



# Sales Hub

# Total Cost of Ownership

2023 Report



# About this Report

The results described in this report are based on survey data collected from 172 Sales Hub customers by HubSpot in May and June 2023 and the publicly available Sales Hub pricing information on [hubspot.com](https://www.hubspot.com) in June 2023. The values are expressed in US Dollars (USD).

All survey results are provided for information purposes only and are "as is", with no guarantee of completeness, accuracy, timeliness, or results obtained from the use of this information, and without warranty of any kind. Please keep in mind that results for individual businesses, including yours, may differ based on your own markets, customer base, industry, geography, stage, and/or other factors.

# Research Overview

## Why

To understand the total cost of ownership of HubSpot's Sales Hub across an ownership life-cycle of 2 years.

The research set out to create a TCO model which:

1. Uncovers both the "obvious" costs and the so-called "hidden" costs of ownership.
2. Includes avoided costs with HubSpot versus competitors' offerings.
3. Estimates the cash flow for each cost component in the model for the average Sales Hub customer.

## How

For cost items in which the price was published on HubSpot's website, we used the value listed as of June 2023.

To estimate remaining cost items, we conducted an online survey of 172 HubSpot Sales Hub customers who received invitations to participate from HubSpot. Respondents received a \$35 gift card for their participation.

## When

Survey data was collected between May and June 2023.

# Sales Hub Starter

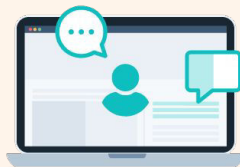
Total Cost of Ownership



## Acquisition Costs

Limited to the upfront cost of the software.

Only 34% of customers had any other acquisition costs in Year 1 and only 12% did in Year 2.



## Operating Costs

There are usually no additional costs to operate Sales Hub Starter.

74% of customers had no operating costs in Year 1 and 86% in Year 2.



## Personnel Costs

There are typically no personnel costs associated with Sales Hub Starter.

83% of customers leveraged only their current staff to manage Sales Hub in Year 1 and 86% in Year 2.

## 2 Year Total Cost of Ownership

Cost Area	Cost Component	Median cost	
		Year 1	Year 2
Acquisition	Software upfront/CRM subscription cost*	\$240	\$240
	Implementation/onboarding cost	\$0	\$0
	Integration cost	\$0	\$0
	Data migration cost	\$0	\$0
	External system interface cost	\$0	\$0
	Other acquisition costs	\$0	\$0
Operating	Cost of additional paid users	\$0	\$0
	Training costs	\$0	\$0
	Software maintenance cost	\$0	\$0
	Customer support cost	\$0	\$0
	Other operating costs	\$0	\$0
Personnel	Number of full-time personnel	0	0
	Total personnel cost	\$0	\$0
<b>Total</b>		<b>\$240</b>	<b>\$240</b>

