

Pipedrive vs Zoho CRM

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	Pipedrive	Zoho CRM
Starting price	\$14/seat/mo billed annually	\$14/user/mo billed annually
Free plan	No	Yes
Free trial	Yes	Yes
Difficulty	Easy	Medium
Best for	Sales CRM focused on pipelines, leads, contacts, and deal management.	CRM for managing leads, contacts, sales pipelines, and customer relationships.
Last checked	Oct 2026	Oct 2026

KEY DIFFERENCES

Where each tool stands out

Pipedrive

Key strength: Simple and visual sales pipeline management.

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

Zoho CRM

Key strength: Strong CRM functionality with a large ecosystem of connected Zoho apps.

Main limitation: The interface and large feature set can feel complex for beginners.

USE CASES

What can you use them for?

Pipedrive

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

Zoho CRM

- Lead management
- Contact management
- Sales pipeline
- Workflow automation
- Sales reporting

PROS AND CONS

Trade-offs to consider

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

Zoho CRM

What we like

- + Broad CRM feature set
- + Free edition available
- + Strong Zoho ecosystem
- + Workflow automation
- + Mobile apps

What to consider

- Interface can feel complex
- Setup takes time
- Pricing and features vary by edition

BEST FIT

Who should choose each tool?

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.

Zoho CRM

Best fit: Choose Zoho CRM if you want a flexible CRM with room to expand into other Zoho business applications.

Skip it if: Skip Zoho CRM if you want the simplest possible CRM with minimal configuration.