

# HubSpot vs Pipedrive: the real 3-year cost

On list seat prices, HubSpot Sales Hub Professional is 90 euro per seat against Pipedrive Professional at 49 euro. Over three years for a 5-seat team that is about 16,200 euro versus 8,820 euro, before HubSpot onboarding and contact overage.

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HubSpot and Pipedrive both sell a sales CRM, but they sit at different price points and solve different problems. Here is the cost difference on published list prices, computed the simple way: seat price times seats times 36 months.

## List seat prices (billed annually)

- HubSpot: Free CRM at 0 euro, Sales Hub Starter at 15 euro per seat, Sales Hub Professional at 90 euro per seat.
- Pipedrive: Essential 14 euro, Advanced 34 euro, Professional 49 euro, Power 64 euro per seat.

## A 5-seat team over three years

- Pipedrive Professional: 5 seats x 49 euro x 36 months = about 8,820 euro.
- HubSpot Sales Hub Professional: 5 seats x 90 euro x 36 months = about 16,200 euro.

On seats alone, Pipedrive Professional is roughly half the price. HubSpot earns its premium only when you genuinely use the marketing automation, inbound capture and the unified sales, marketing and support record it is built around. If you just want reps to close more deals, Pipedrive is usually the cheaper fit.

## What the Pipedrive seat math leaves out

The seat-only figure is honest for a pure sales pipeline, but Pipedrive sells five paid add-ons on top of the plan: LeadBooster for lead capture, Campaigns for email marketing, Web Visitors, Projects, and Smart Docs. Four of the five are billed per company at a flat monthly rate rather than per seat, so on a 5-seat team they add a fixed amount no matter how many reps you have; Projects is the exception, billed per user. If all you need is the pipeline, you can skip them and the 8,820 euro stands.

The line that matters for this comparison is Campaigns, the email-marketing add-on. Pipedrive prices it in tiers by your number of subscribed marketing contacts, so it climbs with your list rather than your seat count, the same way HubSpot Marketing Hub does. That is the point worth being honest about: if the reason you were weighing HubSpot is that you want marketing and sales in one tool, the fair comparison adds Campaigns to the Pipedrive side, and the gap

narrows. Pipedrive stays the clear saver when you want a sales pipeline and nothing more; the two move closer once you ask it to do the marketing work too.

Two real caveats this seat-only math leaves out: HubSpot adds a one-time onboarding fee and marketing-contact overage that push the true bill well above the seat line (see the HubSpot true-cost breakdown), and the right tier depends on team size and pipeline complexity. Run your own seats and tier in the quiz.

## Frequently asked questions

### Is HubSpot or Pipedrive cheaper?

On list seat prices Pipedrive is cheaper: Professional is 49 euro per seat against HubSpot Sales Hub Professional at 90 euro. For a 5-seat team over three years that is about 8,820 euro versus 16,200 euro, before HubSpot onboarding and marketing-contact overage widen the gap further.

### How much do HubSpot and Pipedrive cost over 3 years?

Computed simply as seat price times seats times 36 months for a 5-seat team: Pipedrive Professional about 8,820 euro, HubSpot Sales Hub Professional about 16,200 euro. HubSpot adds one-time onboarding and contact overage on top, so the real difference is larger.

### When is HubSpot worth the higher price over Pipedrive?

When you need its broader marketing and automation platform, not just a sales pipeline. As a pure sales CRM Pipedrive is markedly cheaper; HubSpot earns its premium only if you use the wider hubs.

### Does Pipedrive have hidden add-on costs?

The seat price covers the core sales CRM, but Pipedrive sells five paid add-ons on top: LeadBooster, Campaigns, Web Visitors, Projects and Smart Docs. Four are billed per company at a flat rate and Projects is billed per user, so they stack on the seat line if you use them. Campaigns, the email-marketing add-on, is priced in tiers by your number of subscribed contacts, so it scales with your list much like HubSpot does. For a pure sales pipeline you can skip them and the seat-only figure holds.

### See which CRM fits, with the 3-year cost

Free, no signup: [agent.mue.app/tools/which-crm-cost-fit-quiz](https://agent.mue.app/tools/which-crm-cost-fit-quiz)

[agent.mue.app/articles/hubspot-vs-pipedrive-real-cost](https://agent.mue.app/articles/hubspot-vs-pipedrive-real-cost)

