CRM COMPARISON

FOUR DRUNK PARROTS.

	HubSpot CRM	MailChimp	Zoho CRM	Salesforce	ActiveCampaign	Klaviyo	SharpSpring
About	With its easy customer interface the tool is perfect to use for any business size as it provides different solutions in inbound marketing, sales, and customer service.	MailChimp is more affordable for smaller lists and offers a generous freemium plan.	Zoho CRM can be easily customised to meet the specific needs of any business type and size to increase their sales, marketing, and customer support efforts.	Comprehensive CRM which provides forecasting and real-time updates.	Active Campaign is an automation tool based on email marketing. It is ideal for beginners of inbound marketing and marketing automation. Active Campaign has many CRM functionalities that will help us in relationships with customers and users.	An easy to use CRM platform for eCommerce businesses with a drag and drop campaign builder.	SharpSpring allows for multi-touch attribution, which provides a way to distribute the attribution across several campaigns, and to apply models for how that credit is applied.
What 4DP thinks	Easy scalable if the business has deep pockets.	Perfect to start and set up simple automations. Easy to learn on the tool and best for startups or small businesses. It offers cost-effective subscription plans.	Easy scalable for fast approaching businesses with a comprehensive reporting feature.	A fast and friendly customer service and is great for your sales team to bring everything under one umbrella.	A can do it all alternative to most CRMs on the market.	Klavio is a great option when working with eCommerce for products and especially with Shopify.	The management of sales opportunities is very easy to visualise, allowing to see all the funnels created in each sale.
Pricing	$ $	$	$	$ $ $	$ $	$	$ $
Free Trial	✔	✔	✔	✔	✔	✔	✔
Academy	✔	✔	✔	✔	✔	✔	✘

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Integration & Apps	Hubspot CRM has a comprehensive list of integrations and apps. Please click here to view all.	• Adobe Muse • Etsy • Facebook • Gmail • Google Analytics • Google Docs • Insightly • Instagram • Magento • Microsoft Dynamics CRM • Outlook • PayPal • PowerBI • Salesforce • Shopify • Squarespace • Tumblr • Twitter • WooCommerce • WordPress • Zapier • Zendesk • Zoho CRM • Gravity Forms • SurveyMonkey • Please click here to view all.	• Google Workspace • Microsoft 365 • Slack • Shopify • MailChimp • Facebook Ads • PandaDoc • Twilio • BurstSMS • WhatsApp • Eventbrite • Zoom • Quickbooks • Zero • Adobe Sign • Active Campaign • Dropbox • Zapier • SurveyMonkey • Please click here to view all.	• Google Cloud • Slack • Quickbooks • MailChimp • LinkedIn • DocuSign • Jira Software • Hellosign • Code Science • Active Campaign • Dropbox • Please click here to view all.	• Google Sheets • Calendly • Typeform • Stripe • Slack • AskNicely • SurveyMonkey • Survicate • WordPress • Gravity Forms • Sakari • BurstSMS • Calendly • Clockify • Slack • Databox • Dropbox • Facebook • Eventbrite • GoToMeeting • Google Ads • Instagram • Learndash • LinkedIn • Make • Woo Commerce • Shopify • Please click here to view all.	• Google Ads • Survicate • Smile.io • Magento • Blueprint • Classy • Databox • Donate.ly • Ecodrive • Facebook • Frankie • Flowbox • Help Scout • Salesforce • Please click here to view all.	Native integrations: • Litmus • Shutterstock • Salesforce API: • Correct and Simple • Databox • Survicate • SatuitCRM • Simplii • LeadSync • Blendr.io • LeadsBridge • Freeform • Text Request • Zapier • CallRail • Enthusem **For Zapier integrations please see here.**
Usability	Easy	Easy	Easy	Comprehensive	Easy	Easy but can be clunky	Easy
Business Size	S M L	S	S M L	S M L	S M L	S M	S M L

