

Evaluating Market Leading CRM Platforms

The right CRM platform lays the foundation for your business' success. Today, there are many options on the market that provide robust capabilities for large sales teams to grow and evolve. Compare three of the most popular solutions below.

Salesforce HubSpot Dynamics

Overview



HubSpot is an easy-to-use CRM that helps businesses grow by bringing sales, marketing, and customer service into one simple platform. It merges many tools, so you don't need to juggle multiple systems. With HubSpot, you get everything in one place, making it easier for your team to manage relationships and focus on what matters most—your customers.



Microsoft Dynamics 365 brings all your business data together, from sales to finance and operations. However, it's primarily suited for larger enterprises and can feel overwhelming for smaller teams. Its flexibility comes at the cost of complexity, often requiring significant customization and IT resources to implement and maintain.



Salesforce is a powerful CRM with a wide range of features for sales, marketing, and customer support. But with great power comes great complexity—Salesforce often requires more time and admin resources to set up and maintain. Its steep learning curve can slow down adoption, and its higher price point may not suit businesses looking for a more affordable option.

Why HubSpot?

HubSpot is the Recommended Choice

Choosing a CRM isn't just about the features; it's about how well it helps your business grow. We asked users of HubSpot, Salesforce, and Microsoft to rate their CRM. HubSpot users were more likely to recommend it to others and felt it had better reviews and customer success stories. HubSpot's ease of use also stood out, especially compared to the more complex setups of Salesforce and Microsoft Dynamics.

Peer Recommendations

When asked if their CRM platform is recommended by others in their industry, more HubSpot users agree than users of either Salesforce or Microsoft:



Net-Promoter Score

When asked if they would recommend their CRM to others, HubSpot received a higher Net-Promoter Score (NPS):



Reviews + Testimonials

When asked if their CRM platform has the best online reviews and customer testimonials, more HubSpot users strongly agree than those of Salesforce or Microsoft:



Empower Your Business

To get the most from your CRM, you need a platform that's easy for your team to adopt and customize to your unique needs. No one wants to spend months learning a complicated tool, and if you need IT help for every small change, you're missing opportunities. HubSpot's ease of use, flexibility, and wealth of resources make it easier to adopt, adapt, and align your entire team.

Easy to Learn (and Adopt)

When asked if their CRM platform is easy to learn and use, more HubSpot users agree than users of either Salesforce or Microsoft:



Customizable

When asked if their CRM platform lets them customize to their needs, more HubSpot users agree than users of either Salesforce or Microsoft:



Resources to Grow

When asked if their CRM platform has helpful online training, more HubSpot users agree than users of either Salesforce or Microsoft:



*This information is based on the results of a 3rd party survey paid for by HubSpot. A total of 2,014 qualified respondents completed the survey, including 1,424 in the US and 590 in Canada. To qualify for the survey, respondents were: Ages 18-65 | Software decision-makers | Currently use Sales/CRM, Marketing, Customer Service, CMS, and/or iPaaS software, including at least one of a specified set of brands.

Trusted by Thousands of Satisfied Customers

HubSpot received G2's top 100 Software Sellers and Best Software Awards for 2024

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