

# VERTIFY

## VS. HUBSPOT'S OPS HUB

While HubSpot Ops Hub is a great starting point for SMB companies and marketing teams that are early in their customer data journey, scaling teams will likely find their needs cannot be met by what Ops Hub can provide. Vertify offers true multi directional automation with full custom object and field access, as well as a robust set of data hygiene and transformation capabilities for customers with any tier of service. Ops Hub is limited in both capability and access by tier to the more robust solutions an enterprise team requires. Check out how Vertify compares to the various HubSpot Ops Hub packages using the chart below!

	PRICING	90+ SYSTEMS SUPPORTED	BI-DIRECTIONAL SYNC	HISTORICAL SYNC	CUSTOM FIELD MAPPINGS	DATA QUALITY AUTOMATION	FULL OBJECT SUPPORT	ADVANCED DATA CALCULATIONS	SNOWFLAKE DATA SHARE	NO CODE SOLUTION	DEDICATED SUPPORT	PERFORMANCE OPTIMIZATION
VERTIFY	STARTS AT \$7K / YR	✓	✓	✓	✓	✓	✓	✓	✗*	✓	✓	✓
HUBSPOT STARTER	STARTS AT \$600 / YR	✓	✓	✓	✓	✗	✗	✗	✗	✓	✗	✗
HUBSPOT PROFESSIONAL	STARTS AT \$9K / YR	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗
HUBSPOT ENTERPRISE	STARTS AT \$24K / YR	✓	✓	✓	✓	✓	✗	✓	✓	✗	✓	✗

\*coming soon!