

HubSpot vs Pipedrive

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	HubSpot	Pipedrive
Starting price	\$20/mo/seat regular	\$14/seat/mo billed annually
Free plan	Yes	No
Free trial	Yes	Yes
Difficulty	Medium	Easy
Best for	CRM, lead management, email marketing, sales, customer service, and marketing automation in one platform.	Sales CRM focused on pipelines, leads, contacts, and deal management.
Last checked	Oct 2026	Oct 2026

KEY DIFFERENCES

Where each tool stands out

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.

Pipedrive

Key strength: Simple and visual sales pipeline management.

Main limitation: Marketing automation is less comprehensive than all-in-one marketing suites.

USE CASES

What can you use them for?

HubSpot

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

Pipedrive

- Sales pipeline
- Lead management
- Deal tracking
- Sales reporting
- Contact management

PROS AND CONS

Trade-offs to consider

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

Pipedrive

What we like

- + Very visual sales pipeline
- + Easy to learn
- + Strong deal tracking
- + Useful sales reporting
- + Good mobile support

What to consider

- Limited marketing features compared with all-in-one suites
- Add-ons can increase cost
- Less suitable for complex enterprise processes

BEST FIT

Who should choose each tool?

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.

Pipedrive

Best fit: Choose Pipedrive if your main goal is managing leads and deals through a simple, visual sales pipeline.

Skip it if: Skip Pipedrive if you need an all-in-one marketing automation platform or highly complex enterprise CRM workflows.