams"
100 Contacts + 100 per 1k extra	1,000 Contacts + 50 per 1k extra	10,000 Contacts + 10 per 1k extra
Customize Price	Customize Price	Customize Price
Up to 3 Users	Everything in Basic, Plus:	Everything in Pro, Plus:
Blogging & Landing Pages	CRM Integration	A/B Testing
Email Marketing	Marketing Automation	Custom Events
Social Inbox	Smart Content	Advanced Reporting
See all features...	See all features...	See all features...

Chapter V — Freemium (2014)

While Hubspot offered a free trial of its marketing software, they had never offered a free version of Hubspot's platform.

That changed in 2014, when Hubspot launched Hubspot CRM for free.

Learning from pioneers like Dropbox and Slack, Hubspot used a freemium strategy to expand into a new category — giving potential customers a frictionless way to try it out to see how it compared to existing CRMs.



The screenshot displays the HubSpot CRM pricing page. At the top, there are two tabs: "MARKETING SOFTWARE" and "SALES SOFTWARE". Below the tabs, the HubSpot logo and "HubSpot CRM" are prominently displayed. A red arrow points from the text "for free" in the adjacent paragraph to the "\$0/month" price tag. The page features three benefit boxes: "UNLIMITED USERS" (with a person icon), "UNLIMITED USAGE" (with a clock icon), and "UNLIMITED DATA" (with a document icon). Each box contains a brief description of the benefit. At the bottom, there is a call to action: "What are you waiting for? Get CRM Now." followed by a blue button labeled "GET HUBSPOT CRM".

Chapter VI — Multi-Product (2016)

By 2016, Hubspot had added a full suite of sales products, becoming a truly multi-product company.

Impressively, Hubspot managed 3 pricing models at this point:

- 3 Part Tariff for marketing software
- Freemium for CRM and Sales
- Linear pricing for Sales Pro (\$50/user)

This gave them multiple ways to drive acquisition and increase expansionary revenue among existing customers.

HubSpot Software

PRICING PACKAGES

CRM SOFTWARE MARKETING SOFTWARE SALES SOFTWARE

Free
The basics you need to adopt an effective, efficient inbound sales process.
\$0
User/month
[+ Open Features](#)
GET STARTED

Pro
Powerful tools to supercharge every stage of your inbound sales process.
\$50
User/month
[+ Open Features](#)
TALK TO SALES

Chapter VII — Platform (2018)

In 2018, Hubspot added another product to the mix — Service Hub.

This made the end game more clear — Hubspot was building an all-in-one platform to support customers across marketing, sales, and services.

This opened the doors to a bundling strategy across all 3 hubs.

Hubspot offered a flat 25% discount off its growth suite (all 3 Hubs) and also let customers build their own bundle.



The screenshot displays HubSpot's pricing interface. At the top, a teal banner reads "Grow better with the right plan." Below this, a sub-header states "All plans are built on top of the free [HubSpot CRM](#)." The main content area is divided into two tabs: "Products & Plans" and "Bundles". Under the "Bundles" tab, a red box highlights a promotional offer: "25% OFF Growth Suite" with a "Create a Bundle" button. Below the tabs, a horizontal list of product icons is shown: HubSpot CRM, Marketing Hub, Sales Hub, and Service Hub, separated by plus signs. At the bottom, a text block explains: "Our Growth Suite bundle includes all the marketing, sales, customer service software your growing business needs – fully integrated and discounted at 25% off our standalone prices. [See bundled pricing details here.](#)"

Chapter VIII — Platform+ (Present)

From there, Hubspot’s pricing strategy hasn’t changed much.

In 2021, they released Operations Hub, a set of operations tools that allow customers to automate business processes across the rest of Hubspot’s suite.

Operations Hub is priced as a flat rate. However, one of the features of Operations Hub is Hubspot Payments, which collects a small percentage of every transaction.

The screenshot displays the Operations Hub pricing page. At the top, the logo and tagline are present: "Operations Hub®" and "Everything you need to connect your apps, sync and clean customer data, and automate business processes. Calculate your price ↓". Below this, three pricing columns are shown: Starter, Professional, and Enterprise. Each column includes a description of the plan, starting price, billing options (monthly or upfront with a 10% discount), a primary call-to-action button (Buy now, Start a free 14-day trial, or Talk to Sales), a "Compare" checkbox, and a list of features. The Starter plan is priced at \$45/mo, Professional at \$720/mo, and Enterprise at \$2,000/mo. The Enterprise plan also includes a "Talk to Sales" button.

Plan	Description	Starts at	Billed at	Primary CTA	Compare	Additional Info
Starter	Essential operations tools to sync and clean customer data	\$45/mo	\$540/yr	Buy now	<input type="checkbox"/>	Free tools with increased limits, plus: ✓ Historical sync ✓ Default field mappings ✓ Email reply tracking ✓ Payments (U.S. only) ✓ Email health reporting ✓ Data sync
Professional	Comprehensive operations software to automate and scale processes	\$720/mo	\$8,640/yr	Start a free 14-day trial	<input type="checkbox"/>	Starter plus: ✓ Scheduled workflow triggers ✓ Programmable automation ✓ Data health trends ✓ Bulk duplicate management ✓ AI-powered data formatting recommendations ✓ Data quality command center
Enterprise	Our most powerful operations software for advanced control and flexibility	\$2,000/mo	\$24,000/yr	Start a free 14-day trial Talk to Sales	<input type="checkbox"/>	Professional plus: ✓ Datasets ✓ Snowflake data share ✓ Advanced data calculations and prep ✓ Custom objects ✓ Advanced permissions ✓ Sandboxes

Epilogue

As the Hubspot product evolved, innovative pricing strategies helped the company push into new categories. With this in mind, it's not surprising that Founder and Chairman Brian Halligan said the team spend “thousands of hours” on pricing. Those hours paid off:

- Offering the CRM for free allowed Hubspot to quickly become a real player in CRM.
- Bundle discounts incentivize customers to expand their Hubspot product usage.

As mentioned at the top, pricing is where product meets strategy. In the case of Hubspot, it's been a busy decade across all three.