

Why Zoho CRM?

Zoho CRM is almost 1/10th cost of our competitors and yet has most of the feature set that they claim to have. It is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

Zoho's advantage is based on ease-of-use as well as on our business model. Zoho's monthly pricing model clearly gives customers the flexibility of shorter or longer-term commitments minimizing any risk of vendor lock-in.

- **Rich feature-set with an intuitive web-based user interface.**
- **Affordable CRM solution at a fraction of the cost of alternatives.**
- **Fully customizable user interface to match any organization’s CRM process.**
- **Export your data any time.**
- **Increase business productivity by automating key aspects of the customer life-cycle.**
- **Continuous product updates without service disruptions and extra cost.**
- **Dedicated customer support during implementation & deployment.**

Feature	Zoho CRM PE	Zoho CRM EE	HubSpot Sales Free	HubSpot Sales Starter	HubSpot Sales Professional
Pricing details					
Billing period	Monthly	Monthly	Monthly	Monthly	Monthly
CRM service fee (per user)	\$20/month billed annually or \$25 month-to-month	\$35/month billed annually or \$40 month-to-month	\$0/month	\$50/month billed annually/1 user included (Integrates with Hubspot CRM free)	\$400/month billed annually/5 users included (Integrates with Hubspot CRM free and Salesforce)
Maximum number of users	No upper limit	No upper limit	No upper limit	No upper limit	No upper limit
Data storage (leads, contacts, etc.)	Unlimited	Unlimited	1 million contacts and companies	1 million contacts and companies	1 million contacts and companies

File storage (DOC, PDF, etc.)	1 GB/org + 512 MB/user	1 GB/org + 1 GB/user	5 docs/user/portal	1000 docs/user/month	1000 docs/user/month
Technical support	✓	✓	-	✓	✓
Sales automation					
Leads	✓	✓	✓	✓	✓
Accounts	✓	✓	✓	✓	✓
Contacts	✓	✓	✓	✓	✓
Opportunities	✓	✓	✓	✓	✓
Tasks, log a call, calendar, and notes	✓	✓	✓	✓	✓
Feeds – Team collaboration	✓	✓	-	-	✓
CRM views	✓	✓	-	-	-
SalesSignals	✓	✓	-	-	✓
BluePrint	-	✓	-	-	✓
Advanced filters	✓	✓	✓	✓	✓
Macros	✓	✓	-	-	✓
Sales forecasts	✓	✓	✓	✓	✓
Sales quotas (Targets)	✓	✓	✓	✓	✓
Product catalog	✓	✓	-	-	-
Competitor tracking	✓	✓	-	-	-
GameScope	✓	✓	-	-	-
BCC dropbox for email	✓	✓	✓	✓	✓
Calendar sync via CalDAV	✓	✓	-	-	-
Social					
User level integration (Fb, Twitter)	✓	✓	(*)	(*)	(*)

Social tab (Fb, Twitter & Google plus)	✓	✓	(*)	(*)	(*)
Monitor social mentions	✓	✓	(*)	(*)	(*)
Social interactions with leads/contacts	✓	✓	(*)	(*)	(*)
Custom streams	✓	✓	(*)	(*)	(*)
Keyword tracking	✓	✓	(*)	(*)	(*)
Artificial Intelligence					
Zia	-	✓	-	-	✓
Marketing automation					
Web to lead Capture	✓	✓	(*)	(*)	(*)
Website visitor tracking	✓	✓	(*)	(*)	(*)
Campaigns	✓	✓	(*)	(*)	(*)
Email insights	✓	✓	✓	✓	✓
Email templates (HTML/Plain-text)	✓	✓	✓ Up to 5 email templates per portal	✓ Up to 1000 templates/user/month	✓ Up to 1000 templates/user/month
Mass email	✓	✓	✓	✓	✓
Auto responders	-	✓	-	-	-
Integration with Google AdWords	✓	✓	(*)	(*)	(*)
Document management					
Documents storage	✓	✓	✓	✓	✓
Data backup	✓	✓	✓	✓	✓
Notes & file attachments	✓	✓	✓	✓	✓
Folders search	✓	✓	✓	✓	✓
Customer support					
Cases	✓	✓	-	-	-

