tropic

HubSpot SaaS Savings Playbook



tropicapp.io

HubSpot Pricing Overview

HubSpot positions itself as a customer-relationship management and marketing-automation platform with pricing based on the features and services included in each tier. Although its pricing is transparent, HubSpot is often open to aggressive discounts. The company introduced a new pricing model in March 2024 that is continuing to be rolled out to existing customers, as multi-year terms renewals take place. Quotes usually contain "auto-renewal" terms; customers must push back before renewal, review usage with their account executive and advocate for the same discount even if volumes are reduced.

In March, 2025, they also announced they'd no longer automatically enrich new company records with free data through HubSpot Insights. The change consolidates everything into Hubspot Credits, which are used across various AI features, including Breeze Intelligence.

By the Numbers

Pricing Variability

-11.11% → **+24.44%**

25th percentile *75th percentile*

+15%

Average Tropic Savings

on top of previously negotiated prices

37.25%

of Tropic users are using Hubspot

Pricing Model

HubSpot pricing varies by product ("Hub") and tier. Customers can mix-and-match Hubs or choose bundled platforms.

Breakdown of a la carte plans available

Marketing Hub	Professional (3 Core Seats + 2,000 contacts) or Enterprise (5 core Seats + 10,000 contacts)	Professional: **$800/month** + **$45 per addl seat**; Enterprise: **$3600/month** + **$75 per addl seat**
Sales Hub	Professional or Enterprise, each includes 5 core seats	Professional: **$90/user/month**; Enterprise: **$150/user/month**
Content Hub	Professiona (3 core seats) or Enterprise (5 core seats)	Professional: **$450/month**; + **$45 per addl seat** Enterprise: **$1 500/month** + **$75 per addl seat**
Operations Hub	Professional or Enterprise, each include 1 core seat	Professional: **$720/month**; + **$45 per addl seat** Enterprise: **$2 000/month** + **$75 per addl seat**

Pricing Model Continued

HubSpot also offers Service Hub, a customer service solution, and Commerce Hub that includes all the tools and integrations your team may need to manage payments in HubSpot. If those SKUs are of interest, contact us and share insights.

In it's recent price changes, Hubspot has been pushing Bundled packages and break down pricing differently for various tiers of bundles.

Breakdown of plans available for Bundled Hubs

Professional Customer Platform	5 core seats of all Professional Level Hubs	Starts at **$1170/month**, additional seats **$45/month**
Enterprise Customer Platform	7 core seats of all Enterprise Level Hubs	Starts at **$4300/month**, additional seats **$75/month**
Starter plans	1 seat with Starter Hubs for Marketing, Sales, Service and Content	Starts at **$12/month**, additional seats **$15/month**
Breeze Intelligence	AI-powered data enrichment credits	Starts at **$45/month** for 5000 credits

Onboarding fees: Advanced onboarding (~90 days) is **$7 000**, while enterprise onboarding (~120 days) is **$10 000**.

Pricing Variability

HubSpot's pricing is highly variable despite consistent list prices across SKUs, as discounts depend on several negotiation factors. On average, customers can expect median discounts in the 30–35% range, but understanding and leveraging the right negotiation levers is crucial to securing the best possible deal. Compared to other suppliers, HubSpot shows greater variability in pricing, signaling its openness to personalization and flexibility for each customer.

On average, customers can expect discounts in the

30–35% range,

but understanding and leveraging the right negotiation levers is crucial to securing the best possible deal.

HubSpot Negotiation and Contract Strategy Guide

Core Principles

1 Establish budgetary pressure early

HubSpot is “known to discount aggressively” but less flexible than they have been in the past. They note that their new pricing plans and packages have “baked in” discounts. Begin renewal conversations at least 90 days before contract end, anchor to a low budget and reference finance-team constraints throughout the process.

2 Evaluate usage and right-size:

HubSpot provides transparent usage reports. Review license counts, contacts and feature adoption to identify over-commitment or growth. Under-utilization justifies reductions; significant growth can justify discounts or bundling.

3 Leverage growth and volume

When projecting growth, keep estimates conservative to maintain headroom for negotiation. Commit to growth tiers only if HubSpot agrees to larger discounts.