## Year 1 Total Cost of Ownership

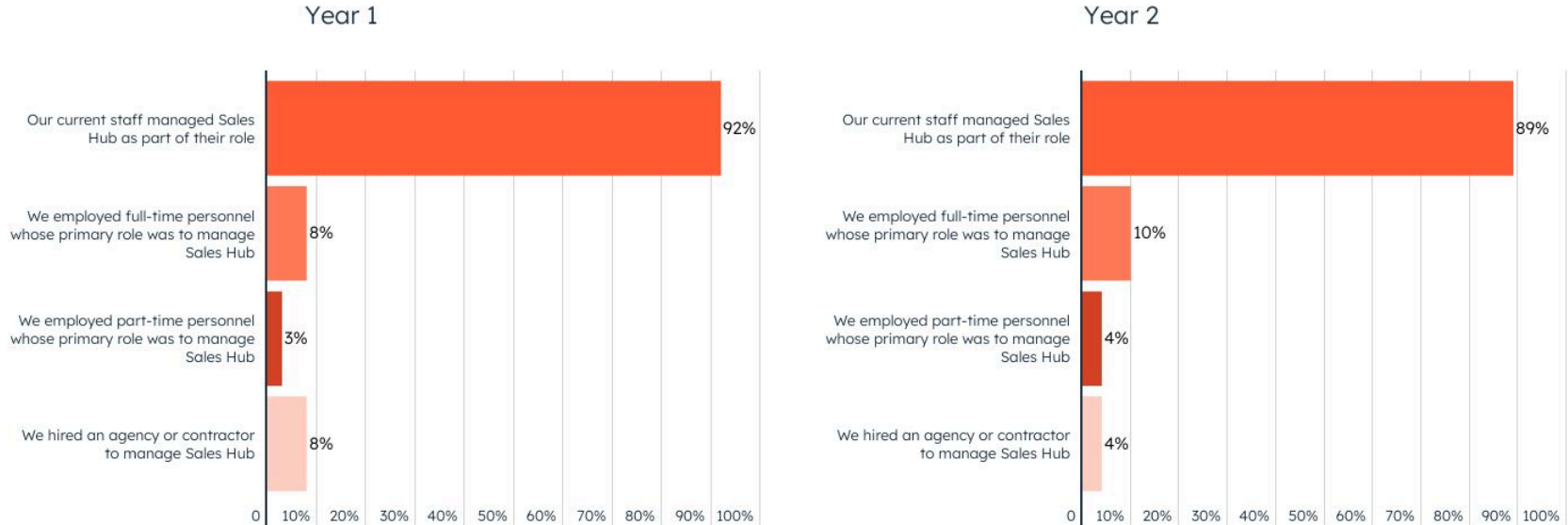
Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	\$240*	\$240*	\$480**	\$480**	
	Implementation/onboarding cost	\$0	\$0	\$725	\$2,000	69%
	Integration cost	\$0	\$0	\$0	\$1,000	78%
	Data migration cost	\$0	\$0	\$0	\$1,000	80%
	External system interface cost	\$0	\$0	\$0	\$1,000	78%
	Other acquisition costs	\$0	\$0	\$0	\$0	96%
Operating	Cost of additional paid users	\$0	\$0	\$0	\$135	88%
	Training costs	\$0	\$0	\$0	\$201	89%
	Software maintenance cost	\$0	\$0	\$0	\$50	90%
	Customer support cost	\$0	\$0	\$0	\$0	95%
	Other operating costs	\$0	\$0	\$0	\$0	96%
Personnel	Number of full-time personnel	0	0	0	0	
	Total personnel cost	\$0	\$0	\$0	\$8,750	84%
<b>Total</b>		<b>\$240</b>	<b>\$240</b>	<b>\$1,205</b>	<b>\$14,616</b>	

## Year 2 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	\$240*	\$240*	\$480**	\$480**	
	Implementation/onboarding cost	\$0	\$0	\$0	\$0	95%
	Integration cost	\$0	\$0	\$0	\$0	92%
	Data migration cost	\$0	\$0	\$0	\$0	95%
	External system interface cost	\$0	\$0	\$0	\$0	93%
	Other acquisition costs	\$0	\$0	\$0	\$0	99%
Operating	Cost of additional paid users	\$0	\$0	\$0	\$0	93%
	Training costs	\$0	\$0	\$0	\$0	93%
	Software maintenance cost	\$0	\$0	\$0	\$0	95%
	Customer support cost	\$0	\$0	\$0	\$0	99%
	Other operating costs	\$0	\$0	\$0	\$0	99%
Personnel	Number of full-time personnel	0	0	0	0	
	Total personnel cost	\$0	\$0	\$0	\$2,400	88%
<b>Total</b>		<b>\$240</b>	<b>\$240</b>	<b>\$480</b>	<b>\$2,880</b>	



## Which of the following describe your company's approach to managing your Sales Hub software? Select all that apply.



These insights are based on the self-reported data of Sales Hub Starter customers (n=96). Numbers represent the percent of customers who selected each answer choice.

# Sales Hub Professional

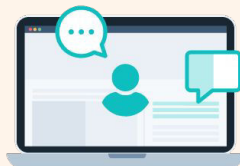
Total Cost of Ownership



## Acquisition Costs

Limited to the upfront cost of the software and cost of required, one-time onboarding.

Only 31% of customers had any integration, data migration or external system interface costs in Year 1 and only 19% in Year 2.



## Operating Costs

There are usually no additional costs to operate Sales Hub Pro.

61% of customers had no operating costs in Year 1 and 74% in Year 2.



## Personnel Costs

There are typically no personnel costs associated with Sales Hub Pro.

78% of customers leveraged only their current staff to manage Sales Hub in Year 1 and 79% in Year 2.

