

Brevo vs HubSpot

Software comparison report

A practical side-by-side comparison of pricing, free plans, strengths, limitations, and best-fit use cases. Data comes from the current WiseTechList tools database.

QUICK COMPARISON

At a glance

Compare	Brevo	HubSpot
Starting price	\$9/mo	\$20/mo/seat regular
Free plan	Yes	Yes
Free trial	No	Yes
Difficulty	Easy	Medium
Best for	Email, SMS, marketing automation, transactional messaging, and lightweight CRM in one platform.	CRM, lead management, email marketing, sales, customer service, and marketing automation in one platform.
Last checked	Sep 2026	Oct 2026

KEY DIFFERENCES

Where each tool stands out

Brevo

Key strength: Combines email marketing, automation, transactional email, SMS, and CRM in one affordable platform.

Main limitation: Some advanced marketing and reporting features require higher-tier plans.

HubSpot

Key strength: Excellent all-in-one CRM ecosystem that can grow with a business.

Main limitation: Costs can increase significantly when you need Professional-level marketing, automation, and reporting features.

USE CASES

What can you use them for?

Brevo

- Email campaigns
- Marketing automation
- Transactional email
- SMS marketing
- Lead and contact management

HubSpot

- CRM
- Lead management
- Sales pipeline
- Email marketing
- Marketing automation

PROS AND CONS

Trade-offs to consider

Brevo

What we like

- + Free plan available
- + Combines email, SMS, automation, and CRM
- + Affordable starting price
- + Useful transactional email features
- + Good fit for small businesses

What to consider

- Advanced reporting requires higher tiers
- Daily sending limit on the free plan
- CRM is less specialized than dedicated sales CRM platforms

HubSpot

What we like

- + Strong free CRM foundation
- + Marketing, sales, and service tools share one database
- + Large integration ecosystem
- + Good contact and pipeline management
- + Can scale with a growing business

What to consider

- Advanced features can become expensive
- Pricing becomes complex across multiple hubs
- Some useful automation and reporting features require higher tiers

BEST FIT

Who should choose each tool?

Brevo

Best fit: Choose Brevo if you want an affordable all-in-one platform for email marketing, automation, transactional messaging, SMS, and basic CRM without managing several separate tools.

Skip it if: Skip Brevo if you need a highly specialized enterprise CRM, very advanced analytics, or complex marketing orchestration that requires a larger marketing suite.

HubSpot

Best fit: Choose HubSpot if you want sales, marketing, and customer-service teams to work from one shared CRM and you value an ecosystem that can expand as the business grows.

Skip it if: Skip HubSpot if you only need a simple CRM or email tool and want to keep software costs predictable as your contact database and feature requirements grow.