

HubShots

The Six Step Plan for Subscription Renewal Review

Use a six step approach to evaluate your renewal needs:

Step 1: Ask HubSpot Assistant

Start by asking HubSpot about your portal. For example, here's a simple prompt to use:

“Based on how we use the tools in our portal, do you have any recommendations for my next HubSpot subscription renewal?”

Step 2: Legacy Portal Considerations

If you are a long time customer (eg more than 5 years) review whether your subscription includes legacy discounts and inclusions.

Step 3: Consumption

Review the two main 'consumption' items: Marketing Contacts and HubSpot Credits.

Step 4: Hubs (and Seats)

Review the main tools and features of each hub, comparing Pro to Enterprise, using the table on page 2 below.

Step 5: Add Ons



Review the add-ons in your portal, including Brands, Transactional Email and Limit increases, to check if they are still needed.

Step 6: Contracts

Review your renewal contract to confirm multi-year options, discounts and terms.

Full details in
HubShots Episode 319



Hub	 Pro	 Enterprise
Any Hub or Smart CRM	<ul style="list-style-type: none"> Teams Custom reporting Calculated properties Standard CRM interface configuration Duplicate management Cookie Management Tools (even in Starter) Product library (even in Free) SSO 	<ul style="list-style-type: none"> Custom Objects Standard sandbox account Admin notifications management Organize teams Field-level permissions Log in as another user Sensitive Data AI transcript enrichment Increased limits (e.g workflows, segments, teams, calculated properties, AEO prompts, API calls, recording minutes, custom events, sequence emails, email testing limits, etc.)
Marketing	<ul style="list-style-type: none"> AEO Social media Ads Lead scoring Advanced personalization Email testing Omni-channel marketing automation 	<ul style="list-style-type: none"> Cheaper marketing contacts Additional Brands (Paid Add-On) Attribution (B2B versus B2C considerations) Customer journey Approvals Social media approvals Email send time optimisation
Content	<ul style="list-style-type: none"> Case studies Memberships Content Staging Smart content for pages A/B testing Video creation & editing 99.95% measured uptime 	<ul style="list-style-type: none"> 10 brand domains Content approvals Serverless functions
Sales	<ul style="list-style-type: none"> Sequences Conversation intelligence Goals Forecasting Sales analytics Sales workspace Smart Deal Progression Coaching Playlists Notetaker Playbooks 	<ul style="list-style-type: none"> Pipeline approvals for Deals Deal splits Ability to trigger Sequences from Workflows Deal journey analytics Lead Form Routing, eg. to a calendar meeting
Service	<ul style="list-style-type: none"> Customer feedback surveys Knowledge base Help Desk Workspace Customer success workspace Customer portal 	<ul style="list-style-type: none"> Conditional SLAs Customer journey analytics Skill-based Routing
Data (Operations)	<ul style="list-style-type: none"> Data studio Data quality overview Data quality automation Bulk duplicate management Programmable automation 	<ul style="list-style-type: none"> Data Warehouse Integrations
Revenue (Commerce)	<ul style="list-style-type: none"> Single-page quote editor AI-generated quotes Quote templates Quote workflows e-signature Tiered pricing Automated sales tax Quote reporting Standard quote approvals 	<ul style="list-style-type: none"> Advanced quote approvals