## 2 Year Total Cost of Ownership

Cost Area	Cost Component	Median cost	
		Year 1	Year 2
Acquisition	Software upfront/CRM subscription cost*	\$6,000	\$6,000
	Implementation/onboarding cost*	\$1,000	\$0
	Integration cost	\$0	\$0
	Data migration cost	\$0	\$0
	External system interface cost	\$0	\$0
	Other acquisition costs	\$0	\$0
Operating	Cost of additional paid users	\$0	\$0
	Training costs	\$0	\$0
	Software maintenance cost	\$0	\$0
	Customer support cost	\$0	\$0
	Other operating costs	\$0	\$0
Personnel	Number of full-time personnel	0	0
	Total personnel cost	\$0	\$0
<b>Total</b>		<b>\$7,000</b>	<b>\$6,000</b>

## Year 1 Total Cost of Ownership

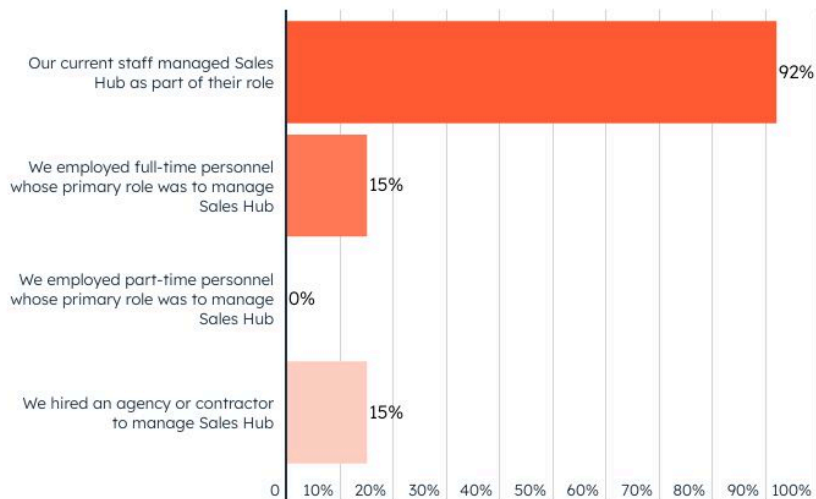
Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	\$6,000*	\$6,000*	\$9,600**	\$9,600**	
	Implementation/onboarding cost	\$1,000*	\$1,000*	\$1,000**	\$1,000**	
	Integration cost	\$0	\$0	\$0	\$1,781	76%
	Data migration cost	\$0	\$0	\$0	\$1,080	82%
	External system interface cost	\$0	\$0	\$0	\$802	85%
	Other acquisition costs	\$0	\$0	\$0	\$0	91%
Operating	Cost of additional paid users	\$0	\$0	\$0	\$121	82%
	Training costs	\$0	\$0	\$0	\$1,000	83%
	Software maintenance cost	\$0	\$0	\$0	\$802	86%
	Customer support cost	\$0	\$0	\$0	\$329	88%
	Other operating costs	\$0	\$0	\$0	\$0	91%
Personnel	Number of full-time personnel	0	0	0	0	
	Total personnel cost	\$0	\$0	\$0	\$38,140	79%
<b>Total</b>		<b>\$7,000</b>	<b>\$7,000</b>	<b>\$10,600</b>	<b>\$54,655</b>	