4 Navigate renewal uplift

HubSpot’s new pricing model includes a ~5 % renewal uplift. Push to lock in existing discount rates and treat uplift as negotiable.

5 Escalate and maintain partnership

Loop in executives or finance leaders as negotiations stall. HubSpot values strong customer relationships and will often move on price when executives demonstrate alignment.

6 For new customers

In addition to pricing, negotiate for additional benefits such as extended trial periods, added features, more frequent billing terms, etc. Generally, on-boarding costs cannot be waived unless completed by a third party. However, these costs can be discounted by up to 50%.

Contract Optimizations

Multi-year agreements

HubSpot often offers discounts on 2-year and 3-year terms. Request multi-year pricing even if you intend to sign a one-year deal. Once discounts are revealed, push to apply them to the shorter term.

Payment schedules

HubSpot may offer 10% off for annual upfront payments, mainly on Professional tiers, and usually only if no other discounts apply. If cash flow is an issue, use the idea of annual payments to negotiate discounts, then request quarterly or semi-annual billing.

Bundling and seat volume

Combining multiple Hubs or increasing seat volumes usually unlocks higher discounts. Negotiators should request proposals at higher volume tiers to open conversation about volume-based discounts.

Free contacts & features

Negotiate for additional marketing contacts (e.g., 10K–20K) and complimentary Hubspot credits.

Fiscal Quarter End Dates

Q1 March 31

Q2 June 30

Q3 September 30

Q4 December 31 *(Fiscal Year End)*

AEs are highly incentivized at these dates; align your renewal or purchase to quarter-end to maximize urgency.

Leverage Points & Tactics

Executive alignment

Highlight the total value of your HubSpot partnership and the potential for future growth. Executives from both sides should be brought in for final concessions.

Competitive pressure

HubSpot knows the market is competitive and may adjust pricing when competitors are mentioned. Let your rep know you plan to expand your use of their services and move away from competitors, emphasizing your long-term commitment. If your team is considering switching platforms, mentioning this early can be a useful negotiation tactic.

You can read even more about CRM negotiations here.

Persistence & early engagement

Start negotiations 90+ days before renewal to evaluate usage, gather executive support and create time to run or simulate RFPs.

Red Flags to Avoid

- → Don't accept SKU-level discounting variations without pushback
- → Don't commit to 100% of anticipated growth upfront
- → Don't accept reduced discounting for volume reductions
- → Don't ignore new Breeze Credits pricing for data enrichment
- → Don't sign auto-renewal without attempting renegotiation

Negotiation Workflow

For Renewals with Growth or Upgrades

1	2	3	4	5	6
Evaluate usage & discuss upgrade	Anchor to a low budget	Threaten to churn	Lean into growth	Focus on r elationship	Push negotiations toward HubSpot's quarter-end dates

For Renewals with Reductions

1	2	3	4	5	6
Evaluate usage early	Anchor to budget & maintain discounting	Review multi-year options	Lean into future growth	Loop in executives	Align negotiations with quarter-end

For New Purchases

1	2	3	4	5	6
Request a low-tier proposal	Focus on budget	Communicate competitive pressure	Request multi-year options	Advocate for free add-ons	Relationship & escalation

Overall, HubSpot's transparent pricing coupled with its willingness to discount creates substantial room for negotiation. By engaging early, anchoring to budget constraints, leveraging growth and competitive pressure, and aligning negotiations with fiscal quarter-ends, customers can achieve meaningful savings while securing the features needed to support growth.

tropic

Tropic is your intelligent procurement partner, purpose-built to help modern finance and procurement teams save time, cut costs, and drive impact. Whether you're a solo finance leader or part of a larger team, Tropic combines AI agents and expert services to handle the procurement work you don't have time for — from complex negotiations to renewal headaches. Powered by over $14B (and growing) in software spend intelligence, Tropic gives you unmatched visibility, automation, and negotiation leverage across your stack. We don't just flag problems, we solve them, transforming procurement into a strategic advantage that scales with your business. Learn more at tropicapp.io and follow us on LinkedIn.