HubSpot vs. Microsoft Dynamics 365

A quick comparison guide

HubSpot and Microsoft Dynamics both offer customers a cloud-based CRM platform to manage sales operations and scale business growth. HubSpot enables businesses to grow better with sales, service, marketing, and content management software from a single source of truth. The platform was built in-house on one codebase for a unified experience that's easier for teams to adopt and use. The centralized control pane empowers front office teams to deepen relationships with customers and provide best-in-class service.

Dynamics 365 offers businesses a platform with marketing, sales, customer service, field service, finance, operations, commerce, and human resource applications. It brings together sales force automation with contextual insights and customization capabilities.

While HubSpot and Microsoft Dynamics 365 both offer a host of tools to help run your business, there are several key differences you should take into consideration when deciding which platform is best for your business. We've provided a brief overview of both platforms' features and offerings to help evaluate which will work best for you.

All the features you need. One advertised price.

HubSpot includes all the features you need in its advertised price, and customers only pay for additional revenue-generating sales seats. Free seats are even available for team members who need visibility into the business, such as reporting, without any of the day-to-day functionality of sales tools.

Microsoft charges for every user and requires paid add-ons for essential features, making it less cost-effective to align marketing and sales teams, and giving executives little visibility into reporting without additional fees.

Access all the tools from a single location

HubSpot CRM is built on the belief that you should have access to everything you need to make your CRM work well for you. To that end, we provide unmatched integration and support as well as free certifications to ensure your team is fully equipped.

1,000+ Marketplace apps	**5,928** service partners	**100s** of free interactive courses	**22** certifications	Live webinars and live chats	HubSpot user community
Source	Source	Source			

HubSpot — Microsoft Dynamics 365

	Sales Hub	Microsoft Dynamics 365 for Sales
Customer data management	✓	✓
Opportunity and funnel management	✓	✓
Partner relationship management	✓	✓
Task management	✓	✓
Sales performance management	✓	✓
Quote and order management	✓	✓
Reporting and analytics	✓	✓
Conversational intelligence	✓	✓
Contract management	✗	✓
Outbound calling software	✓	✗
Team email	✓	✗
Conversations inbox	✓	✗
HubSpot video	✓	✗

	Service Hub	Microsoft Dynamics 365 for Service
Ticket routing	✓	✓
Self-service portals	✓	✓
Knowledge base management	✓	✓
Service intelligence	✓	✓
Incident routing	✓	✓
Customer feedback surveys	✓	✗

	Marketing Hub	Microsoft Dynamics 365 for Marketing
Customer journey management	✓	✓
Landing pages	✓	✓
Email marketing	✓	✓
Multi-channel campaign management	✓	✓
Lead management	✓	✓
Custom reporting	✓	✓
Multi-language content	✓	✓
Event planning and management	✗	✓
Multi-touch revenue attribution	✓	✗
Campaign management (collaboration tools using calendar, tasks, and commenting)	✓	✗
Event-based segmentation	✓	✗

How will you scale?

Growing businesses need solutions that can grow alongside them — without added costs and complexity. Whether you work with a small team of two or a sophisticated force of thousands, HubSpot offers options that grow with your business.

	HubSpot	**Microsoft Dynamics 365**
Cost	HubSpot offerings start free and scale up in tiers: • Starter • Professional • Enterprise HubSpot for Startups is a unique accelerator program that provides pricing at industry-record discounts. Plus, with HubSpot, you get an ever-expanding suite of applications.	Microsoft Dynamics 365 offers pricing based on individual business areas, with packages available for: • Small and medium business • Sales • Customer data platform • Project management • HR • Supply chain Microsoft charges a set price for the first user and a different price for each qualified additional user. Paid add-ons for essential features are also required.
Complexity	HubSpot's all-on-one platform provides all the tools you need to upscale your approach without adding complexity.	Microsoft Dynamics 365 allows businesses to purchase CRM functionality as stand-alone modules or the option to license several apps together. Although it can be customized, organizations may find the customization process challenging to master without resident developer expertise.
Cross-functionality	With HubSpot, companies have an advantage in cross-functionality, so everyone in your organization — Marketing, Sales, Service & Operations — works off the same system of record. This allows teams to align around a single source of truth and drive a more delightful customer experience.	Microsoft Dynamics 365 offers adjacent products like marketing, sales, customer service, field service, commerce, and HR, and allows for seamless integration with other Microsoft products. This works well for companies with these specific solutions already in place.

HubSpot helps you help your customers

Relationships are at the heart of CRM, which is why HubSpot prioritizes helping every size business create a delightful customer experience. Improve operational efficiency, reduce total cost of ownership, and scale without costly and difficult integration with HubSpot.

To learn more about getting started with HubSpot CRM, visit hubspot.com.