## Year 2 Total Cost of Ownership

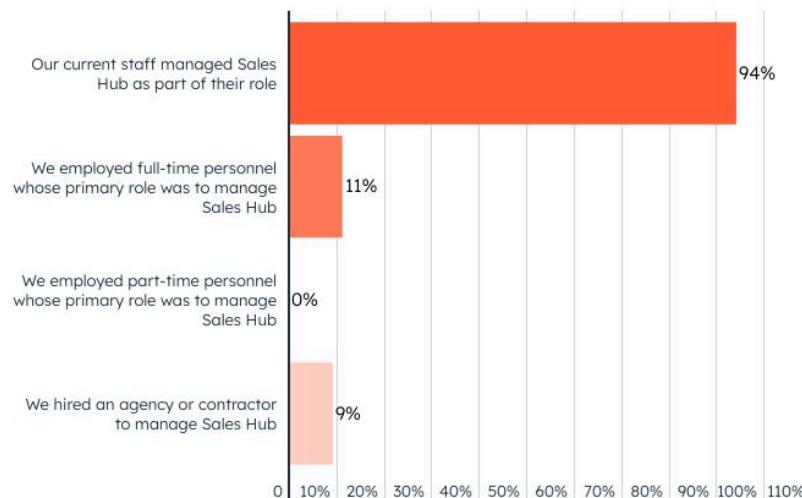
Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/CRM subscription cost*	\$6,000*	\$6,000*	\$9,600**	\$9,600**	
	Implementation/onboarding cost	\$0	\$0	\$0	\$1,700	85%
	Integration cost	\$0	\$0	\$0	\$880	87%
	Data migration cost	\$0	\$0	\$0	\$0	98%
	External system interface cost	\$0	\$0	\$0	\$0	94%
	Other acquisition costs	\$0	\$0	\$0	\$0	94%
Operating	Cost of additional paid users	\$0	\$0	\$0	\$262	87%
	Training costs	\$0	\$0	\$0	\$0	89%
	Software maintenance cost	\$0	\$0	\$0	\$0	91%
	Customer support cost	\$0	\$0	\$0	\$0	92%
	Other operating costs	\$0	\$0	\$0	\$0	94%
Personnel	Number of full-time personnel	0	0	0	0	
	Total personnel cost	\$0	\$0	\$0	\$23,500	76%
<b>Total</b>		<b>\$6,000</b>	<b>\$6,000</b>	<b>\$9,600</b>	<b>\$35,942</b>	

## Which of the following describe your company's approach to managing your Sales Hub software? Select all that apply.

Year 1



Year 2



These insights are based on the self-reported data of Sales Hub Professional customers (n=67).  
Numbers represent the percent of customers who selected each answer choice.

# Sales Hub Enterprise

Total Cost of Ownership



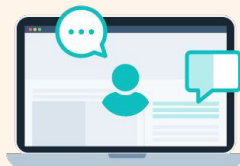




## Acquisition Costs

Limited to the upfront cost of the software and cost of required, one-time onboarding.

Only 11% of customers had any integration, data migration or external system interface costs in Year 1 and 0% did in Year 2.



## Operating Costs

There are usually no additional costs to operate Sales Hub Enterprise.

89% of customers had no operating costs in Year 1 and 67% in Year 2.



## Personnel Costs

There are typically no personnel costs associated with Sales Hub Enterprise.

80% of customers leveraged only their current staff to manage Sales Hub in Year 1 and 67% in Year 2.

## 2 Year Total Cost of Ownership

Cost Area	Cost Component	Median cost	
		Year 1	Year 2
Acquisition	Software upfront/CRM subscription cost*	\$14,400	\$14,400
	Implementation/onboarding cost*	\$3,000	\$0
	Integration cost	\$0	\$0
	Data migration cost	\$0	\$0
	External system interface cost	\$0	\$0
	Other acquisition costs	\$0	\$0
Operating	Cost of additional paid users	\$0	\$0
	Training costs	\$0	\$0
	Software maintenance cost	\$0	\$0
	Customer support cost	\$0	\$0
	Other operating costs	\$0	\$0
Personnel	Number of full-time personnel	0	0
	Total personnel cost	\$0	\$0
<b>Total</b>		<b>\$17,400</b>	<b>\$14,400</b>