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User	Unlimited, but if you ever upgrade some features can only be accessed with a paid seat.	Unlimited	The number of users you can add to your organisation depends on the pricing plan you are using.	Limit of 10 users	Unlimited	Not specified	Unlimited
Reporting	✔	✔	✔	✔	✔	✔	✔
Data Import	✔	✔	✔	✔	✔	✔	✔
Marketing Automation	✔	✔	✔	✔	✔	✔	✔
Pipeline & Deals	HubSpot's sales pipeline is part of Sales Hub. Starts at AU$68/mo billed yearly. 2 paid users included. AU$34/month per additional user.	Not included natively. Pipedrive can be used as a simple and basic sales pipelines to manage deals. Pricing starts from US$15 per user per month and billed annually.	✔	✔	✔	✔	✔
Contact Mngmt	✔	✔	✔	✔	✔	✔	✔

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Forms	✔	✔	Yes, but the amount of forms increases per plan. It starts with 1 form on the free plan.	Yes, but it is an addon.	✔	✔	✔
Landing Pages	✔	It's technically free until you start collecting and emailing leads. Once you collect leads, pricing starts at $10 and rapidly climbs.	Yes, but this is a paid addon called Zoho LandingPage.	Yes, but it is an addon.	✔	Only with a third-party provider, such as Unstack.	✔
Segmentation	✔	✔	✔	✔	✔	✔	✔
Support	✔	✔	✔	✔	✔	✔	✔
Real-time dashboard	✔	✔	✔	✔	✔	✔	✔
Merge Duplicate Records	✔	✘	✔	✔	✘	✘	✔
Task Mngmt	✔	Can be added with an app.	Yes. 5 tasks/action	✔	✔	✘	✔

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Additional Features	• Great customer service • Drag and drop email editor • Social media integration • Native app integrations Email templates, tracking and scheduling • Automation • Personalised views and filtering • User mngmt • Contact segmentation, lists and tags • Split testing • Meeting scheduling • Live chats and bots • Pipeline mngmt • and others	• Drag and drop email editor • Custom forms • Delivery by time zone • Default marketing automation • Contact segmentation and groups • Spam filter diagnostics • Split testing • Email templates • Social media integration • Send email blast on geographical locations • Easy-to-understand visual reports and dashboards • and others	• Split testing • API • Appointment manager • Budgeting and forecasting • Buyer, Calendar & Call mngmt • Campaign analytics • Segmentation • Email marketing • Drip campaigns • Drag and drop email editor • Expense tracker • Event trigger • Lead mngmt • Landing pages/forms • Live chat • Project and proposal mngmt • Predictive analytics • Sales pipeline • Survey/ poll • Social media integration • and others	• Automations • Visual workflows • Deal mngmt • Account and contact management • Opportunity and lead mngmt • Predictable revenue in real-time • Report and dashboards • Pipeline and forecast mngmt • and others	• Drag and drop editor • Predictive actions • Recommendation and recipes • Channels, apps and integrations • Partner portal and community • Mobile apps • Chrome extention • Live chat and support • Migration and design support • Workflow recipes • Custom reporting • Landing pages and forms • Split testing • Spam check • Contact segmentation • Sales and marketing combined platform • Lead and engangement scoring • and others	• Email and SMS marketing • Signup forms • Ecommerce automations • Pre-built template libraries • Real-time, marketer-friendly segmentation • Real-time customer profiles • Custom integrations • Immediately capture customer behaviour • Predictive data • Pre-built and custom reporting • Peer benchmarks • Automated A/B testing • Showcase of high performing campaigns	• Basic reporting • Web analytics • Personalised emails • Automated email responses • Sending outbound emails • Manage email deliverability • Landing pages and forms • Mobile optimised • Marketing lead database • Lead scoring • Automated alerts and tasks • Data quality mngmt • Lead nurturing • Segmentation • Online behaviour tracking • and others

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CONTACT US

HAVE YOU GOT QUESTIONS? WE HAVE THE ANSWERS!

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