

The true 3-year cost of HubSpot, and where the extra 13,500 euro hides

A standard HubSpot stack runs about 63,540 euro over three years, not the 50,040 euro the base-plan math suggests. Here is the line-by-line breakdown.

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A pretty standard HubSpot stack costs about 63,540 euro over three years. The base-plan math says 50,040 euro. Here is where the other 13,500 euro hides.

The setup

Marketing Hub Professional plus Sales Hub Professional, 5 sales seats, 5,000 marketing contacts growing 40% a year. Nothing exotic.

What you anchor on

890 euro a month for Marketing Pro plus 100 euro per seat for Sales. Quick mental math, about 50k over three years.

What you actually pay

- 4,500 euro one-time onboarding (3,000 euro Marketing Pro plus 1,500 euro Sales Pro). Real, easy to forget, gone after year 1.
- 9,000 euro in marketing-contact overage. At 5,000 contacts you are already past the 2,000 included, so 250 euro a month before you do anything. That is 9,000 euro across 36 months.
- Year 1 lands at 24,180 euro, then it settles to 19,680 euro a year recurring.

The commitment the price tag does not show

Those monthly figures describe a yearly commitment, not a month-to-month subscription, and that changes how the cost behaves. HubSpot Professional plans are an annual contract that, in HubSpot's own words, automatically renews unless your Order Form says otherwise. So the year-2 number is not just what you pay, it is what you are committed to pay.

Three terms follow from that, and each is a real cost the sticker price hides:

- No mid-term exit. HubSpot states plainly that mid-contract cancellations are not permitted. Turn off auto-renewal eight months into a twelve-month term and the subscription still runs, and still bills, to the end of that term.
- No mid-term downgrade. Dropping below your seat count or contact tier does not lower the bill during the term; reductions only take effect at renewal. For a Professional or Enterprise plan you have to ask your HubSpot contract manager to arrange the downgrade at least five business days before the renewal date.

- The renewal can come back higher. Renewal terms become available months ahead (HubSpot points to roughly 180 or 120 days before the date), and you re-sign against then-current pricing and your then-current contacts. Under the 40%-a-year contact growth in this model the contact tier alone is larger at renewal than at signing, so the recurring line tends to drift up, not hold flat.

None of this makes HubSpot the wrong tool. It means buying it is a decision to keep paying for a full term, so size the plan to the seats and contacts you will actually use this year, not the ceiling you might grow into, and put the renewal date in your calendar with the notice window in front of it.

The point

It is not that HubSpot is overpriced. It is that the recurring year-2 number, not the demo number, is what you live with, and contacts plus seats are what move it.

Frequently asked questions

How much does HubSpot really cost over three years?

A standard Marketing Hub Pro plus Sales Hub Pro stack with 5 seats and 5,000 marketing contacts runs about 63,540 euro over three years, versus the roughly 50,040 euro the base-plan math suggests. The extra ~13,500 euro is one-time onboarding (about 4,500 euro) plus marketing-contact overage (about 9,000 euro across 36 months).

Why is my HubSpot bill higher than the sticker price?

Three lines stack on top of the headline plan price: per-seat fees, marketing-contact overage once you pass the included tier, and a mandatory one-time onboarding fee. At 5,000 contacts you are already past the 2,000 included, so overage starts before you send anything.

What does HubSpot cost in year two?

Year one lands around 24,180 euro because it carries the one-time onboarding; once that falls away it settles to about 19,680 euro a year recurring. Year two is the number to budget against, not the first invoice.

Can I cancel HubSpot in the middle of my contract?

No. HubSpot states that mid-contract cancellations are not permitted. You can turn off auto-renewal so the subscription ends at your renewal date, but you are still billed for the rest of the committed term. If a twelve-month contract has eight months left when you switch off renewal, you keep paying for those eight months.

Does HubSpot renew automatically, and can the price go up?

HubSpot contracts auto-renew unless you turn that off before the renewal term, and renewal details typically become available about 180 or 120 days before the date. You re-sign against then-current pricing and your then-current seat and contact counts, so a plan whose contacts grew over the year usually renews higher than it held at, not flat. Put the renewal date and its notice window in your calendar so a change is still possible.

Estimate your own HubSpot bill

Free, no signup: agent.mue.app/tools/hubspot-true-cost-estimator

agent.mue.app/articles/true-3-year-cost-of-hubspot