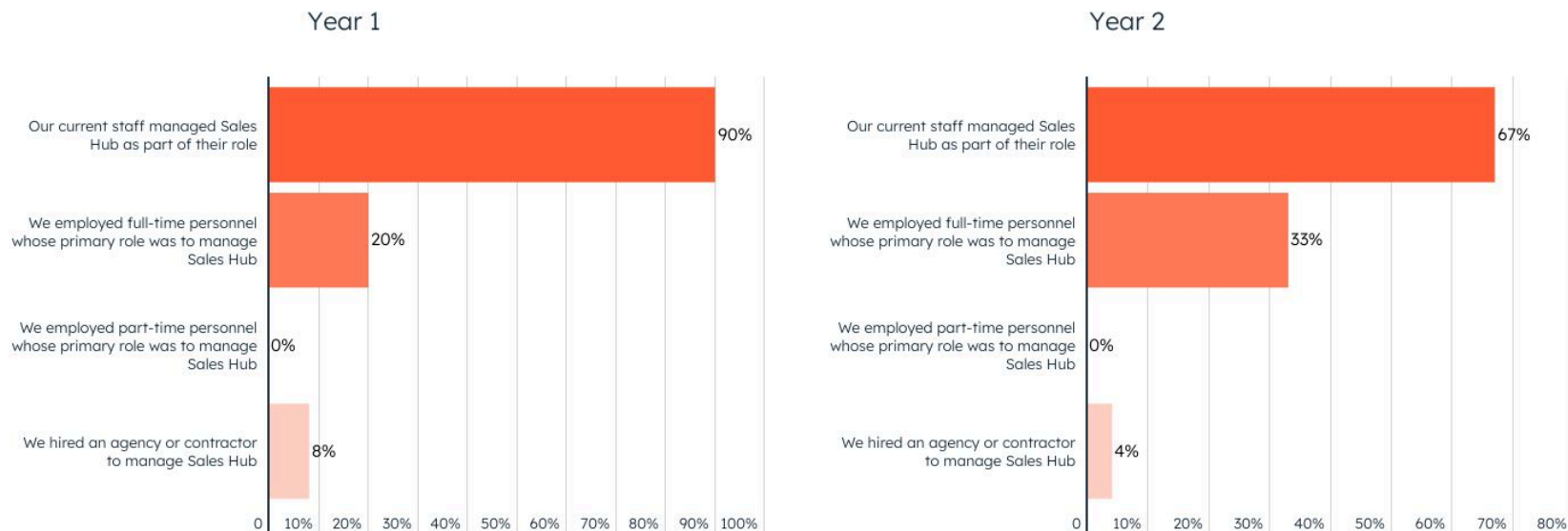
## Year 1 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost	\$14,400*	\$14,400*	\$21,600**	\$21,600**	
	Implementation/onboarding cost	\$3,000*	\$3,000*	\$3,000**	\$3,000**	
	Integration cost	\$0	\$0	\$0	\$2,000	89%
	Data migration cost	\$0	\$0	\$0	\$1,000	89%
	External system interface cost	\$0	\$0	\$0	\$1,000	89%
	Other acquisition costs	\$0	\$0	\$0	\$0	100%
Operating	Cost of additional paid users	\$0	\$0	\$0	\$1,000	89%
	Training costs	\$0	\$0	\$0	\$2,968	67%
	Software maintenance cost	\$0	\$0	\$0	\$2,000	89%
	Customer support cost	\$0	\$0	\$0	\$1,000	89%
	Other operating costs	\$0	\$0	\$0	\$0	100%
Personnel	Number of full-time personnel	0	0	0	0	
	Total personnel cost	\$0	\$0	\$0	\$23,000	78%
<b>Total</b>		<b>\$17,400</b>	<b>\$17,400</b>	<b>\$24,600</b>	<b>\$58,568</b>	

## Year 2 Total Cost of Ownership

Cost Area	Cost Component	25th %ile	50th %ile (median)	75th %ile	90th %ile	% with no cost
Acquisition	Software upfront/subscription cost*	\$14,400*	\$14,400*	\$21,600**	\$21,600**	
	Implementation/onboarding cost	\$0	\$0	\$0	\$1,000	83%
	Integration cost	\$0	\$0	\$0	\$0	100%
	Data migration cost	\$0	\$0	\$0	\$2,500	83%
	External system interface cost	\$0	\$0	\$0	\$2,500	83%
	Other acquisition costs	\$0	\$0	\$0	\$0	100%
Operating	Cost of additional paid users	\$0	\$0	\$0	\$3,075	83%
	Training costs	\$0	\$0	\$0	\$2,500	83%
	Software maintenance cost	\$0	\$0	\$0	\$2,500	83%
	Customer support cost	\$0	\$0	\$0	\$2,500	83%
	Other operating costs	\$0	\$0	\$0	\$0	100%
Personnel	Number of full-time personnel	0	0	1	1	
	Total personnel cost	\$0	\$0	\$7,500	\$42,500	67%
<b>Total</b>		<b>\$14,400</b>	<b>\$14,400</b>	<b>\$29,100</b>	<b>\$80,675</b>	

## Which of the following describe your company's approach to managing your Sales Hub software? Select all that apply.



These insights are based on the self-reported data of Sales Hub Enterprise customers (n=9).  
Numbers represent the percent of customers who selected each answer choice.