Case assignment rules	✓	✓	-	-	-
Case escalation rules	-	✓	-	-	-
Solutions (knowledge base)	✓	✓	✓	✓	✓
Online case capture	✓	✓			
Inventory management					
Sales quotes	✓	✓	-	-	✓
Sales orders	✓	✓	-	-	✓
Purchase orders	✓	✓	-	-	✓
Invoices	✓	✓	-	-	✓
Products	✓	✓	-	-	✓
Price books	✓	✓	-	-	✓
Vendors	✓	✓	-	-	-
Integrated procurement & fulfillment	✓	✓	-	-	-
CRM analytics					
Standard reports	✓	✓	✓ canned reports	✓ canned reports and sales productivity reports	✓
Custom reports	✓	✓	\$200/month	\$200/month	\$200/month
Standard dashboards	✓	✓	✓ (1)	✓ (1)	✓ (2)
Customizable dashboards	✓	✓	\$200/month	\$200/month	\$200/month
Report scheduler	✓	✓	\$200/month	\$200/month	\$200/month
Advanced CRM analytics	✓	✓	-	-	-
Product customization					
Home page customization	✓	✓	-	-	-
Page layouts	-	✓	-	-	-

Layout editor	✓	✓	✓	✓	✓
Rename tabs	✓	✓	✓	✓	✓
Multiple value group pick-lists	✓	✓	✓	✓	✓
Copy customization	✓	✓	-	-	✓
Custom fields	✓	✓	✓	✓	✓
Custom formula fields	✓	✓	-	-	-
Custom links	✓	✓	-	-	-
Custom modules	-	✓	(*)	(*)	(*)
Custom buttons	-	✓	-	-	-
Custom related lists	-	✓	-	-	-
Custom search	-	✓	(*)	(*)	(*)
Tab groups	-	✓	-	-	-
Web tabs	-	✓	-	-	-
Security administration					
Profiles	✓	✓	✓	✓	✓
Roles	✓	✓	✓	✓	✓
Field-level security	✓	✓	✓	✓	✓
Group-level security	✓	✓	✓	✓	✓
Data sharing rules	-	✓	✓	✓	✓
Record level sharing	-	✓	✓	✓	✓
Territory management	-	✓	-	-	-
Workflow management					
Lead assignment rules	✓	✓	-	-	✓
Big deal alerts	✓	✓	-	-	✓
Workflow rules	✓	✓	-	-	✓
Workflow alerts	✓	✓	-	-	✓
Workflow tasks	✓	✓	-	-	✓

Workflow field updates	✓	✓	-	-	✓
Workflow approval	-	✓	-	-	-
Webhooks	✓	✓	-	-	✓
Feeds follow-ups	-	✓	-	-	✓
Schedules	-	✓	-	-	✓
Time-based actions	-	✓	-	-	✓
Custom function via Deluge script	-	✓	-	-	-
Mobile					
iOS	✓	✓	✓	✓	✓
Android	✓	✓	-	-	-
Globalization					
Multi-currency	-	✓	✓	✓	✓
Multi-language support	✓	✓	✓	✓	✓
Time zone	✓	✓	✓	✓	✓
Number, date, and calendar formats	✓	✓	✓	✓	✓
Developers					
Web services api	✓	✓	✓*	✓*	✓*
Third-party applications integration	✓	✓	✓	✓	✓
CTI- Hosted PBX systems	✓	✓	✓ Upto 15 minutes of calling/user/month	✓ Upto 500 minutes of calling/user/month	✓ Upto 2000 minutes of calling/user/month
CTI- On-Premise PBX systems	✓	✓	✓ Upto 15 minutes of calling/user/month	✓ Upto 500 minutes of calling/user/month	✓ Upto 2000 minutes of calling/user/month

Zoho CRM SE – Zoho CRM – Standard Edition | Zoho CRM PE – Zoho CRM – Professional Edition |

Zoho CRM EE – Zoho CRM – Enterprise Edition

<https://www.hubspot.com/pricing/service-limits> | () – Included in Marketing HUB

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