

Considering Moving from Pardot to HubSpot?

COMPARISON CHART





HubSpot and Pardot are both popular marketing platforms that businesses of all sizes use to automate their marketing efforts, generate leads, and drive sales. But if you're already utilizing Pardot, is it really the right platform for you? Find out with our chart.

HubSpot vs. Pardot Comparison Chart

	HubSpot	Pardot
CRM Integration	Has its own CRM and full suite of marketing, sales, and customer service tools	Part of the Salesforce ecosystem, which means it integrates with Salesforce CRM
Marketing Automation	Offers a powerful marketing automation suite that includes email marketing, lead nurturing, lead scoring, and more	Similar marketing automation features, but they are not as robust as HubSpot
Ease of Use	Easy to use and user-friendly interface, suitable for beginners	Steeper learning curve, may require more training and experience to use
Sales Tools	Multiple sales tools, including a sales dashboard, email tracking, and the ability to create and track deals	Basic sales tools, but they are not as comprehensive as HubSpot
Content Management	HubSpot's CMS allows users to easily create and manage website pages, landing pages, and blog posts	Does not have a built-in CMS
Reporting & Analytics	Wide range of analytics and reporting tools, including website analytics, email analytics, and more	Basic analytics features, but not as detailed as HubSpot's
Third-Party Integrations	Integrates with over 500 apps and tools, including Zoom, Slack, and Salesforce	Fewer integration options that may require more technical expertise

HubSpot vs. Pardot Comparison Chart (Cont.)

	HubSpot	Pardot
Pricing	Different pricing options, including a free plan, and paid plans starting at \$50/month	Pricing starts at \$1,250/month, which may be too expensive for smaller businesses
Customization	Extensive customization options that are simple to implement	Involves heavy custom development
Lead Management & Scoring	Robust lead scoring/management tools, allowing you to prioritize leads based on engagement and behavior	Some lead scoring features
Landing Pages & Emails	Easy-to-use landing page and email builders with various templates	Also offers landing page and email tools but not as intuitive to use
Customer Support	Multiple channels for support including phone, email, chat, and a comprehensive knowledge base	Phone and email support, a community forum, and a knowledge base
Scalability	Scalable and can accommodate businesses of all sizes, from small startups to enterprise-level companies	Good for businesses of all sizes, but particularly well-suited for B2B companies with complex marketing automation needs

Ready To Make The Switch?

If migrating to HubSpot sounds like a good path for your company, but you're hesitant because you use Salesforce as your CRM, don't worry. You have options:

- HubSpot's native integration with the software (four bidirectional objects)
 - An integration from our product brand, SyncSmart (seven bidirectional; two one-way objects from Salesforce to HubSpot)
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We can also help move you from Pardot to HubSpot with our migration, implementation, and onboarding services by:

- Recreating all your marketing materials in HubSpot
- Moving your critical lead and customer data into HubSpot
- Auditing your current sales and marketing processes so they fit HubSpot
- Training your team on the HubSpot functionality

[Let's Talk About Your Pardot Migration](#)



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