# Appendix

# Firmographics

	Starter	Professional	Enterprise
<b>Company size (# employees)</b>			
1	12%	3%	0%
2 to 5	34%	9%	0%
6 to 10	18%	13%	0%
11 to 25	20%	22%	20%
26 to 50	9%	19%	10%
51 to 100	3%	22%	40%
101 to 200	2%	5%	10%
201+	2%	6%	20%
<b>Region</b>			
Asia	0%	3%	0%
EMEA	28%	22%	30%
Northern Americas	56%	58%	70%
Oceania	13%	13%	0%
Latin America & the Caribbean	3%	3%	0%
<b>Industry</b>			
Construction	6%	7%	0%
Education & Health Services	3%	7%	0%
Financial activities	6%	9%	50%
Leisure & Hospitality	3%	1%	0%
Manufacturing	5%	4%	10%
Professional & Business Services	27%	6%	10%
Technology, Information & Media	41%	48%	30%
Trade, Transportation, & Utilities	3%	1%	0%
Other	5%	15%	0%



# Demographics

	Starter	Professional	Enterprise
<b>Organizational level</b>			
C-level executive	58%	36%	30%
Vice President	8%	12%	10%
Director	15%	25%	20%
Manager	13%	22%	40%
Individual contributor	2%	3%	0%
Other	4%	2%	0%
<b>Function/Department</b>			
Finance	2%	2%	0%
IT	2%	5%	10%
Leadership/C-suite	54%	45%	40%
Marketing	10%	19%	20%
Operations	5%	11%	10%
Procurement	0%	2%	0%
Sales	23%	15%	20%
Other	3%	3%	0%



## What is Total Cost of Ownership (TCO)?

Put simply, it is the sum of all costs and expenses related to buying, implementing, operating and managing your software solutions (either directly or indirectly).

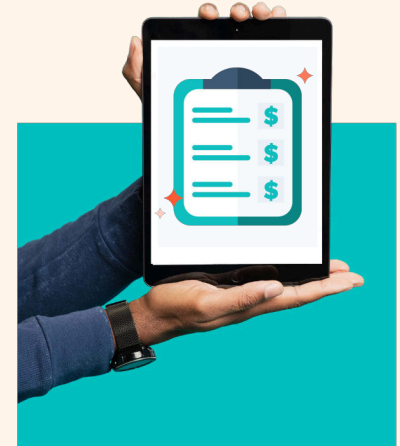
## Why is TCO an important factor to consider?

TCO is important because it determines your ROI. A TCO analysis can reveal that software actually costs a business upwards of 5-8x the original purchase price. Understanding how much your software is going to cost you over time helps you make better buying decisions when deciding which software provides the best possible ROI.

## What factors into TCO?

The three major costs areas associated with purchasing and implementing software are:

- Acquisition costs
- Operating costs
- Personnel costs



## Acquisition Costs



Cost Component	What it is
Software upfront/subscription cost	Cost of the software whether a one-time, monthly, or yearly recurring fee as well as the cost of user licenses.
Implementation/onboarding costs	Cost of setting up the new system for your business and onboarding users.
Integration costs	Cost to integrate external systems into Sales Hub.
Data migration costs	Charges to migrate data into Sales Hub.
External system interface cost	The cost to integrate Sales Hub into external systems so they talk to each other.
Other acquisition costs	Any additional acquisition costs not accounted for above.

## Operating Costs



<b>Cost Component</b>	<b>What it is</b>
Cost of additional paid users	The cost to add additional paid seats after initial purchase.
Training costs	Cost of external consultants, contractors, or firms to train employees to use Sales Hub.
Software maintenance costs	Cost of external consultants, contractors, or firms to provide software upgrades, updates, patches or bug fixes.
Customer support costs	Cost of getting customer support from external consultants, contractors, and/or from HubSpot.
Other operating costs	Any additional operating costs not accounted for above such as additional integrations, enhancements or security.

## Personnel Costs



Cost Component	What it is
Number of full-time personnel	The number of full-time personnel hired/employed to manage Sales Hub.
Cost of personnel	The total amount spent per year on personnel (i.e., part time, full-time, agency/contractor) hired/employed to manage Sales Hub.



HubSpot